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Sunkist Welcomes the Mulholland Family to Sunkist Family Stories
Cooperative promotes Sunkist Delite™ mandarin growing family during peak season

December 4, 2017, VALENCIA, CA —Sunkist Growers is celebrating mandarin season with a new addition to the Sunkist Family Stories program. [The Mulholland family](#), an Orange Cove-based citrus grower-shipper of primarily mandarins, is the newest family to be featured in the multimedia storytelling project dedicated to sharing the rich heritage of Sunkist growers.

[Sunkist Family Stories](#) profiles the families that make up the 125-year old citrus cooperative, offering a unique view into the life of today's modern farmer. The program is designed to transport consumers to the bright groves of California and Arizona so they can learn about traditional growing practices, innovation and dedication to quality that is proudly passed through generations of Sunkist member family-owned farms.

“Highlighting Sunkist’s commitment to quality and authenticity, our farm-to-table stories resonate with consumers all over the world,” said Sunkist Director of Communications Joan Wickham. “We are proud to share the values and legacy of Sunkist’s history through our Sunkist Family Stories and are thrilled to now feature the Mulholland’s story as part of the growing program.”

As the first family to grow and market Murcott mandarins in California, the Mulhollands have contributed valuable experience and knowledge to the industry throughout the four generations of their family’s farming history. Sunkist recently introduced the Sunkist Delite™ mandarin program that offers retailers, growers and consumers the value and quality proposition that Sunkist is known for.

“Sunkist Delite California mandarin season is in full swing, making this fresh content ripe for promotion,” added Wickham. “Consumers today are looking for food with a story, and we’re proud to tell ours through the Sunkist Family Story program.”

The Sunkist cooperative of family farms offers more than 40 fresh citrus varieties. With thousands of grower members in California and Arizona, the Sunkist cooperative reflects the values and legacy of its 125-year history: family-owned farms where traditional growing practices, stewardship of natural resources and a dedication to innovation are proudly passed through the generations. 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 positive results for all.

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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’s family farmers visit <http://familystories.sunkist.com/>.

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