



531-D North Alta Ave
Dinuba, DA 93618

www.californiacantaloupes.com

FOR IMMEDIATE RELEASE

July 9, 2014

contact: John Gilstrap

phone: (559) 591-5715

California Cantaloupe Board Adds Consumer Sweepstakes To Ongoing Food Safety Program

Dinuba, CA -- Beginning today, cantaloupe lovers everywhere will have a chance to win free groceries. The offer is part of the California Cantaloupe Advisory Board's [Summertime Yum & Cantaloupe Fun](#) on-line sweepstakes promotion designed to draw more people to the organization's website and social media properties.

Last year the California cantaloupe industry established a new mandatory food safety program and launched an on-line education effort designed to increase confidence and boost consumption of California cantaloupes. The educational campaign is being partially funded through a USDA Block Grant provided to the Cantaloupe Board to help rebuild confidence in cantaloupe in the aftermath of the 2011 outbreak of listeria associated with cantaloupe from Jensen Farms.

"California cantaloupe farmers have such a great story to tell in the way we have utilized 20 years of University research to determine the safest ways to grow cantaloupes," said Garrett Patricio, Chairman of the California Cantaloupe Advisory Board's Marketing Committee. "Our new [website](#) and social marketing campaign are designed not only to tell consumers the story of our commitment to producing the best quality and safest cantaloupe, but we hope to encourage increased consumption of cantaloupe by engaging people in all the fun and delicious ways cantaloupe can be incorporated into a healthy diet."

The *Summertime Yum and Cantaloupe Fun* promotion is tied to the California Cantaloupe [Facebook](#) page where consumers are encouraged to explain how and why they are fans of fresh cantaloupe. Consumers can enter to win a \$100 gift certificate to their favorite local grocery store. Prizes will be given three times over the course of the next two months.

