Bard Valley
Natural Delights
Medjool Dates
OLDWAYS R.D. SYMPOSIUM
Dating The Vitality Seeker
March, 2012
Dates are the oldest cultivated fruit. Fossils show date palm trees thrived 50 million years ago. They have been cultivated for about 6,000 years in the Middle East.
In 1927 a rare disease was decimating the Medjool date crop in Morocco

Dr. Swingle extracted 11 offshoots and brought them to Southern Nevada

In 1934 they were moved to the Coachella Valley

In 1944, date growing pioneer Stanley Dillman took 24 offshoots from the original 9 surviving Medjool trees and planted them in the Bard Valley
Bard Valley has the ideal micro-climate

- Intense heat, low humidity
- High water table (Colorado River Basin)
- Expanding growth into the Mesa, Coachella and Mexico
Bard Valley family farmers join forces

- Nelson Brothers – Dave, Jerry and Dennis
- Winterhaven Ranches – Chris Nielsen/Jim Freimuth
- Vandervoort Date Ranches - Glen
- Southwestern Date Growers – Shadle Family
- Imperial Date Gardens – Nunez Family, Isabel, Gus, Ramon, Mari

BVMDGA started in 1986
Datepac started in 2002
The BV “Process” starts in the field

“You don’t go up the trees 5 times instead of 10 because it’s cheaper. You go up 10 times because that’s the right thing to do”

- Glen Vandervoort

“It’s the idea that by literally hand pollinating the dates, hand thinning, tying them down, putting a bag over them you’re actually cultivating the crop. It’s kind of like your rose bushes. You clip them back, you want to grow the best roses you can, you cut all the dead stuff off, you’re always pruning it. On the date you’re doing the same thing. You take this mass of dates that are hatched, so to speak, as they come out of the flower and you create something out of them. Something that wouldn’t be there if you didn’t do something to it.”

-Gus Nunez
Building the end consumer target

- What is affecting consumers?
- Who is the end ideal user?
- Sources
  - Iconoculture
  - MRI Lifestyle Database
  - Observations
  - Focus Groups
NPD research showed date consumers as older.

Date Eaters Indexed to Population

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Indexed to Population</th>
</tr>
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<tbody>
<tr>
<td>Children</td>
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<td>18-34</td>
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<td>35-44</td>
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<td>45-54</td>
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<td>55-64</td>
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<tr>
<td>65+</td>
<td>350</td>
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<td>Option</td>
<td>Note</td>
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<tr>
<td>Look to those who currently eat and get them to eat more?</td>
<td>TOO NARROW</td>
</tr>
<tr>
<td>Look to younger more active food enthusiasts to influence the mainstream?</td>
<td>TOO BROAD $$$</td>
</tr>
<tr>
<td>Look exclusively to smaller ethnic communities who index high?</td>
<td>TOO ISOLATED</td>
</tr>
<tr>
<td>Look at people who have similar characteristics of the people who currently eat dates? Shared Lifestyle and Needs</td>
<td>EFFICIENT AND SIZEABLE</td>
</tr>
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We discovered key trends

Boomers invested a growing proportion of their $2 trillion in expenditures in 2010 on foods and beverages that meet their desire for youth and vitality.

Prevention is the new Rx: Awareness about food with benefits that may reduce health risk/disease examples - Superfoods, Antioxidants, etc.

As a natural backlash in a mass-marketed consumer society, there is a return to handcrafted, premium quality food experiences that express personal style as a backlash to mass-marketed products.
Identified our target

• **Who are they:**
  – Always check ingredients and nutrition before buying
  – Try to eat healthy and pay attention to my nutrition
  – Likes to cook for fun

• **Why did we choose them:**
  – Higher likelihood to eat dates/dried fruit
  – Likely to try new foods
  – Looking for healthy snacks

• **What is the opportunity:**
  – 29.9 million Americans
  – Only 5% currently eating dates
WHO ARE THEY?

Ages 35-64
Female Skew (60%)
Successful, employed, college educated
3 out of 4 own their home
Target | Who are they?

