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Sunkist Pledges to Serve More Produce by Eating by Example

May 7, 2015, Valencia, CA — Sunkist Growers has pledged to serve and eat more fresh produce at company and industry events to demonstrate leadership in the effort to boost fruit and vegetable consumption. By joining the [Eating by Example initiative](#) from the Produce Marketing Association (PMA), Sunkist expects to raise employee and industry awareness of the need to increase produce consumption.

“As members of the produce industry, we need to be setting an example for all consumers by eating more fruits and vegetables ourselves,” said Sunkist Manager of Corporate Category Management Cassie Howard, who is serving on the PMA’s Eating By Example task force.

The Eating by Example initiative, conceived by graduates of the PMA Foundation Emerging Leaders Program, is a fun, non-binding pledge to boost industry’s own produce consumption. It offers simple tips on how to add more fruit and vegetables to all eating occasions. It is relying on social media efforts by participants to drive engagement and demonstrate the impact of #EatingByExample in the workplace.

Founded in 1893, the Sunkist cooperative of family farms offers more than 40 fresh citrus varieties and remains a brand that has been trusted by customers and consumers for over a century. Founded under the principle that more can be accomplished by working together, Sunkist continues to promote a culture of family and collaboration with growers and customers to drive beneficial results for all. Sunkist offers a full range of cartons, bags, display masters, bins and reusable plastic containers (RPCs) which have been designed with customers’ needs in mind. The company provides customer-specific creative marketing and promotional support to retail and foodservice trade designed to build consumer excitement, demand and sales.

“All of us at Sunkist are proud to be part of this initiative to encourage produce consumption among our employees and industry partners in a creative and collaborative way,” added Howard. “Creating widespread behavior change among consumers should start with our industry, so we are stepping up.”

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Sunkist Growers is a citrus marketing cooperative, founded in 1893,



a cooperative of family farms since 1893™

which is owned by and operated for thousands of family farmers growing citrus in California and Arizona. For more information about Sunkist's family farmers visit <http://familystories.sunkist.com/>.

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