

California Prune Board

Country Report and Marketing Communications



Orchard Area (current & future)

In 2025, California prune acreage is reported at approximately **35,400 acres/14,337 hectares (bearing)** and **1,650 acres/668 hectares (non-bearing)**.

Previous Harvest Report (quantity & quality)

Once all production is reported, the **2025/2026 harvest** (August/September 2025) is estimated to total **64,000 MT**.

Quality was excellent as orchards produced sweet fruit, excellent dry-away, and larger average sizes.

Weather Conditions

Winter and spring conditions saw variable conditions, with periods of ample precipitation followed by an extended period of no rain and warmer than normal temperatures in January through March.

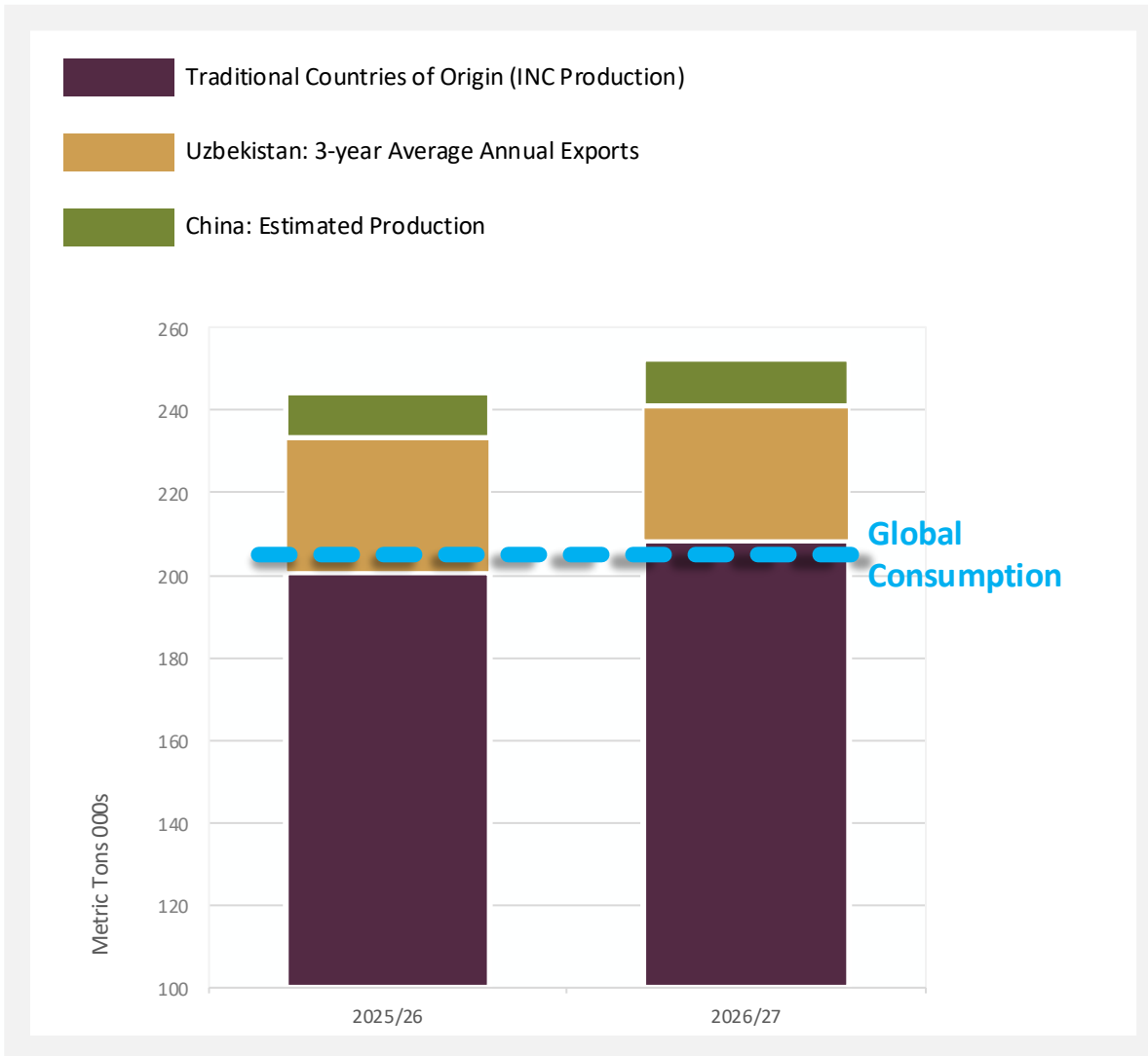
Through the variability, ample chilling hours set up the orchards for a strong bloom, narrowly missing a sudden spike in temperatures. Albeit early in the process, the 2026/2027 crop appears to be developing on schedule.

