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FOR IMMEDIATE RELEASE

National Grandparent & Grandchild Recipe Contest Helps Families Celebrate Grandparents Day

Oregon Fruit Products 5th Annual Contest is a fun way to mark the 25th Anniversary of Grandparent's Day, and brings generations together in the kitchen

(Salem, OR – July 2003) Oregon Fruit Products Company, the nation's leading producer of specialty canned fruits, has officially opened their 5th Annual National Grandparent/Grandchild Recipe Contest. Oregon Fruit, a favorite among bakers and a seasonal tradition in holiday pies and desserts, hopes to bring families closer together ~ and get them back into the kitchen ~ with a fun way to commemorate this Fall's 25th anniversary of National Grandparent's Day (Sunday, September 7th). The contest is free and is open to all Oregon Fruit customers across the country or even around the world – final entries must be postmarked by December 31st, 2003. See complete rules on the back of this release.

The Oregon Fruit Recipe Contest gets grandparents and grandchildren to team up and create a new recipe or to roll out an old family favorite using an Oregon Fruit product as a key ingredient. Any of Oregon Fruit's wide variety of canned fruits and berries can be used. Oregon Fruit will award the winning grandchild a \$500 college savings bond and the lucky grandparent will receive a housecleaning gift certificate, to make up for the messy kitchen.

"The kitchen is where we tell stories and pass down family traditions," said Erin Johansen, OFP spokesperson. "Oregon Fruit is a 3rd generation family-owned company with strong community ties, so we really value tradition and heritage. We believe baking and cooking together is a fun way to bridge generations and help families grow closer."

Johansen notes the contest also serves to introduce young people to the tradition of baking and cooking at home, an American institution which is fading in today's fast-paced world. The contest takes place during the fall and holiday seasons to overlap with National Grandparent's Day and because it is a traditional time for family baking and get-togethers.

Most entrants choose to bake, like last year's winners, Olivia Trusty and her grandmother, Marsha Gillespie, of Danville, Indiana. They earned the grand prize for Olivia's **Oregon Fruit Oatmeal Bars**, a delicious mixture of strawberries and cream cheese (see accompanying info for their winning recipe!). Participants in warmer climates, however, haven't let lingering summer heat discourage them from entering in the past. Other finalists have included a fresh garden salad doused in raspberry vinaigrette and a cool berry sundae.

Oregon Fruit Products are all-natural, and the company packs only premium quality fruit that is vine and tree-ripened, with no preservatives or artificial ingredients added. Full info about the Grandparent/Grandchild Recipe Contest is available at www.OregonFruit.com