- Conscientious decision maker (especially with food)
- Cultured variety seeker that craves knowledge
- Like to do things a little different and on their own terms
- Chief Health Officer | I am a Healthy Snacker
- Wellness and Health matter! Diet and Activity are at the forefront
- Culinary Expresser – I ♥ Food Fusion
Media habits reflect their desire for a healthy life balance

- Lifestyle, activities, food and travel are the top media categories consumed

- Heavy users of the internet (128)

- Look for recipes online (178)

- Download music & podcast (161)

- Not heavy TV viewers other than cable

- Magazines provide useful info for products and services (115)
“My family’s eating habits are terrible”

“There are not enough healthy snack options”

“Food brands can’t be trusted anymore”

“Portability is a major issue, I am busy and I need to snack on-the-go”

“There is too much processed food everywhere you look”
Developed shared core values

Customer Values
- Quality
- Curiosity
- Control
- Health
- Conscientious
- Creativity
- Confidence
- Balance
- Expression

Bard Valley Brand Values
- Excellence
- Innovation
- Control
- Conscience
- Health
- Collaboration
- Independence
- Expertise
- Pride

Excellence
Discovery
Health
Creativity
Control
Integrity
Created brand tool box for messaging

Shared Core Values

- Excellence
- Discovery
- Health
- Creativity
- Control
- Integrity

Brand Promise

The Bard Valley family is committed to growing the finest Medjool dates in the world, without compromise. We are taking the lead in making this unique fruit part of a healthy lifestyle for all.

Brand Essence

Growing Nature’s Perfect Treat

Brand Voice

- Honest and down-to-earth
- Conversational and informal, not exotic or foreign
- Independent and individualistic
- Not taking ourselves too seriously
- Natural artisan-like materials, colors and textures
Developed a new brand name
Tubs – 31 top & side labels
Committed to Organic
Cartons – 11
Building FB fan base

From 536 fans to 31K
Built a new consumer website
PR actions

- National product mailings
- Partnerships with registered dieticians (RDs)
- Target food segments on national and local TV
- Desk side briefings with national magazine editors
- Medjool dates in recipes
- National recipe matte release
4 national and 11 local TV airings

Chicago, Houston, San Antonio, Seattle, St. Louis, Miami, Orlando & Tampa
Medjool date coverage in more than 10 national magazines

- Family Circle
- Prevention
- SHAPE
- Men's Health
- Sunset
- FOOD & WINE
- Health
- Good Housekeeping
Stuffed Medjool Dates

Ingredients

- 6 Medjool dates
- 6 almonds
- 3 teaspoons Gorgonzola

Preparation

Make a lengthwise slit in each date and remove seed. Stuff each date with 1 almond and 1/2 teaspoon Gorgonzola and gently squeeze to close.

Nutritional Information

- Calories: 35
- Fat: 1.3g
- Protein: 1g
- Carbohydrates: 6g
- Fiber: 1g
- Cholesterol: 3mg
- Iron: 0.0mg
- Sodium: 24mg
- Calcium: 20mg

Good to Know

This ancient fruit is fat- and sodium-free, and contains absolutely no cholesterol.
Moroccan Carrot Salad with Oranges and Medjool Dates
Contributed by Bob Chinnock
ACTIVE 15 MIN TOTAL TIME 1 HR SERVINGS: 8
Rate & Review this recipe Add to Favorites

This gorgeous, lightly sweet salad is terrific with roasted chicken and great for a buffet.

Plus: More Vegetable Recipes and Tips

Recipe: Moroccan Carrot Salad with Oranges and Medjool Dates

INGREDIENTS
4 navel oranges, 1 cup halved and juiced
1 lemon, rind and juiced
2 tablespoons sugar
1/4 teaspoon cumin
1/4 teaspoon cinnamon
1/4 teaspoon coriander
1/4 cup extra-virgin olive oil
Salt
1 pound carrots, cut into 3-inch matchsticks
1/2 pound Medjool dates, pitted and thinly sliced lengthwise

1. In a medium bowl, whisk the orange and lemon juice with the zest, sugar, cinnamon, cumin, and coriander. Gradually whisk in the olive oil and season the dressing with salt.
2. In a large bowl, toss the carrots with 1/2 tablespoons of the dressing and let stand at room temperature for 40 minutes.
3. Using a very sharp knife, peel the remaining 3 oranges carefully removing all of the bitter white pith. Cut between the membranes, releasing the orange sections into the bowl with the remaining dressing. Add the dates and toss. Arrange the carrot salad on a platter, spoon the oranges and dates around it and serve.
Cookie Swap

Simple tweaks give these 5 classic cookies a delicious health upgrade. Happy baking!

Chocolate-Coconut Rum Balls
Healthy Swap. Brown rice syrup instead of refined white sugar. Brown rice syrup (sold in natural food markets) has a mild, buttery sweetness that's great in baked goods. Combined with refined sweeteners, it's less likely to cause blood sugar spikes, and it supplies important nutrients like potassium.

