

When You Think Figs, Think California!



California Grown

- Quality and food safety are the highest priorities for California's fig farmers
- State of the art equipment and sustainable growing practices in place for generations
- Inspected and certified for grade and quality standards by the California Department of Food and Agriculture
- Guaranteed to be the best in the world

Nutrition Powerhouse

- Excellent source of dietary fiber
 - Just three to five – dried or fresh figs – provide five grams of dietary fiber per serving
- Rich in antioxidants and a good source of magnesium, calcium and potassium
- Fat-free, sodium-free and cholesterol-free

Eight California Varieties

- Black Mission (dried/fresh)
- Brown Turkey (fresh only)
- Calimyrna (dried/fresh)
- Conadria (dried only)
- Kadota (dried/fresh)
- Sierra (dried/fresh)
- Tena (dried only)
- Tiger (fresh only)

California Fresh Figs

- Available May-December

California Dried Figs

- Available year-round

For more information:
www.CaliforniaFigs.com



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Consumer Trends Match Fig Characteristics

- Gluten-free
- Vegan
- Vegetarian
- All-natural
- No additives/preservatives
- Digestive
- Anti-aging
- Tastes great
- 30 minutes or less
- Convenient
- Affordable

Figs Fit

- Breakfast
- Lunch
- Dinner
- Snacking

Cooking with California Figs

- Cheese plate champion – cheese, honey, marcona almonds and figs
- Breakfast inspiration – overnight oats, yogurt bowls, figs and toast
- Snacking superstar – on their own, trail mixes, bars, energy balls
- Salads and sides – quinoa, kale, salad greens, dressings
- Savory and saucy – BBQ, Asian, relishes, chutneys, salsas
- Protein partner – chicken, pork, beef and salmon
- Sweet side – cookies, pastries, cakes, chocolate-covered

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