

Marketing the Berry Health Message

Chris Christian
June 27, 2011





The California Strawberry Commission is the unified voice for a healthy California strawberry industry, representing the 600 growers, shippers and processors of California strawberries.

We represent the 600 growers and shippers of California strawberries

Strawberry Production in California



***2011 Statewide Acreage
37,425***

***88% of U.S. Fresh &
Frozen Production***



The Research

Over 94 published human studies on the health benefits of strawberries since 2006

Converge on fighting oxidation and inflammation to reduce risk of chronic disease



The Audience



eat[™]
right. American Dietetic
Association



Getting the Message Out

California STRAWBERRIES

Recipes | Health & Nutrition | About Strawberries | A Sustainable Harvest | News & Events

Find Facts
Did you know that strawberries are the only fruit with its seeds on the outside?
[Learn more >](#)

Recipe of the week
Macadamia-Crusted Halibut with Grilled Strawberry and Mint Relish

This trendy and elegant dish combines sweet and savory fresh flavors accentuated by surprising textures.
[View Recipe](#)

Strawberry Versatility
Surprising Ways to Serve Strawberries

Strawberries are one of the most versatile fruits when it comes to preparation. They're perfect for both sweet and savory dishes with their sweet but tart flavor that pairs well with a variety of herbs. Pair them with prosciutto and parmesan for an antipasto or make a strawberry balsamic glaze for pork tenderloin or fish.
[Learn More](#)

Strawberry Social

California Strawberries Ever wonder why a strawberry tastes like a strawberry and not like a banana? The difference lies in all but another feature you'll find in a Strawberry: heat! It's a [Twitter](#) [www.huffpost.com](#) Ever wonder why a strawberry tastes like a strawberry and not like a banana? The difference lies in all [100.26](#), 2013 02 41 PM

California STRAWBERRIES

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Amelia and Ismael Macias

A Sustainable Harvest

- In the Community
- Meet the Growers
 - Amelia and Ismael Macias
 - Glen Hasegawa
 - Greg France
 - Matt Kawamura
- Safe Fruits and Veggies

iPhone Apps
Have you downloaded the free "strawberries" iPhone app? Now you can access more than 100 strawberry recipes from top food bloggers around the web! Just type "strawberries" in iTunes for a new strawberry cookbook in the palm of your hand!
[Learn More](#)

Meet Dave Grotto
"Grotto" and acclaimed author, Dave Grotto, recommends a list of fun foods to include in a healthy diet. Find out how many you already eat – and which ones you may want to add to your meals!
[Learn More](#)

Friends, and the more than 100 family members, of Amelia and Ismael Macias don't call them "a pair of earnings" for nothing. Wherever these strawberry farmers, parents, grandparents, community members go – they go together. And according to this grower duo, that's been the case ever since they were married in 1970.

When it comes to strawberry farming, both Amelia and Ismael have deep roots that date back to the 1800s. Ismael has early childhood memories of his mother picking strawberries. On Amelia's side, her mother, Maria De Jesus Marquet, started strawberry farming when she and her siblings were very young. She recalls working in the fields alongside her four sisters and two brothers to help their single mom with all the hard work.

For the last 40 years, both Amelia and Ismael have been growing strawberries for a major strawberry label and consider their jobs and the strawberry industry an important part of their lives. They have unlimited gratitude to the strawberry industry for providing them with a wholesome lifestyle and the means to send all five of their children to college. They're proud to list off the professional careers their kids are currently enjoying, including accountant, electrical and civil engineer, pharmacist and chemist.

When it comes to the challenges, Ismael – like most farmers – dismisses the thought, adding that he and Amelia "must like the stress" because despite some of the hard work, long hours and risk, they feel a commitment to "keep the tradition alive." They talk about the strong sense of family and community the local growers share with one another, and the harvest workers.