Ingredients:
- 1 1/2 cups packed dark brown sugar
- 1/3 cup honey
- 1/2 cup coconut oil, melted
- 2 eggs
- 2 teaspoons vanilla extract
- 1 1/2 cups all-purpose flour
- 2 teaspoons baking powder
- 1 teaspoon salt
- 1 cup chopped pecans
- 1 cup shredded coconut

Directions:
1. Preheat oven to 350°F.
2. In a large bowl, mix all ingredients together until well combined.
3. Roll into balls and place on a baking sheet. Bake for 15 minutes or until golden brown.
4. Cool on a wire rack.

Medjool Dates with Rose-Almond Paste and Tangerines

INGREDIENTS

- Medjool dates
- Rose-water
- Almond paste
- Tangerines

DIRECTIONS

1. Soak Medjool dates in rose water until they're soft. Drain, reserving the rose water.
2. Blend the dates and almond paste until smooth. Add the reserved rose water to the mixture.
3. Divide the mixture into bite-sized pieces and serve with tangerines.
Celery Fennel Salad with Preserved Lemon and Dates

Just the refreshing crunch you need with a big, rich roast. If you can’t find preserved lemons to buy, they’re easy to make (see sunset.com for a recipe).

Recipe Time
Total: 30 Minutes

Nutritional Information

Ingredients
1/4 cup chopped preserved lemon rind, store-bought or homemade
About 2 tbsp fresh lemon juice
About 1/3 cup extra-virgin olive oil
Sea salt and pepper
1 large bunch fennel (about 1 1/2 lbs.), leaves trimmed and tough outer fibers removed with a vegetable peeler
2 fennel bulbs (about 1 1/2 lbs. total), stalks trimmed
1 cup Medjool dates (about 4 oz.)
1 cup loosely packed flat-leaf parsley leaves

Preparation
1. Stir together preserved lemon rind, 2 tbsp. lemon juice, and the oil in a small bowl. Season with salt, pepper, and more lemon juice if needed.
2. Slice fennel slivers thinly on the diagonal, using a mandoline or sharp knife. Cut fennel bulbs in half lengthwise; cut out and discard cores. Thinly slice crosswise. Pit dates and cut into slivers. Combine with celery, fennel, and parsley in a large bowl.
3. Add dressing and toss to coat.

Note: Nutritional analysis is per serving.
Warm Dates with Soft Blue Cheese and Prosciutto

Ingredients
- 1/2 cup (2 oz.) finely chopped mild blue cheese, such as Danish
- 1/2 cup (4 oz.) softened cream cheese
- 2 warm dates, pitted and halved
- 2 very thin slices prosciutto (4 to 5 slices), cut into 21/2-in. (6-cm) strips
- 1 tablespoon vegetable oil

Preparation
1. In a bowl with a fork until smooth, mix cheese and cream cheese together. Fill date cavities with a 1/2 tsp. mixture. Wrap each half with a strip of prosciutto.
2. Warm oil in a medium nonstick frying pan over low heat. Add dates and oil, seared, until warmed through and softened, about 3 minutes. Serve warm.

Note: Nutritional analysis per 2 date halves.
Brown Sugar and Brandy Date Sauce

Ingredients
- 1/4 cup unsalted butter, cut into chunks
- 1/4 cup packed light brown sugar
- 1/4 teaspoon ground cinnamon
- 1/6 teaspoon kosher salt
- 1 1/2 cups halved and pitted Medjool dates
- 1/4 cup brandy
- Vanilla ice cream
- Toasted pecan halves

Preparation
1. Melt butter with sugar, cinnamon, and salt in a medium saucepan over high heat. Add dates and 1/2 cup water and cook until mixture is simmering and comes together into a sauce, about 5 minutes.
2. Remove pan from heat and carefully add brandy. Stir to combine. Serve over scoops of vanilla ice cream with pecans.

