



GLOBAL PRUNE PROMOTION

ENCOURAGING WORLD PRUNE CONSUMPTION





I WON'T BE
IMPRESSED WITH
TECHNOLOGY
UNTIL I CAN
DOWNLOAD FOOD.

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FOOD IS ESSENTIAL
FOR **LIFE;**
— THEREFORE, —
MAKE IT GOOD.





Encouraging World Prune Consumption

"Encouraging" is an
action word. Are WE
taking sufficient action
to increase demand?



Or...

Are we inclined to
leave our fate to the
competition, market
traders and annual
supply?



Biggest Snack
Categories
Worldwide
Retail Annual
Dollar Sales

ending March, 2014, Nielsen

\$374 BILLION



CHOICES

SALTY
CONFECTION
PROTEIN
COOKIES & CAKES
FRUITS & VEGETABLES
HEALTH CLAIM
ENERGY
REFRIGERATED
PACKAGING
LOW CALORIE

CLEAN LABEL
ORGANIC
SUGAR
SAVORY
VERSATILE
CONVENIENT
AFFORDABLE
FUNCTIONAL
NATURAL
FULFILLING

Healthy Ingredient Snacks Outpace Overall Food & Beverage Market



INGREDIENTS



INNOVATION



ENCOURAGEMENT

Dried Fruit & Vegetable Snacks

Annual sales growth of 1.7% over past 5 years

\$4 billion in 2015

IBISWorld, 2016



Reasons to be Optimistic

- ✓ **Shift to healthier foods and ingredients that offer functionality and well being**
 - ✓ **Convenience reigns supreme in busy cultures**
 - ✓ **Increasing use of Dried Fruit in culinary, bakery and confectionary sectors**
 - ✓ **Increase in disposable income in markets around the globe**
-

Encouraging and Improving Global Demand for Prunes = Investment

- ▶ In Marketing and Promotion
 - ▶ In Nutrition Research
 - ▶ In Orchards and Processing
 - ▶ In Product Development and Innovation
 - ▶ In Partnerships
-

Strategic Marketing & Promotion

Replacing a bulk trade mindset with a commitment to premium positioning

Nutrition Credibility with HCP's and Consumers



Scientific Opinion on the substantiation of health claims related to dried plums of 'prune' cultivars (*Prunus domestica* L.) and maintenance of normal bowel function (ID 1164, further assessment) pursuant to Article 13(1) of Regulation (EC) No 1924/2006

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Bone Health Trial

Randomized Control Trial of Dietary
Supplementation with Dried Plums/Prunes
on Bone Density, Geometry & Estimated
Bone Strengthen Postmenopausal Women

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Research Team

- ▶ Principal Investigator
 - ▶ Mary Jane De Souza PhD,
Professor, Kinesiology and Physiology
- ▶ Co-Investigators
 - ▶ Nancy Williams, ScD,
Professor of Kinesiology & Physiology,
Head, Department of Kinesiology
 - ▶ Connie Weaver PhD,
Distinguished Professor & Department Head, Nutrition Science,
Purdue University, Indiana
 - ▶ Mario Ferruzzi PhD,
Professor, Translational Nutrition, Department of Food,
Bioprocessing & Nutrition Science, North Carolina State
University



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Aim to Discover

- ▶ Compared to control group, prunes'
 - ▶ Effect on bone mineral density (BMD)
 - ▶ Effect on bone geometry and estimated strength (3-dimensional bone imaging technology)
- ▶ Phenolics and metabolites related to bone outcomes (measured in urine)
- ▶ Effect on markers of bone resorption and formation (mechanisms analysis)
- ▶ Effects on inflammatory markers and cytokines
- ▶ Effect on gut microbiome related to bone outcomes

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Timeline 2016-2019

- ▶ Recruitment began in July
- ▶ 27 participants randomized by mid-October
 - ▶ 9 to each of the three study groups
- ▶ Women are in the study for 1 year
- ▶ First completers anticipated September 2017
- ▶ All participants completed within 30 months
- ▶ Final report November 2019


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Benefits to the Industry

- ▶ Further regulatory support for benefits to bone health in postmenopausal women with low bone mass – EFSA
- ▶ Non-pharmaceutical strategy for women to improve bone health
- ▶ Potential to provide information on both research priorities: bone and gut health

Health and Consumer Media



Health Influencer Conferences



Ingredients & Innovation



Making It Easier To Use Prunes

Usage Status	2013	2015
Currently using	23%	17%
Used in the past	29%	42%
Not used before	42%	39%
No answer	6%	2%
TOTAL	100%	100%

Product From	2013	2015
Whole	2%	5%
Pitted	45%	45%
Diced/Bits	6%	11%
Puree	1%	23%
DPJC	1%	2%
No answer	45%	14%
TOTAL	100%	100%



Fostering Enthusiasm and New Ideas about Prunes

Japan Bakery Contest Winners

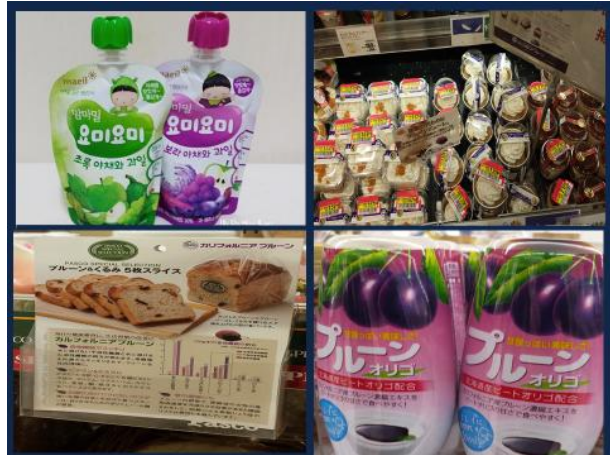


China Pastry Competition



Supporting New Product Offerings

A Commitment
to the Trade
That Share Our
Desire to Grow
Prunes' Market
Share



Ambassador Partnerships



Building Brands and Reputations Together



Commitment to Our Craft



Pride in Quality & Food Safety



From Our Orchards to Our Customers' Tables: A Sense of Place





Tell your story

“You Can’t Sell Anything
If You Can’t Tell Anything”

-- Beth Comstock
