



news release

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With Organics Leading Agricultural Growth, Sunkist Expands Organic Portfolio

December 21, 2015, Valencia, CA – Organics are the fastest growing segment in agriculture, and increasing demand for organic citrus bolsters this trend. Retail sales of organic citrus in the U.S. were up 14 percent in 2015 according to IRI Worldwide Data, meaning that organic citrus is growing nearly three times faster than conventional citrus.

“Consumers are broadening their food choices, and we’re seeing that in the growth of organics,” said Joan Wickham, Manager of Advertising and Public Relations for Sunkist. “With more acreage coming into production, Sunkist has a growing supply of organics to meet this increasing demand.”

Sunkist offers a broad portfolio of organics including Navel, Cara Cara Navel and Valencia oranges, mandarins, minneolas, grapefruit, lemons and limes. Paired with a strong supply of conventional citrus, Sunkist is able to supply retailers’ entire citrus program.

“Sunkist offers retailers both conventional and organic citrus to meet expanding consumer demands,” said Sunkist Director of Retail Marketing Julie DeWolf. “We also offer retailers tools to promote citrus in their stores and drive sales, including materials that educate consumers about our growers’ commitment to providing safe, quality fruit while also preserving the land for future generations.”

The Sunkist Family Story program is a multimedia storytelling project that shares the stories of the Sunkist cooperative’s family farmers with consumers. A [microsite](#) with video, imagery and vignettes along with social media content and retail point-of-sale materials help bring consumers into Sunkist’s groves to learn about our growers’ commitment to quality, innovation and sustainability.

To learn more about Sunkist, visit www.sunkist.com or contact the Sunkist sales team at sales@sunkistgrowers.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.***

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