Nutritional Information
- Calories: 291
- Total Fat: 12g
- Carbohydrate: 34g
- Protein: 5g
- Fiber: 5g
- Sodium: 85mg
- Cholesterol: 35mg
Sticky Date Bread Pudding

Makes: 12 servings Prep: 10 mins Chill: 30 mins to 1 hr
Bake: 35 mins to 40 min 375°F

Ingredients
- 8 cups 1-inch bread cubes (from 1 pound day-old egg bread OR
  challah)
- 1 cup chopped, pitted dried dates (6 ounces)
- 1 1/2 cups chopped, pitted fresh Medjool dates (see Note, below)
- 6 large eggs
- 2 large egg yolks
- 1 1/2 cups granulated sugar
- 1/2 cup + 1 tbsp water
- 1 tsp vanilla extract
- Pinch freshly grated nutmeg
- Confectioners sugar for dusting
- 1 cup creme fraîche, for serving

Nutrition Facts
Serving Per Recipe: 12

Amount Per Serving
Calories: 447
Protein: 10 g
Carbohydrate: 68 g
Fat: 24 g
Sodium: 210 mg

Directions
1. Preheat oven to 375°F. Grease a 13 x 9 x 2-inch baking dish. Combine bread cubes and dried dates and fresh dates in baking dish
   making sure matthey are evenly distributed.
2. In bowl, beat eggs and yolks on medium speed until frothy. Add sugar, beat until thick and pale, 3 minutes. On low speed, beat in half + 1/2 tsp vanilla and nutmeg until combined.
3. Spoon custard over bread mixture in baking dish. Refrigerate 30 minutes to 1 hour to let bread absorb custard. Push bread down occasionally.
4. Heat oven to 375 degrees F. Bake pudding 20 minutes. With wooden spoon, push bread down and spoon any liquid custard out top of bread. Bake 15 to 20 minutes longer or until knife inserted in center comes out clean.
5. Let pudding cool slightly on rack 10 minutes. Dust with confectioners sugar. Spoon creme fraîche on dessert plate. Serve with creme fraîche on the side. Pudding can be prepared a day ahead. Serve chilled or reheat.

Makes: 12 servings.
6 Easy Raw Food Recipes to Try

All taste as amazing as they look.

By Sarah Britton

**BEE POLLEN SMOOTHIE**

This simple smoothie recipe is a great way to introduce bee pollen into your diet. However, there are many ways of incorporating these amazing golden granules into your everyday foods. Sprinkle it on your morning cereal or lunch-time salad, top your desserts, add to salad dressing, or fold it into your raw food snacks.

Ingredients:

- serves 1
- 1 cup raw milk (hazelnut, almond, or other milk)
- 1 cup blueberries frozen (or fresh)
- 1 frozen banana in 3 or 4 chunks (optional)
- 1 tbsp bee pollen (optional).

Directions:

1. Put everything in a blender and whirl it up! Drink immediately.

Recipe courtesy of My New Roots
Top 20 Healthy Snacks
By Sharon Lee

These healthy, low calorie snacks satisfy any craving, while still letting you lose weight.

Let's get healthy while sticking to your diet. So, let's check out these healthy, low calorie snacks that I've compiled for you to try!

List of Healthy Snacks to Try If You're Craving Sweet

1. A lemon with 1 LEMON, 1/2 lemon (10 calories, 2.5 g fat)
2. 1/4 cup minced dates with 1/8 cup plain greek yogurt (15 calories, 0.3 g fat)
3. 1 small stalk of DAIKON CRUCIFER (22 calories, 1 g fat)
4. 1/2 cup laced baked pita chips (20 calories, 1 g fat)
5. 1/2 large piece of grapefruit with 1/2 teaspoon brown sugar (30 calories, 3 g fat)

List of Healthy Snacks to Try If You're Craving Salty

1. 1/2 cup quinoa, 1/2 cup quinoa (190 calories, 1.2 g fat)
2. 1 large piece of cooked basmati rice with 1/2 teaspoon salt (25 calories, 0.1 g fat)
3. 1 small dinner roll stuffed with 1 teaspoon hummus (130 calories, 7 g fat)
4. 1 cup of really lean 99% fat-free yogurt with 1 tablespoon honey (37 calories, 1.3 g fat)
You can, of course, enjoy it plain, but I love to throw in nuts, fresh or dried fruit, maple syrup, honey, flax seeds, and sometimes an extra splash of cream. My new favorite time-saving and tasty addition to oatmeal is Natural Delights Date Rolls (available in supermarkets and online). Moist and fruity-sweet Medjool dates are pureed until smooth, then rolled in almonds or pistachios. When I pop half a roll into my hot oatmeal and stir, the dates blend right into the mixture and the nuts add a little crunch.
Bacon-Wrapped Dates

From Good Housekeeping

A savory appetizer from Paula Deen. Look for Medjool dates in the supermarket produce section. They are large, soft, chewy, and so delicious.