The couple has built a reputation for making sure that strawberries are a memorable part of major celebrations. For example, there was the time that Amelia and Ismael sent heaps of long-stemmed, sweet strawberries to their daughter's wedding in Colorado. Friends and family remember that not even as "the wedding of strawberries," and continue to talk about how special it was to the

www.californiastrawberries.com

STRAWBERRY Nutrition News



CARDIOVASCULAR HEALTH

METABOLIC HEALTH

BRAIN HEALTH

CANCER PREVENTION

ANTIOXIDANT NEWS

LATEST POST

Strawberries Fight Inflammation

19 shares
3
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Newly published research confirms that strawberries contain powerful bioactive compounds that reduce the inflammation and rise in insulin that follows a typical high fat, high calorie breakfast. Twenty-six overweight men and women were given about a 960 calorie meal of bagel, cream cheese, margarine, hard boiled egg, cantaloupe, whole milk, and either a placebo or strawberry beverage. The amount of freeze-dried strawberry powder given was equivalent to 100 g of fresh strawberries (about 2/3 of a cup). Blood was drawn over the 6 hours following the meal. Inflammation was measured via C-reactive protein and IL-6. After consuming the strawberry beverage, subjects had a significantly attenuated postprandial inflammatory response, and reduced insulin levels. In addition, this study showed that, using a spectrographic analysis of the strawberry polyphenolic compounds in the strawberry beverage and plasma following ingestion, strawberry polyphenols are bioavailable.

This study is significant because it showed that:

–Strawberries are anti-inflammatory after a typical meal. Chronic inflammation, an constant up-regulation of the body's defense mechanisms, has been linked to several chronic health issues, such as heart disease, diabetes, and metabolic syndrome.

–Strawberries reduce post-prandial insulin levels, of particular importance for people with

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STRAWBERRY HEALTH BENEFITS FEATURED ON

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WebMD Home > Healthy Eating & Diet

Slideshow: Tips to Strengthen Your Immune System Brought to you by **California STRAWBERRIES**

This content is selected and controlled by WebMD's editorial staff and is brought to you by California Strawberries. [Show this](#) [f](#) [t](#)

Eat Your Antioxidants
Eating plenty of fruits and vegetables can help you get a healthy dose of antioxidants. These substances in foods can help protect your cells from free radicals, molecules that can damage cells. To get a wide range of antioxidants, choose fruits and vegetables of different colors, such as oranges, green peppers, broccoli, kale, strawberries, carrots, watermelon, papaya, leafy greens, and cantaloupe.

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Super Fruit for Every Day! **California STRAWBERRIES** [LEARN MORE >](#)

Monday, May 8, 2011

WebMD newsletter **HEALTHY EATING**   

In This Issue:

- Mediterranean Chopped Salad With Chicken
- How Much Do You Know About Tea?
- Are You Eating Your Way to Insomnia?

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Getting Started on a Gluten-Free Diet
If you've decided to go gluten-free, it can be hard to know where to start. Which foods can you eat, and what should you avoid?
Also See:

- [Eat to Beat Inflammation](#)
- [What's So Great About Berries?](#)
- [Best and Worst Condiments](#)

From The Recipe Box

Mediterranean Chopped Salad With Chicken
Fresh veggies, olives, chicken, and tangy vinaigrette make this a perfect springtime dinner. Plus it's a cinch to make.
Also See:

- [Southwest BBQ Chicken Salad](#)
- [Blackberry Spinach Salad](#)

Healthy Cooking & Diet Tips

How Much Do You Know About Tea?
Green, black, herbal ... when it comes to health benefits, are all teas created equal? Take this tea quiz to find out.
Also See:

- [Review: The New Abs Diet for Women](#)
- [Recalled Grape Tomatoes in Ready-to-Eat Salads](#)

Are You Eating Your Way to Insomnia?
Inspired by her own sleepless night, celeb chef Domenica Catelli shares a few surprising foods that may be keeping you awake.
Also See:

- [Are You Getting a Healthy Breakfast?](#)
- [Slideshow: Get the Facts About Salmonella](#)

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Social Media

Free Recipe Apps for
iPhone and Android



↑70,000 Downloads



Superfruit For Your Health - California Strawberries:



facebook.

8,600 "Likes"

