

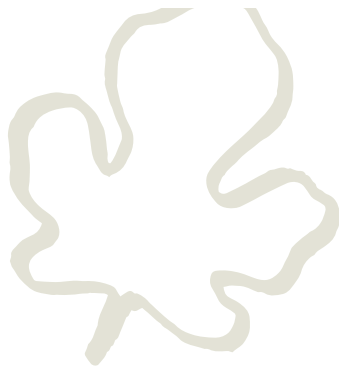
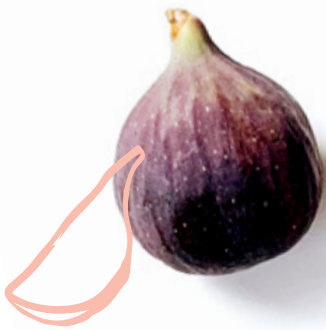


# CALIFORNIA FIGS *and* PETS

featuring California Fig Ingredients







# WHY FIGS?

The ancient fruit with modern appeal is having a renaissance. Fig and fig flavored products are skyrocketing as humans rediscover the unique taste and powerful nutrition benefits. And the same goes for their pets!



*Figs are trending  
for people and pets!*





## WHAT IS A FIG?

*Ficus Carica*, more commonly known as fig, is a species of flowering plant in the mulberry family. The fig is actually a syconium, which is an inverted flower, or a flower that is outside-in. The fruit from the fig tree is an inflorescence, which means the flesh of the fruit is just the tiny flowers of the tree that have bloomed and fruited within the outer skin of the fig.

## HISTORY OF FIGS

*Ficus Carica* is most likely indigenous to Asia Minor, the cradle of civilization. From there, it developed and became widely cultivated throughout the Mediterranean region and throughout the world. Figs are mentioned in the Bible more than 50 times. The benefits of figs and their flavor make them a favorite food ingredient in many cultures throughout the world. Spaniards brought figs to America in the 1500s.

The name "Mission" was given to those first dark purple figs that were introduced to the New World by Spanish and Portuguese missionaries and spread from San Diego up the coast to Santa Clara, Ventura, and Sonoma in the 1790s.







## CALIFORNIA FIGS: ORIGIN MATTERS

**Today, 100% of the dried figs and 98 percent of the fresh figs grown commercially in the U.S. are from California.** Over 100 producers, marketers, farm managers, and processors of California figs farm 9,000 acres, mostly in and around the cities of Madera, Fresno, and Merced. This area is rich with full sunlight, warm temperatures, and well-draining soil; everything figs need to thrive, producing the sweetest, plumpest fruit imaginable. In California, two principal types of figs are grown: amber colored golden figs and dark purple Mission figs.

Quality and food safety are among the highest priorities for California's fig farmers. That's why state of the art equipment and sustainable growing practices, such as water and tree management, are in place. In addition, California figs are inspected by the Dried Fruit Association (DFA) of California to certify for grade and quality standards required by California's Department of Food & Agriculture, ensuring California figs are the best in the world.



## FIG INGREDIENTS: ONLY FROM CALIFORNIA

California fig ingredient products are unique to California. The ingredients were developed to provide solutions to product developer needs. The formula-ready ingredients such as **diced, extruded diced (e-diced), fig paste, juice concentrate and powder** are utilized in baking, confectionery, snacks, natural cosmetics and now pet foods!

## ARE FIGS GOOD FOR PETS?

In a review of nearly 500 research citations, there was no detection of research documenting dangers to pets from the consumption of fresh or dried figs. As with all fruits, figs should be fed to pets in moderation and not over consumed. Pets should not consume processed products made for humans, such as popular cookies and bars, which have added sugar not beneficial to pets.

Figs are considered as Generally Recognized as Safe (GRAS) in the USA. Figs are consumed worldwide by 1,274 bird and mammal species, 523 genera and 92 family classifications<sup>1</sup>.

## DO PETS LIKE FIGS?

California fig growers will tell you that their dogs and cats love figs! While current use is limited, the evolution of now-common ingredients, such as cranberry and sweet potato, followed a similar course 10 years ago. The time is now for figs!