By Paula Deen

Be the first to rate this recipe

Recipe Photos Reviews

Yield: 30 dates

Total Time: 1 hr 5 min
Prep Time: 40 min

Ingredients

- 30 Medjool dates
- 30 slices bacon, toasted
- 15 slices (from 1-pound package) bacon, each cut lengthwise in half
- 30 sprig(s) (1 1/2-inches each) rosemary, from 4 large sprigs

Nutritional Information (per serving)

- Calories: 50
- Total Fat: 3g
- Saturated Fat: 1g
- Cholesterol: 2mg
- Sodium: 30mg
- Total Carbohydrate: 7g
- Dietary Fiber: 1g
- Sugars: --
- Protein: 1g
- Calcium: --

Directions

1. Preheat oven to 375 degrees F. With paring knife, make small slit in each date; remove pit and replace with 1 pecan half.

2. Wrap each stuffed date with 1 bacon strip, making sure to keep ends of each date exposed; secure with toothpick.

3. Arrange on two 15 1/2 by 10 1/2-inch jelly-roll pans. Bake 25 to 30 minutes or until bacon is crisp, turning once. Transfer dates to paper-towel-lined plate; let drain 1 minute. Remove toothpicks and replace with rosemary sprigs. Transfer to serving platter; serve immediately.
**Devs on Horseback with Pale Ale Gastrique**

Recipe by Adam Dulay, of *Monk's Kettle*

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**What you'll need:**
- 12 Medjool dates, pitted
- 24 crisp and caramelized shallots
- 16 thin sliced bacon, cooked and drained
- 12 toothpicks

**How to make it:**
1. Preheat the oven to 350°F and bring a medium-sized pot of water to a gentle simmer.
2. Using a small spoon, stuff the goat cheese into the area where the pit was removed, making sure you can still close the date.
3. Attach the bacon slices on the simmering water until slightly cooked, about 30 seconds. Drain the bacon and let cool.
4. Place a date on the bottom of the bacon strip and roll the bacon around the date. Secure with a toothpick. Repeat.
5. Place the wrapped dates on a foil-lined baking sheet. Bake until the bacon caramelizes, about 8 to 12 minutes. Allow to cool slightly before serving.

_Pale Ale Gastrique (an optional, but delicious dipping sauce)_

**What you'll need:**
- 3 tbsp sugar
- 1/2 cup pale ale
- 1 tbsp fresh lemon zest

**How to make it:**
In small saucepan set over medium heat, heat the sugar until it melts. Cook, swirling the pan occasionally, until it turns a medium-brown color. Immediately pour the ale into the pot (drink the rest). Cook, stirring occasionally, until the sauce can coat the back of a spoon. Finish the gastrique with lemon zest and let cool to room temperature before serving.

Give my fellow competitors' picks a try, too:
-
Leguminos Fireplace Stout from Chef Adam Dulay
Odd11's Sabotage from Victory Brewing Company's Bill Covaleski
The Lost Abbey's Judgment Day from defending champ Laurenzius of Wine Enthusiast
Use targeted websites

- Geo-target, behavioral and demographic targeted units
- Sponsor of the Active.com personal training module reaching people as they think about healthy eating habits
- Weekly eNewsletters will feature BVMD messaging surrounded by relative content
- 64MM impressions
Used national PPC marketing

Focused on terms like:

- Dates
- Recipes
- Salads
- Desserts
- Brand
- Seasonal terms
- Based on cost per click
- Ongoing optimization
New shippers with themed headers

QR codes driving customers to additional recipes
GOOD FOR YOU?
TRY "PERFECT FOR YOU."

There’s a reason the naturally sweet, perfectly healthy Medjool date has been called the “king of fruits.” Actually, there are at least 10 reasons. This portable energy source is perfect for active lifestyles, packed with body-boosting nutrients and cancer-fighting compounds.

~1~
SUPER ANTIOXIDANT POLYPHENOLS
High in polyphenols, which protect against the oxidation and inflammation that can lead to cancer.

~2~
GOOD SOURCE OF FIBER
Just one small 1/4 cup serving offers 12% of the recommended daily value of fiber (three grams).

~3~
RICH IN POTASSIUM & OTHER MINERALS
Potassium, magnesium, and other minerals naturally balance sodium from other foods in the diet.

~4~
LOW GLYCEMIC INDEX
Dates rate low on the Glycemic Index (GI). A diet rich in low-GI carbs keeps your blood sugar stable, helping you maintain a healthy weight and sustained energy.

