



**An Enterprise Zone Success Story:  
*The Jewel Date Company*  
*Thermal, California***

The Jewel Date Company is a certified organic dried fruit marketer and is one of the largest dried fruit growers/packers in the Coachella Valley. The small business which is owned and operated by three brothers and one partner packages dates and sells them throughout the U.S., Canada, Europe and Australia. They have three locations in the Coachella Valley and offer on-line shipping through their company Shields Dates.

The Jewel Date Company purchased the Colvada Date Company in 1997 and started their new company with about 20 employees. Now the successful business has anywhere from 100-135 employees depending on the time of the year. Co-owner Greg Raumin says they still use many of the age-old processing secrets passed on from the Colvada Date Company and nearly half of the original employees help them each year.

“My partners and I put all of the money we have saved from being located in an Enterprise Zone back into the company,” said Mr. Raumin. “These savings have allowed us to hire more employees and continue to expand our family business.”

“Growth is the name of the game,” continued Mr. Raumin. “The Enterprise Zone has provided an incentive for us to keep our business where it is and has given us the opportunity to grow our business and employ people in a region where there aren’t a lot of jobs.”

*California’s Enterprise Zone Program was established in 1984 in order to stimulate business investment in depressed areas of the state and create job opportunities for local residents. The Enterprise Zone Program is one of the state’s most successful economic development tools – combating poverty and unemployment in disadvantaged areas of our state and encouraging business growth and expansion.*