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The Peachiest Food Blogger Conference Yet— California Cling Peach Board Sponsors the 2016 International Food Blogger Conference

*Locally Grown Peaches to Be Served at Sacramento's Premiere
Farm-to-Table Event*

Sacramento, CA, July 26th, 2016— The California Cling Peach Board (CCPB) announced today its sponsorship of the 2016 International Food Blogger Conference (IFBC) slated for July 28th-31st in Sacramento, California. The CCPB is looking to influence the influencers by sharing its locally-grown nutrition story with food bloggers from around the U.S. and world.

Grown throughout the state, California's Cling Peach crop represents nearly 100 percent of all Cling Peaches grown for packing in glass jars, fruit cups, and cans, as well as peaches that are frozen for smoothies or baking. In order to dispel misperceptions, the CCPB is looking to make a point: California Cling Peaches are just as good (if not better) than fresh. The Board is hosting the Opening Night Reception and participating in the Culinary Fair and Expo in order to turn heads, change hearts and minds and re-introduce canned peaches to 250+ food-loving writers. In addition to yummy bites, the CCPB will be relying upon science. Thanks to a study conducted by Oregon State University (OSU) and the Linus Pauling Institute, the California Cling Peach industry has proven what peach growers have known all along: California canned peaches are

nutritionally equivalent to their fresh counterparts, and some nutrients increase thanks to the canning process. Click here to view a short video overview of the study: http://www.youtube.com/watch?v=9aM_tIS6nY8

“We know from our research that when consumers learn about the health benefits of canned peaches and more about the process itself, they are much more likely to give us a try,” said California Cling Peach Chairman, Sarb Johl. “Our locally-grown message, taste and food safety record speak for themselves, and we’re hoping that by partnering with food bloggers, we can spread the message to those who will listen: moms, nutritionists, chefs, school foodservice directors, and others.”

In fact, a national survey of 2,700 moms showed that 94% of moms defined cling peaches as a “nutritious snack” when they learned that canning captures all of the fruit’s essential nutrients. The same survey noted that 100% of moms defined canned peaches as a “nutritious snack” when they learned that peaches are picked fresh and packed within 24 hours.

And because fresh peach season is so short, registered dietitians have begun singing the praises of California Cling Peaches as a way for consumers to enjoy the bounty of this nutritious summer fruit year-round.

“Only 33% of Americans are meeting the recommendation for fruit intake! In the middle of winter, when those fresh juicy summer peaches, pears and tomatoes are a distant memory, the canned fruit aisle can help you meet your fruit needs,” says blogger and registered dietitian, Laura Holtrop, MS.

The Opening Reception is slated for Thursday, July 28th, 5:30-7:30 pm; and the Culinary Fair and Expo is slated for Friday, July 29th, 5:00-7:00 pm. For a full IFBC event schedule, go to <http://www.foodista.com/ifbc>.

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Founded in 1996, The California Cling Peach Board is a California State Marketing Order, issued in furtherance of the desire of California's cling peach growers to create an environment that enhances the use of cling peaches through promotion, advertising, consumer education, production and marketing research, establishment of grades and standards, and compilation of industry statistics.