

Recipes, Contests, & Folksy Fun

An American Family Favorite

Oregon Fruit has been an American favorite for years, and the company treats its customers like an extended family. Consumer letters are always personally answered, and the company keeps in touch with customers with a free quarterly *Friendly Family Fruit Journal* ~ full of delicious original and customer-submitted recipes, fruit health topic updates, fun food ideas and seasonal information. Affection for the brand and its products has been strengthened by the company's traditional values, high-quality brand identity and folksy style.

Recipes and Fruitfully Delicious Ideas

Oregon Fruit Products Company is a nationally recognized recipe resource for home bakers and chefs across the country and around the world. Recipes are printed on the inside of product can labels ready to cut out – each is pre-formatted for recipe card holders. Consumers can also find an extensive catalog of great recipes on the company web site which features an online database full of fruity recipes for every occasion, from delicious baked goods like pies, cookies, cakes and tarts, to tasty dinner entrees and salads (www.OregonFruit.com).



New recipes are continually being added, and customers are encouraged to submit their own favorite recipes for sharing with other home bakers across the country.

Oregon Fruit's recipe catalog is particularly popular during the Thanksgiving and Christmas Holiday season. In addition to the web site, Oregon Fruit recipes are also available as a regular part of the *Family Fruit Journal* and can be found in additional OFP-produced booklets.

National Baking Contests

Oregon Fruit has a long tradition of supporting home baking, and has sponsored numerous regional and national baking contests and events. Our annual *Grandparent & Grandchild Recipe Contest* is a fun multi-generational activity which has inspired great camaraderie and creativity between grandparents and grandchildren. The rules are simple: Grandparents get together with their grandchild to (1) have fun, and (2) create a recipe using Oregon Fruit Products canned fruit. Entrants are free to adapt an old family recipe or create a brand new one.



Fun, Folksy Stories on Oregon Fruit Labels

For many consumers Oregon Fruit Products Company is immediately associated with our long-running tradition of fun and folksy "Oregon Berry Tales" and "Fruit Fables" which are printed on product labels. Begun as a fun way to liven up the packaging and entertain customers, the tiny vignettes (each focused on a particular fruit or berry) quickly gained popularity, and consumers began looking forward to new stories on the labels from year to year. These tongue-in-cheek tales remain a consumer favorite, and OFP now publishes two colorful booklets with a selection of stories and recipes. *Fruit Fables* and *Oregon Berry Tales* are available to consumers free of charge, featuring favorites from past years along with an equally enjoyable fruit or berry recipe.