~5~
FAT & CHOLESTEROL-FREE
Dates are naturally free of fats and cholesterol, making them a perfect choice for both snacking and healthy recipes.

~6~
REDUCES THE OXIDATION OF BAD CHOLESTEROL
Lab tests have shown that consuming dates can reduce the oxidation of bad LDL cholesterol.

~7~
PERFECT FOR PREGNANT WOMEN
A major study in the Journal of Obstetrics and Gynecology found that pregnant women who regularly consumed dates enjoyed an easier labor with fewer complications.

~8~
OFFICIALLY "HEALTHY" CHOICE WITH A LONG SHELF LIFE
Dates exceed all FDA criteria for a "healthy" food health claim, and as the lowest-moisture fresh fruit, they offer a conveniently long shelf life.

~9~
PERFECT ADDITION TO A DASH DIET
The DASH diet is proven to lower blood pressure by increasing whole fruit and low-fat dairy intake.

~10~
DELICIOUS PART OF THE TRADITIONAL MEDITERRANEAN DIET
Dates are the world’s oldest cultivated fruit and a staple of the traditional Mediterranean diet.
Sampling Procedures – Talking Points

BEFORE YOU BEGIN

FRESH MEDJOOL DATES FROM NATURAL DELIGHTS ARE...
A DELICIOUS SWEET TREAT
HIGH IN FIBER, POTASSIUM AND ANTIOXIDANTS
DETECTABLE EITHER "FRESH" OR IN EASY TO PREPARE RECIPES
CONTAINS MORE POTASSIUM THAN BANANAS

- Introduce yourself to the produce manager
- Locate the display of Natural Delights in the produce department. (Check by Reannon)
- Purchase a few, roughly five (5) lbs of Natural Delights to sample for customers
- Make sure you have read all the enclosed information
- Keep materials close by if needed for reference. It is important to be able to answer questions correctly. If you do not understand something or need further information, please do not hesitate to call the Fruit Valley Natural Delights Group Marketing

Contact at 210-375-6098.

SET UP

REVIEW MATERIAL CHECKLIST.
POSITION DEMO TABLE IN PRODUCE DEPARTMENT NEAR THE FRESH MEDJOOL DATE DISPLAY.

SET UP BOWL FOR FITTED FRESH MEDJOOL DATES – SEE INSTRUCTIONS BELOW
HANG NUTRITIONAL INFORMATION SHEET POS SIGNS ON THE FRONT OF THE DEMO TABLE, OR IF YOU HAVE EASEL, PLACE INTO SLANT BACK EASEL FOR DISPLAY.

PLACE RECIPE PADS ON TOP OF TABLE. PRACTICE "FITTING" AND SLICING THE DATES:

1. Arrange 10-15 Natural Delights medjool dates side to side on a cutting board. Warming gloves, bliss knife knife knife knife each date to cut a half, leaving the pit in place. Place all in a row all the way from front to back.

2. Remove pits from all the dates, place into display bowl. Repeat three times to you have 30-45 pitted dates ready for slicing.

3. Place dates side by side on a cutting board, slice across each date three times, creating "shreds" for sampling. Place "shreds" on serving plate, placing toothpicks vertically (tip and down) into each sample piece for customers to sample.

ONLY FOR DEMOS WHERE CHEESE OR PEANUT BUTTER STUFFED DATES ARE SAMPLED:

FILL PASTRY BAG WITH CREAM CHEESE AND OR MARZIPAN CHEESE (PRE-GRADED WORKS BEST) AND OR PEANUT BUTTER (SMOOTH ONLY NO CRUNCHY).

OPEN PITTED DATES AND STUFF WITH APPROPRIATE FILLING (CAUTION NOT TOO MUCH) SEE PICTURE ABOVE FOR "PERFECT" STUFFED NATURAL DELIGHTS.

CUT IN HALF SERVING SIZE 1/2 DATE FOR SHREDDED MEDJOOL DATES (DEPARTMENT CERTIFICATION).
MEDJOOL DATE, AVOCADO, KIWI SALSA ON SEA SCALLOPS

Nutrition:
Preparation: 6 medium dates (167 g), 1 1/2 cups (375 ml) 2% milk, 1 1/2 cups (360 ml) 1% milk, 1 cup (250 ml) low-fat yogurt, 1 1/2 cups (360 ml) 1% milk, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup (250 ml) low-fat yogurt, 1 cup 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Thank You

Bard Valley Medjool Date Growers Association