

Subject: Eat More Raisins

Story Summary: Grape growers who produce raisins are facing low prices and oversupply for the 2000 crop. They are hoping the lower prices lead to more raisins in cereal, bakery goods and for snacks.

TRT: 1:29

Suggested Lead: A big raisin crop and low prices have growers hoping there will be a few more raisins put in cereal boxes and bakery goods. Stewart Truelsen reports.

Suggested Supers: Jerald Rebensdorf
Fresno Cooperative Raisin Growers
@ :19

Nat Dibuduo
Allied Grape Growers
@ 1:00

Stewart Truelsen Reporting
@ 1:21

Eat More Raisins
Reporter Stewart Truelsen

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Running time: 1:29

<p>Raisin shaker over box/ Apples on tree/ Cranberries unloading at processor/ Raisin coop sign/ Forklift removing field box/ Worker smoothing out raisins on shaker/</p>	<p>VO/ SOME MINOR CROPS LIKE RAISINS, APPLES AND CRANBERRIES ARE IN THE SAME BOAT WITH MAJOR CROPS. PRICES PAID TO GROWERS ARE LOW BECAUSE OF OVER-SUPPLY AND MARKET COMPETITION.</p>
<p>Jerald Rebensdorf Fresno Cooperative Raisin Growers</p>	<p>SOT/ WE'RE PROBABLY LOOKING AT ONE OF OUR WORST RETURNS IN 10 OR 15 YEARS, AND THIS YEAR WE HAVE PROBABLY A DOUBLE CROP OF WHAT WE CAN SELL SO THE GROWER IS ONLY GOING TO GET PAID FOR ABOUT HALF THEIR CROP.</p>
<p>Pan of dried grape vines/ Row shot of grape vines/ Raisins in box in foreground, packing operation background/ Worker at controls to dump field box of raisins/ Raisins heading up conveyor/ Raisins falling out of box/</p>	<p>VO/ THESE GRAPEVINES ARE DONE PRODUCING FOR THIS YEAR. THE RAISINS WERE DRIED IN THE FIELD AND NOW ARE STORED HERE UNTIL NEEDED TO FILL ORDERS FOR BOTH THE DOMESTIC AND FOREIGN MARKET.</p>
<p>Rebensdorf soundbite Worker making boxes, zoom out, Raisins falling into carton, inside packing plant,</p>	<p>SOT/ WE'RE HOPING BY LOWERING THE PRICE THAT WE'RE GOING TO KEEP IMPORTS OUT AND TO ENCOURAGE MORE PEOPLE TO BUY RAISINS AND TO ENCOURAGE THE LARGE INDUSTRIAL USERS TO PUT MORE RAISINS IN THEIR</p>