twitter

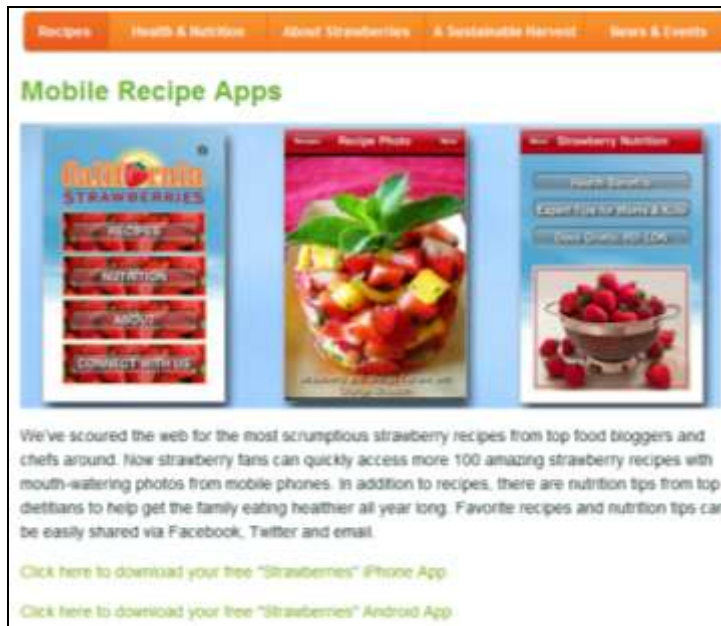
2,250 Followers

Online Engagement through Social Networking Sites

Mobile Apps, Facebook, Twitter, Contests and Giveaways

70,000+ mobile recipe app downloads from iTunes and the Android Market

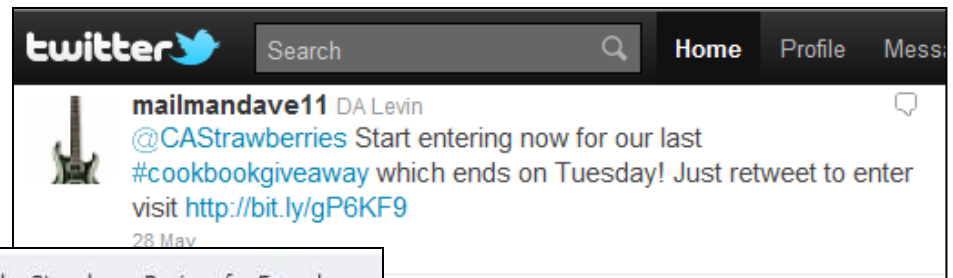
1,000+ strawberry fans entered May cookbook giveaway via FB and Twitter



The screenshot shows a website with a navigation bar containing 'Recipes', 'Health & Nutrition', 'About Strawberries', 'A Sustainable Harvest', and 'News & Events'. Below the navigation bar is a green heading 'Mobile Recipe Apps'. Underneath, there are three app icons: 'California Strawberries', 'Recipe Photo', and 'Strawberry Nutrition'. Below the icons, there is a paragraph of text: 'We've scoured the web for the most scrumptious strawberry recipes from top food bloggers and chefs around. Now strawberry fans can quickly access more 100 amazing strawberry recipes with mouth-watering photos from mobile phones. In addition to recipes, there are nutrition tips from top dietitians to help get the family eating healthier all year long. Favorite recipes and nutrition tips can be easily shared via Facebook, Twitter and email.' At the bottom, there are two links: 'Click here to download your free "Strawberries" iPhone App' and 'Click here to download your free "Strawberries" Android App'.



The Facebook post is from 'California Strawberries'. It features a profile picture of strawberries and a cover photo of strawberries. The text of the post reads: 'California strawberries are everywhere right now! Win our new cookbook for delicious ways to serve them! Check out the link for details.' Below the text is the 'California STRAWBERRIES' logo and the text 'California Strawberry Commission - Cookbook-a-Day -Through-May-Giveaway' with the website 'www.californiastrawberries.com'. At the bottom, it shows '2,882 Impressions · 0.28% Feedback' and 'May 6 at 8:39am · Like · Comment · Share'.



The Twitter tweet is from 'mailmandave11' (DA Levin). It features a profile picture of a guitar. The text of the tweet reads: '@CAStawberries Start entering now for our last #cookbookgiveaway which ends on Tuesday! Just retweet to enter visit <http://bit.ly/gP6KF9>'.



The Facebook comment is from 'Amy Tong'. It features a profile picture of a family. The text of the comment reads: 'I would love to win the Strawberry Recipes for Everyday cookbook so I can get some fresh ideas on how to make the awesome strawberries even more delectable!!! Thanks for a chance to win.' At the bottom, it shows 'May 19 at 12:35pm · Like'.

In-Person with 125 Influential Mom Bloggers

California Strawberry Tour "BlogHere" Goes to Five Cities

From a strawberry field...



...to Dallas, LA, NYC,
Chicago and Boston...



