



Australian Presentation to IPA Conference 2018 - France




March 2017

- Large crop
- Smaller grades
- Reduced industry levies



March 2018

- Small crop
- Larger grades
- Reduced industry levies

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- Sizeable carry over of smaller fruit
 - Just enough pitted fruit for our processors to maintain lines of 'Australian Prunes' branding.
 - Continue to import fruit
 - No export to *Sunsweet* this year



Price setting

It's a 'Trust thing'

...with the occasional nudge



Snap Shot of Australia

- Energy prices continue to rise
- Water rights
- Other commodities

Reinventing the Prune

- Ground up approach
 - Nutrition testing
 - legality and claims
 - Focus on provenance
 - 'Foodie' demographic
 - Dieticians and nutritionists



What have we learnt?

- Increase in *Angus Park Australian sourced prune product sales*
- *It's about passion and belief – you can't buy that*
- *It's hard work!*