## WHY FIGS NOW IN PET FOOD?

Ultra-premium pet foods, treats and add-ins are the fastest growing category in the pet food market, according to the Food Institute. Out of the 2,000 pet food offerings online at Chewy.com, 25% included fruit or vegetables in the ingredient statement. In fact, fruit and vegetable ingredient usage in pet foods topped **\$9 billion USD in 2019** and are expected to grow between 2021 to 2024<sup>2</sup>. Most (50%) of fruit-veg containing products featured prominent images of contained fruits on the packs. Carrots, sweet potatoes, cranberry and apple are the main ingredients now. Figs have been used in commercial pet foods for decades in Europe and we are seeing new North American products introduced in 2020.

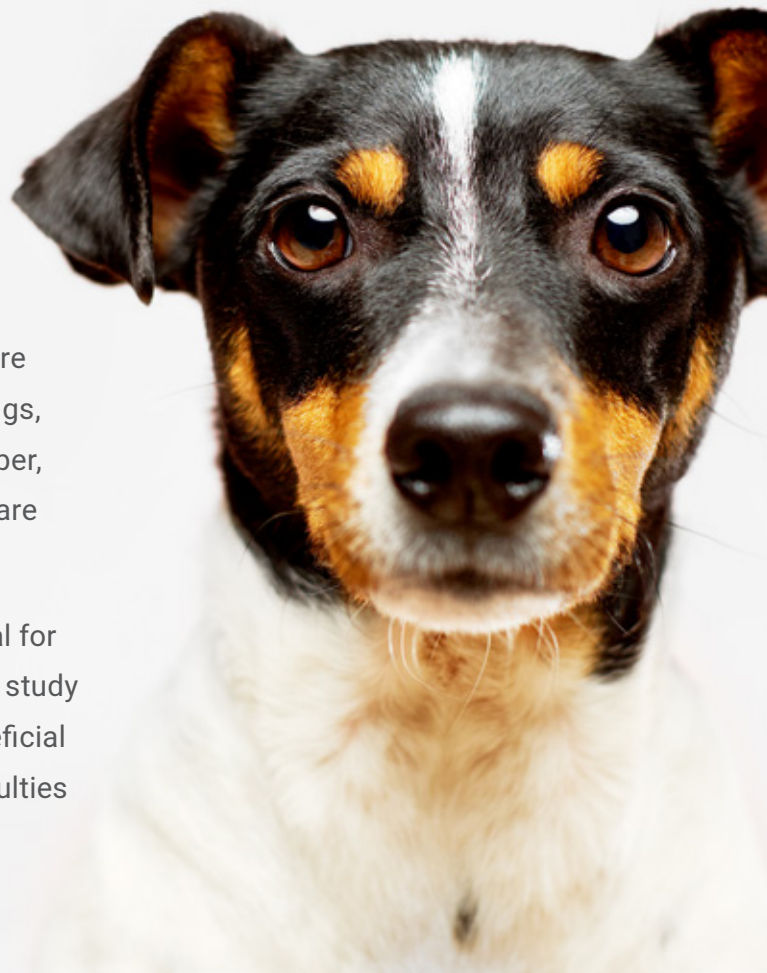




## FIBER UP WITH FIGS

A survey of pet owners conducted by the Michelson Found Animals Foundation discovered that **70% of all pet owners** with specialized diets and health concerns also share the same dietary and health practices with their pets<sup>3</sup>. For figs, the human health benefits include composition of dietary fiber, calcium, potassium and phytonutrients. These substances are often recommended by veterinarians for healthy pet diets<sup>4</sup>.

Specifically, the fiber content of figs appears to be beneficial for pet digestive system health. A small but conclusive feeding study in South Korea indicated that fig paste in pet food was beneficial for mild laxation and firm stool for pets with digestive difficulties (2011 Korean Association for Lab Animal Science<sup>5</sup>).



