

A Mandate Delivered

The IPA's Path to a Professional Future

Brendon Flynn

Past President, International Prune Association

Executive Committee Member, International Prune Association

Chairman, Sunsweet Growers, Inc.

Executive Committee and Board Member, California Prune Board

Pacific Farms & Orchards



What the IPA Was Built to Do



The IPA started as an informal gathering of prune growers exchanging progressive ideas on growing and drying French prunes. As the frequency of those gatherings increased, a formal organization was born: the International Prune Association, created to promote the global prune industry and represent the interests of growers and packers worldwide.

Articles of Association, Article 1:

- (a) To set up a permanent link between world prune producers.
- (b) To co-ordinate actions aimed at protecting producers' interests.
- (c) To increase world consumption of prunes.**
- (d) To encourage and develop the exchange of up-to-date information on production, scientific, and market trends.
- (e) To organise meetings of economic interest between members.

When the Charter Had a Champion



The IPA progressed to being professionally run by Secretary General Christian Amblard (BIP), governed by an Executive Committee.

- An IPA President was elected based on the hosting country of the upcoming Congress.
- The Secretariat developed and maintained the system to store and report global prune production statistics and IPA Congress data.

Expansion and Investment



- Membership expanded beyond growers to include processors and individual country organizations.
- The IPA hosted a public website and a restricted-access member portal, administered by the Secretary General.
- The IPA invested alongside the California Prune Board in nutritional research, providing a common messaging platform for the global industry.

The Transition



- Christian Amblard retired as Secretary General.
- Base-level IPA administration was transferred to Hortgro.
- The role of Secretary General was reduced from active leadership to transactional administration.
- Statistical reporting continued, but became internally focused as the website fell out of regular administration.

14 November 2023



The Committee Decided to Act

“Committee members felt strongly that an executive director / secretary general should be appointed to drive the association under guidance from the executive committee. IPA will remunerate this person.”

Minutes of the Special Executive Committee Meeting, 14 November 2023

From Decision to Action



20th IPA Congress, Mendoza — November 2024

- Driven by IPA President Francisco Araujo, with the support of the Argentine prune industry, the IPA engaged a strategic consultant.
- A year-long process followed, with active participation from every member country.
- Today is the result.

How Others See This Moment



“Global demand requires consistency in both the product and the message, long-term investments, and credibility... The work through the International Prune Association is proof that we can indeed collaborate.”

Joe Turkovich

Former President, California Prune Board
Chair, CPB Nutrition Research Committee
13th Prunes Expo, Chile — March 2026

What You Are About to Hear



- Not an extension of the past.
- A response to a decision this committee made.
- A plan with three pillars, structure, and ownership.

Over to Hernán Satorre

The IPA 2030 Strategic Plan

Synthesis and Next Steps