...and back online



"Strawberries are an excellent source of vitamin C. Once serving provides an adult with 160% of their recommended Daily Value."

www.juncleavernirvana.com

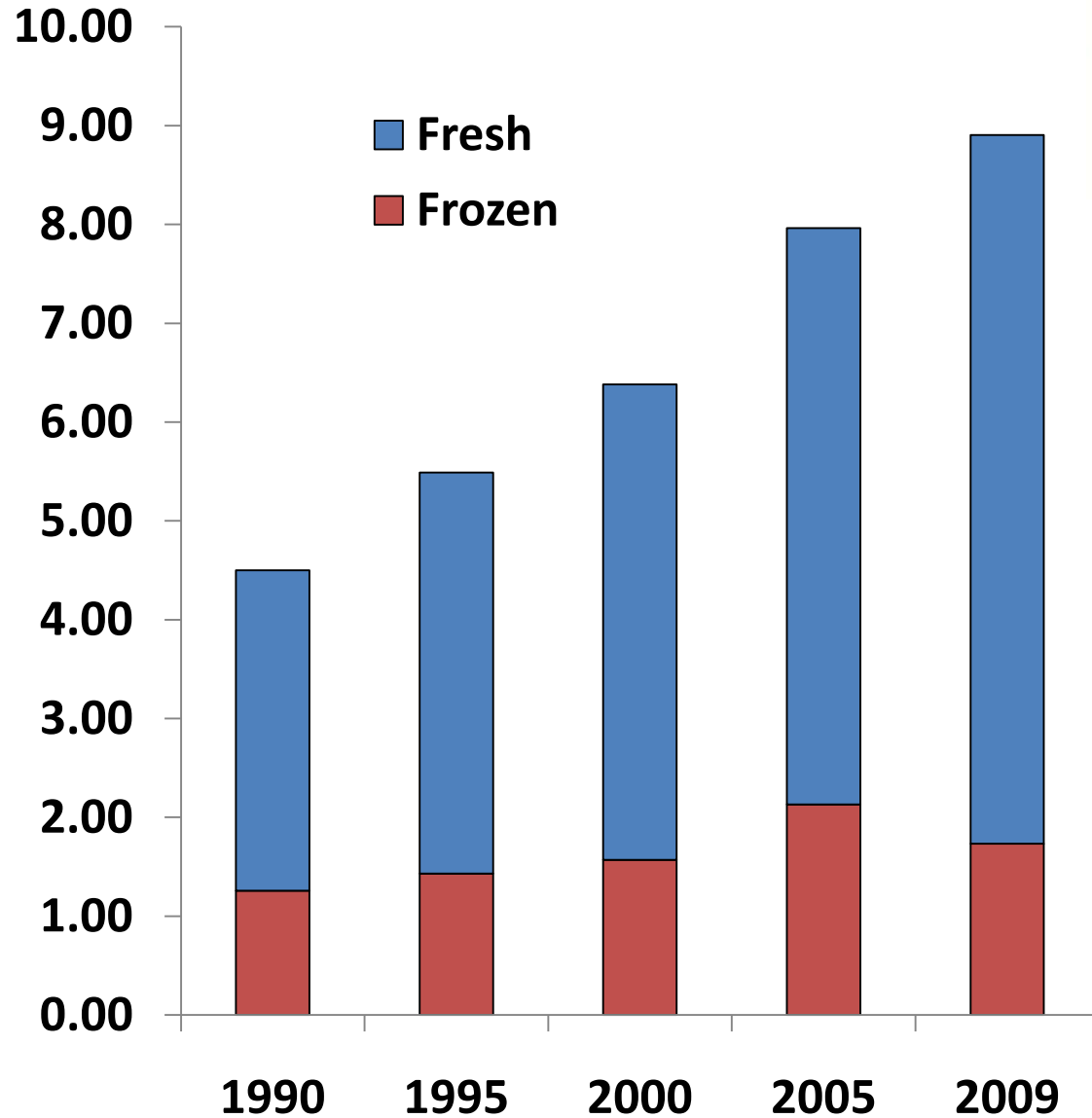
"I love the sweet/sour combination that many of the strawberry dishes we sampled contained. I don't often think of using strawberries in savory dishes, but it can be very tasty...and unexpected."

www.sheisdallas.com

"Dave Grotto gave us a number of interesting facts about strawberries from a nutritional standpoint."

www.conscientiousconfusion.com

The Results



Thank You!