1. Cambridge University Philosophical Society Biological Review, March 2007
2. Food Institute, March 2021. "Rising Pet Ownership and Premium Products Driving Pet Ownership." Rich Alterman
3. <https://www.foundanimals.org/> Research reported in the March 2021 Food Institute Report
4. **Fiber:** <https://www.greatpetcare.com/dog-nutrition/10-great-sources-of-fiber-for-dogs/>  
**Calcium:** <https://thepetmaster.co/calcium-for-dog/>  
**Potassium:** <https://barkingroyalty.com/why-is-potassium-important-for-dogs/>  
**Phytonutrients:** <https://animalwellnessmagazine.com/phytonutrients/>
5. <https://pubmed.ncbi.nlm.nih.gov/22232635/>







## FAST FIG FACTS



Figs are tasty and a flavor pets adore. California fig ingredients are processed from whole dehydrated figs which are GRAS (Generally Recognized as Safe) and naturally sweet with no added sugar.



California figs are recognized as a healthy, nutritious food. The California fig's good-for-you "halo" is highlighted with the content of fiber, vitamins, minerals and phytonutrients.



California fig ingredients are available in a range of formats including: dry, liquid, puree, and powders, which fit pet food manufacturing processes. Shelf-stable California dried fig ingredients provide beautiful color, multiple texture options, naturally sweet flavor and piece identity choices. Plus, all-American fig ingredients are grown and processed in California, USA!



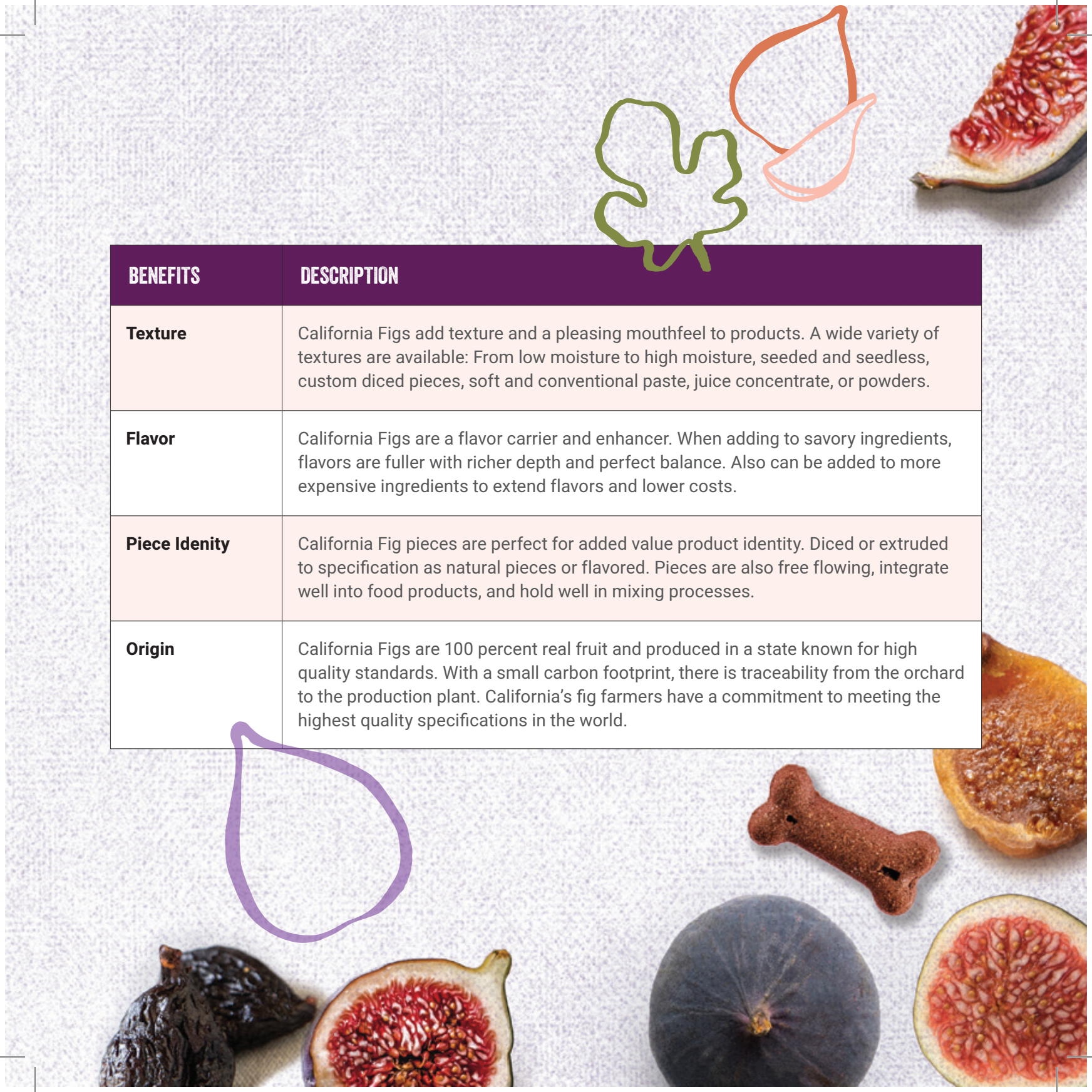
California figs are a **"simply beautiful"** fruit with appealing images that enhance pet food packaging and promotions.



