



# MORRISON

## IN THIS ISSUE:



### FINDING TALENT: KEYS TO THE RIGHT FIT

Principal Shawn Miller highlights critical factors for finding the right talent fit for top performing organizations.



### MORRISON SNAPSHOTS

Check out some of our highlights from this past season.



### MORRISON WEBSITE REDESIGN

We're delighted to enter the New Year with a new look to our website! Check out the highlights of some of our new updates.



### WORLD AG EXPO

Morrison will be participating in the 2020 World Ag Expo! Read more about the event and see which of our clients will be there.



# SUNSWEEP GROWERS:

OVER A CENTURY OF SERVICE TO GROWERS AND CONSUMERS



Founded in 1917 as California Prune and Apricot Growers Association, Sunsweet Growers quickly emerged as an industry leader, handling 43% of California's expanding prune crop in its first year. Today, the grower-owned cooperative processes about 60,000 tons of prunes a year, representing more than 25% of the prune market worldwide.

Sunsweet is known for its market presence in a wide variety of other dried fruits including apricots, dates, mangoes, pineapple, raisins, and berries, making it the world's largest marketer of dried tree fruits. Its nutritious and innovative products can be found on the shelves of grocery stores across the globe.

Sunsweet's history has tracked much of California agriculture's evolution over the last century, with shifts and changes to adapt to changing times. Baby Boomers and older consumers may recall that Californians were once called "prune pickers," while younger consumers are the fastest growing market demographic today. Sonoma County, now known in agribusiness for wine production, was once prune country.

Previously located in San Jose (now known as "Silicon Valley"), Sunsweet has been headquartered in Yuba City, California, since 1975. Sunsweet also owns and operates a bottling facility in Fleetwood, Pennsylvania and a drying operation in Chile that is operated to strict Sunsweet standards. An average of 40,000 cases of Sunsweet products are sealed and marked for worldwide distribution every day.

When it comes to the best tasting prunes, Sunsweet knows that "The Taste is in The Shape™". The cooperative's patented pitting process preserves the tastiest part of the prune near the pit so consumers get significantly more sweet, nutritious flavor. They also get prunes that are consistently moist, plump, and round instead of flat and squished.

The innovations don't end there. Along with advances in drying (Sunsweet's patented "Uniform Drying Process" results in tastier and more attractive prunes), packaging, and marketing, the company is known for groundbreaking popular products. One of Sunsweet's most iconic breakthrough products is Sunsweet Ones™, individually wrapped prunes that are easy for snacking and simple to take anywhere. US prune sales had been in steady decline prior to the introduction of Ones™ in 2006; after their market release, total US retail prune sales grew for the first time in years, with Ones™ accounting for the majority of that growth.

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## SUNSWEEP GROWERS, CONTINUED ▼

More than a billion individually wrapped Ones™ have been enjoyed since.

Sunsweet has also revolutionized the beverage market with PlumSmart®. PlumSmart® is a crisp, delicious, one of a kind juice made from a special variety of fresh—not dried—plums. Sweet and refreshing, PlumSmart® offers many of the health and digestive benefits of Sunsweet Amaz!n™ Prune Juice. PlumSmart® Light is also popular, with 60% less sugar and 60% fewer calories.

For those looking for an elegant and complex prune taste, Sunsweet's D'Noir™ Prunes are grown to full tree-ripened maturity, picked moist and tender, and

packed without preservatives. You can also enjoy Sunsweet's Essence Prunes with a sweet cherry, orange or lemon twist.

Morrison is honored to have served Sunsweet since our founding in 2002; in fact, the cooperative was our very first client! Over the years, Morrison's work with Sunsweet has touched every sector of our business. We've successfully prepared multiple competitive grant applications, conducted several feasibility studies and business plans, served in advisory roles, provided people solutions services, and more.

We are incredibly grateful for our longstanding relationship with Sunsweet

and look forward to their continued success. To check out the array of Sunsweet products, delicious recipes featuring prunes, and tips for a healthy lifestyle supported by prunes and other dried fruit, please visit [www.sunsweet.com](http://www.sunsweet.com).

