

California Prune Growers Marketing Association & The Sun-Blest Brand

Who we are

- California Prune Growers Marketing Association (CPGMA) is a grower-owned association based in Yuba City, California, representing leading prune-growing families across Northern California.
- Our members manage orchards in the Sacramento Valley and surrounding prune-growing regions, many as second-, third-, and fourth-generation farms rooted in California's prune heritage.

Our work

- Coordinate marketing and brand development for member prunes, including export programs and retailer partnerships.
- Support growers with workshops, field days, and quality initiatives that share best practices in pruning, irrigation, drying, and packing.
- Maintain high standards for food safety, traceability, and compliance for domestic and international customers.

Sun-Blest: our heritage brand

- CPGMA is the current owner of the SUN-BLEST trademark for prunes and fresh/raw nuts (Serial 99318068), filed in 2025 and advanced to Notice of Allowance in 2026.
- Sun-Blest has documented U.S. use on canned fruits, canned vegetables and mayonnaise dating back to 1922, with a federal trademark registration issued in 1959, and for many years the brand appeared on colorful California canned peaches, prunes and vegetables packed from the San Francisco/Burlingame area.
- The brand's vintage labels, featuring orchards, mountains, and the "Famous for Quality" ribbon, are serving as inspiration as CPGMA explores future packaging and brand development for Sun-Blest California prunes.

Why Sun-Blest matters

- Connects today's growers to a documented century of California prune and tree-fruit history, from French cuttings in the Santa Clara Valley to rail-shipped dried fruit and national grocery distribution.
- Gives retailers and consumers a true California brand with clear origin, legal protection, and an authentic story—not simply a newly invented name.

What Sun-Blest stands for now

- **Grower-owned quality.** Sun-Blest is now the growers' own brand; decisions about product, packaging, and positioning are driven by the cooperative and its member families.
- **Taste from careful farming.** Like other respected family brands in fruit, flavor and texture come from a foundation of care—thoughtful pruning, balanced irrigation, careful harvest timing, and timely drying and packing.
- **People, community, environment.** CPGMA growers live in the communities where they farm, support local institutions, and work to conserve water, protect soils, and steward pollinators and orchard ecosystems. Sun-Blest prunes represent that ongoing commitment, not just a product.

For retail and export partners

- Sun-Blest offers a differentiated California-origin prune brand backed by a cooperative of leading growers, with traceable heritage, consistent grades, and an authentic story for customers and trade partners.
- CPGMA is currently in the early stages of brand development and exploring options for packaging approaches, market programs, and partnerships that would connect Sun-Blest's heritage to modern prune products and market needs.