# THE BENEFITS OF CALIFORNIA FIGS & FIG INGREDIENTS AT-A-GLANCE

BENEFITS	DESCRIPTION
Nutrient Dense	<p><b>Dietary Fiber:</b> California Figs are an excellent source of dietary fiber. Just 3-5 dried or fresh figs provide 5 grams of dietary fiber.</p> <p><b>Calcium:</b> The calcium content of California Figs is over 100 percent greater than other dried fruits.</p> <p><b>Potassium:</b> California Figs provide 7-10 percent of the Daily Value for potassium. On an equal weight basis, figs have nearly 80 percent more potassium than bananas.</p> <p><b>Antioxidants:</b> California Figs rank in the top quadrant of foods for antioxidant activity. These important compounds have been associated with lowered inflammation and decreased risk of disease.</p> <p><b>Other Nutrients:</b> California Figs outrank most fruits when comparing calcium, iron, magnesium, phosphorus, copper, manganese and other important nutritional components.</p>
Naturally Sweet	California Figs have a desirable synergistic flavor and are intrinsically sweet. They are of particular interest to health food manufacturers and food product designers because they can reduce added-sugar content of products and offer “all natural” clean labels.
Shelf Stable	California Figs are very hygroscopic. When processed, dried figs retain moisture helping to extend product freshness and moistness.
Natural Coloring	California Figs have a rich amber to dark brown color which is an excellent natural coloring in food products.





BENEFITS	DESCRIPTION
<b>Texture</b>	California Figs add texture and a pleasing mouthfeel to products. A wide variety of textures are available: From low moisture to high moisture, seeded and seedless, custom diced pieces, soft and conventional paste, juice concentrate, or powders.
<b>Flavor</b>	California Figs are a flavor carrier and enhancer. When adding to savory ingredients, flavors are fuller with richer depth and perfect balance. Also can be added to more expensive ingredients to extend flavors and lower costs.
<b>Piece Identity</b>	California Fig pieces are perfect for added value product identity. Diced or extruded to specification as natural pieces or flavored. Pieces are also free flowing, integrate well into food products, and hold well in mixing processes.
<b>Origin</b>	California Figs are 100 percent real fruit and produced in a state known for high quality standards. With a small carbon footprint, there is traceability from the orchard to the production plant. California's fig farmers have a commitment to meeting the highest quality specifications in the world.





*Whole  
Mission*

*Powder*

*Whole  
Golden*

*Paste*

*Diced*

*Juice  
Concentrate*

*E-Diced*

California Fig Advisory Board  
1925 Howard Road, Suite E  
Madera, CA 93637  
559-673-0526  
info@californiafigs.com



CaliforniaFigs.com