

**FOR IMMEDIATE RELEASE**

**ORGANIC PRUNE EXTRACT GREETED  
INTERNATIONALLY AS “MIRACLE IN A JAR”**

**Healthy Product Reputation Creates International Sales  
Sensation For Sowden Bros. Organic Mornin’ Glory Products**

**SUTTER COUNTY, CA --** The old-fashioned traditions of hard work, integrity and service, have long been the mainstays in the business model for success. For over 20 years, these have been the ingredients of the success for the Sowden Bros., an organic farming operation that grows approximately 350 acres of certified organic prunes in the heart of the Sacramento Valley.

With a variety of highly popular organic prune products sold and marketed in the U.S. and internationally under the Mornin’ Glory label, the Sowden Bros. have developed a reputation for providing high quality products such as organic prune juice, pitted prunes and the most recent addition—organic prune extract—heralded by the international consumer market as a “miracle in a jar” for its health benefits.

The highly potent Mornin’ Glory 100% organic prune extract is produced entirely from certified organic prunes and has many healthy and flavorful benefits. It is suggested as a fruit jam or compliment to flavor tea or salad dressings. Diluted with water, the extract can make prune juice in varying degrees of strength for babies to adults.

**Prune Extract Research Indicates Important Health/Food Preservation  
Benefits**

According to research conducted at Kansas State University, adding prune extract to ground meat kills bacteria and makes it more flavorful. The researchers tested the effect that varying levels of dried plum mixtures had on ground meat that was inoculated with such common food borne pathogens as E. coli, Salmonella, Listeria, Y. enterocolitica and Staphylococcus. The benefits of adding the extract to meat worked as an antioxidant to prevent lipid oxidation (similar to freezer burn) in meat as well as being an antimicrobial (able to kill pathogens). It also kept hamburgers moist and improved overall meat flavor.

**—MORE—**

## **Organic Prune Extract...”Miracle In A Jar” News Release**

### **Page 2**

The research originated from similar testing done at Texas A&M University which found that adding prune extract in meat improved the quality of reheated products. This process is found to be beneficial for school lunch programs, where meat products are prepared at central locations and re-warmed at satellite kitchens.

### **The Business Of Prunes**

Plums, known by their traditional moniker of “prunes,” are grown almost entirely in the U.S., with 70 percent of the world’s supply coming from California. The multiple health benefits of plums have established them as a mainstay in the superstar category of fruits. They are a rich source of fiber and contain important nutrients including potassium, vitamin C and K, and are rich in minerals including iron. They also include a compound that has high antioxidant activity. The antioxidant content of fresh plums doubles when they become prunes.

### **Prunes As A Health And Beauty Aid**

Over the years, a number of studies have demonstrated that incorporating prunes into the daily diet, over time, can lead to increased bone health—particularly for post-menopausal women, reduce LDL cholesterol, help protect against some forms of cancer and decrease colon cancer risk factors as well as reduce the severity of inflammatory conditions such as asthma, osteoarthritis and rheumatoid arthritis. The soluble fiber of prunes also helps normalize blood sugar levels and can play a valuable role in the prevention and treatment of type 2 diabetes. In addition, prunes serve as one of the more brilliant and natural appetite suppressants available. A little known beauty aid, the high levels of antioxidants in prunes means that eating just four of these super fruits a day is as good for your skin as any expensive anti-wrinkle cream!

Dr. Maoshing Ni, better known as Dr. Mao, is a celebrated doctor of Chinese medicine and an authority in the field of anti-aging medicine. His book *Secrets of Self-Healing* explores the integration of both Eastern and Western medicine used in everyday life to create balance between the mind and body for optimum wellness. Among his food “secrets” to longevity are plum prunes—packed with potassium, magnesium, iron and antioxidant power. Sweet and portable, it’s any easy choice for the individual and family that frequently eats on the run.

“Dr. Mao reinforces what we’ve learned and witnessed in the international consumer and grocery market,” stated Buzz Sowden of Sowden Bros. and Mornin’ Glory products. “Once the clamor for our prune extract product hits the U.S., and the health and longevity benefits become known, we believe it will become a traditional food staple in every home.”

### **Sowden Bros. Certified Organic Farming Practice Of Prunes**

The Sowden Bros.' farming technique for their organic prune crops is unusual by today's technology standards—with no full-time staff, brothers Buzz and Bud Sowden hire pruning and harvest help as needed and supervise all work on the farm themselves. As certified organic farmers, the Sowdens spend less time farming their crops—due in part to the elimination of the less healthy, costly and time consuming practice of chemical and pesticide crop treatment—allowing the Sowdens more time for marketing their end products.

The process to plant and prune the Sowden Bros. crops begins each October with a cover crop planting, followed by orchard pruning in November/December. Honey bees are brought in each March to pollinate prune blossoms that bloom late in the month. During the spring and early summer months, the orchards are carefully managed and irrigated. Harvest season begins mid-August and continues through early September as the prunes are harvested on a mechanical harvester that grabs the tree trunks and shakes the fresh prune plums onto a fabric-covered frame under the tree. The fruit is transported on a conveyer belt to bins where it is weighed, washed and stacked onto trays and rolled into large tunnels where the fruit dries in hot air—the step which officially transforms them into dried prunes. The result? After sorting, steaming and packaging—a mouthwatering and healthy combination of flavors that create the Mornin' Glory organic prune products.

The Sowden Bros. organic Mornin' Glory prune products are in both national and international grocery retail markets. Additionally, the products can be purchased directly at [www.organicprunes.com](http://www.organicprunes.com).