Other relevant news specific to your country

California Prune growers and handlers remain optimistic about the future of the business, and along with the market leadership of the industry's largest brand, are preparing to invest in another year of strategic research and communications through the California Prune Board.



The global situation changing...



Global Supply
is increasing

Global Demand needs
to rise to support this

What happens when supply outpaces demand?



Increased Supply
Commoditization and
erosion of value and
quality



The Opportunity:

Expand global consumer demand

Trade follows the Consumer

Consumer Demand requires:

CONSISTENCY

CREDIBILITY

LONG-TERM INVESTMENT



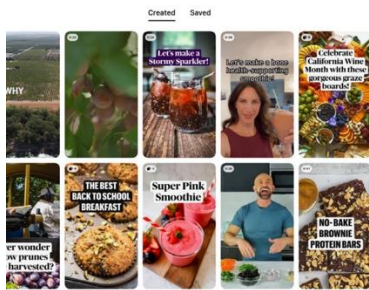
California continues to invest marketing: building global demand



16+ countries



Last 40 years



A Virtual Journey to California



CPB investment in Nutrition Research



70+ published, peer-reviewed scientific studies



30-years of investment

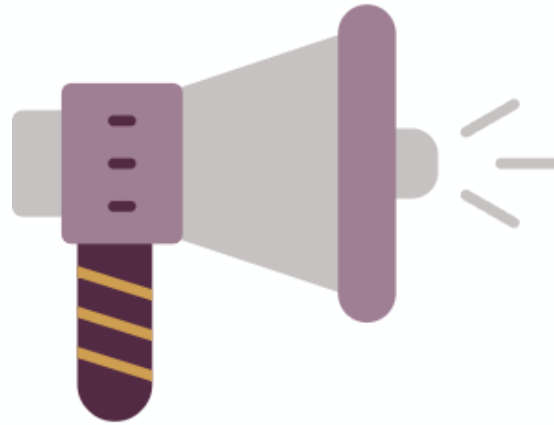
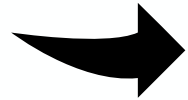


Over \$3.5 million invested in the last 10-years alone

Science alone does not build demand



RESEARCH BUILDS
CREDIBILITY



COMMUNICATION
CREATES AWARENESS



INVESTMENTS BUILDS
CATEGORY GROWTH

“

**If You Always Do
What You've Always
Done, You'll Always
Get What You've
Always Got**

Henry Ford

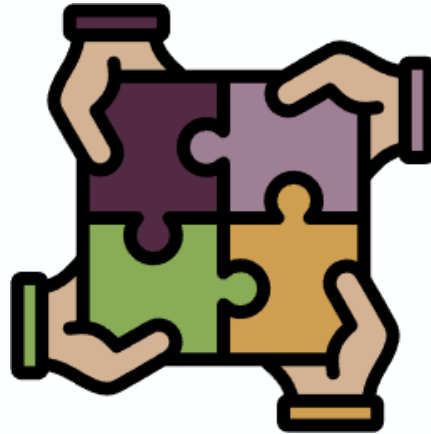
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Each producing country has a responsibility to build demand

Contribution can take different forms



Collaboration is the key to success



Collaboration platforms exist



IPA

International
Prune Association