



a cooperative of family farms since 1893™

news release

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FOR IMMEDIATE RELEASE

Sunkist Launches Family Stories Campaign

Showcasing the Cooperative's 120-Year Farming Heritage

Cooperative celebrates peak citrus season by sharing the commitment to quality behind every piece of Sunkist fruit

Sherman Oaks, Calif. (March 20, 2014) – Sunkist Growers today unveiled [Sunkist® Family Stories](#), a multimedia storytelling project dedicated to sharing the rich heritage of Sunkist growers through video and imagery. Sunkist Family Stories will profile multigenerational Sunkist growers from California and Arizona, offering a window into the life and experience of today's modern farmer.

“As a cooperative of thousands of grower members, many of whom have proudly passed the tradition of citrus growing through the generations, we believe the Sunkist story is best told by those in the orchards,” said Sunkist Vice President of Sales and Marketing, Kevin Fiori. “We’re proud to share the values and legacy of Sunkist’s 120-year history through the Sunkist Family Stories project.”

Sunkist Family Stories is designed to transport consumers to the sunny groves of California and Arizona to learn more about the traditional growing practices, stewardship of natural resources and dedication to innovation that is proudly passed through generations of Sunkist member family-owned farms – year after year, crop after crop.

From the rolling hills of California’s San Joaquin Valley and the beautiful coasts of Ventura County to the dramatic landscapes of the Coachella Valley and Arizona’s scenic Yuma Desert, Sunkist growers are dedicated to innovation, embracing fresh approaches and pioneering products for citrus lovers today – and tomorrow. Sunkist Family Stories speak to growers’ sustainable farming practices including solar, water-saving irrigation systems and low-emission

vehicles as well as investment in unique, specialty citrus varieties that chefs and cooking enthusiasts crave.

“Behind every piece of Sunkist fruit is decades of first-hand knowledge, tried-and-true expertise passed down from generation to generation,” added Fiori. “We hope sharing that history and commitment to quality will make Sunkist citrus taste even sweeter.”

To experience Sunkist Family Stories visit familystories.sunkist.com.

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Sunkist Growers is a citrus marketing cooperative, founded in 1893, which is owned by and operated for thousands of family farmers growing citrus in California and Arizona. For more information about Sunkist, visit www.sunkist.com.

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