

CALIFORNIA PRUNE INDUSTRY

IPA Conference

Sirmione, Italy
May 25 - 28, 2015



California Prune Industry's Mission

"To increase the value of
growing California prunes"



California Dried Plum Board's Mission

"To protect and support the health, growth and vitality of the California dried plum industry"

This is facilitated by but not limited to the following activities:

1. Identifying new market, product and program opportunities through market research.
2. Developing a generic (non-branded) program for the domestic market that may encompass advertising, sales promotion, public relations, product sampling and educational activities.



CDPB's Mission cont'd.

3. Coordinating an international marketing program that may consist of both generic and branded activities including advertising, sales promotion and public relations.
4. Conducting production, processing and nutrition research to improve the quality and functionality of the industry's products.
5. Representing the interests of all segments of the California prune industry by building positive relationships with the food trade, consumers and government agencies.
6. Evaluating the effectiveness of Board programs through advertising tracking studies, econometric modeling or other types of research.

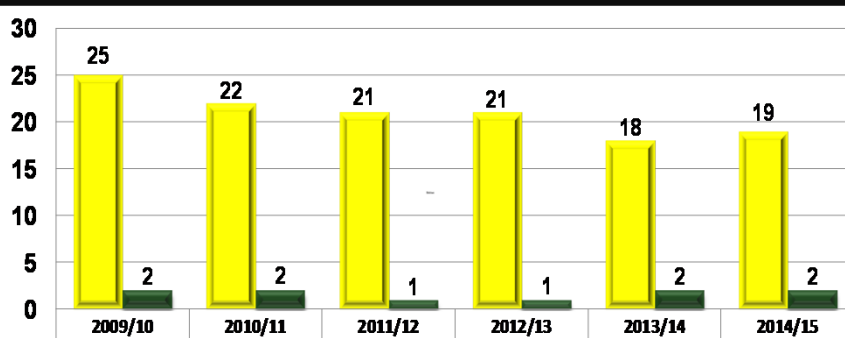


California Industry Data Report



Prune Acreage

Hectares (000)



■ Bearing	25	22	21	21	18	19
■ Non-Bearing	2	2	1	1	2	2

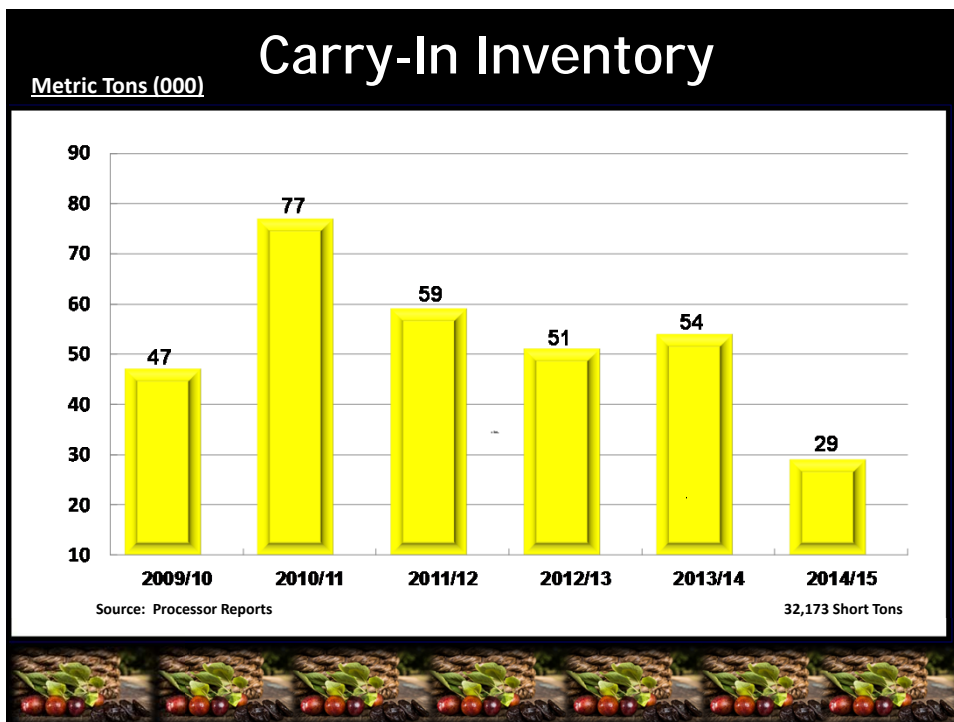
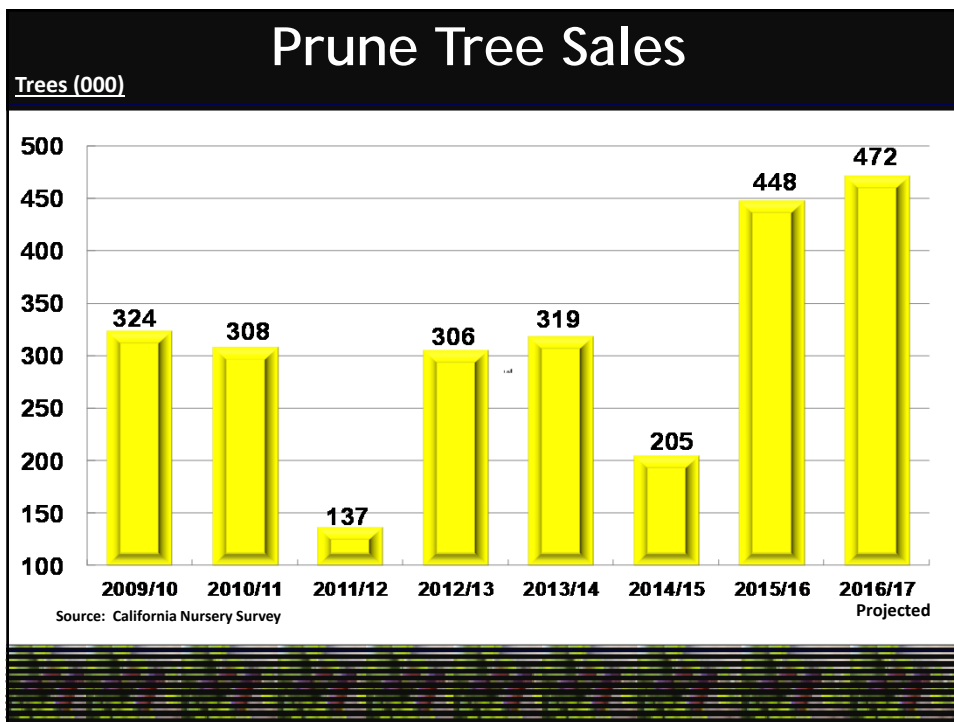
Source: Processor Reports

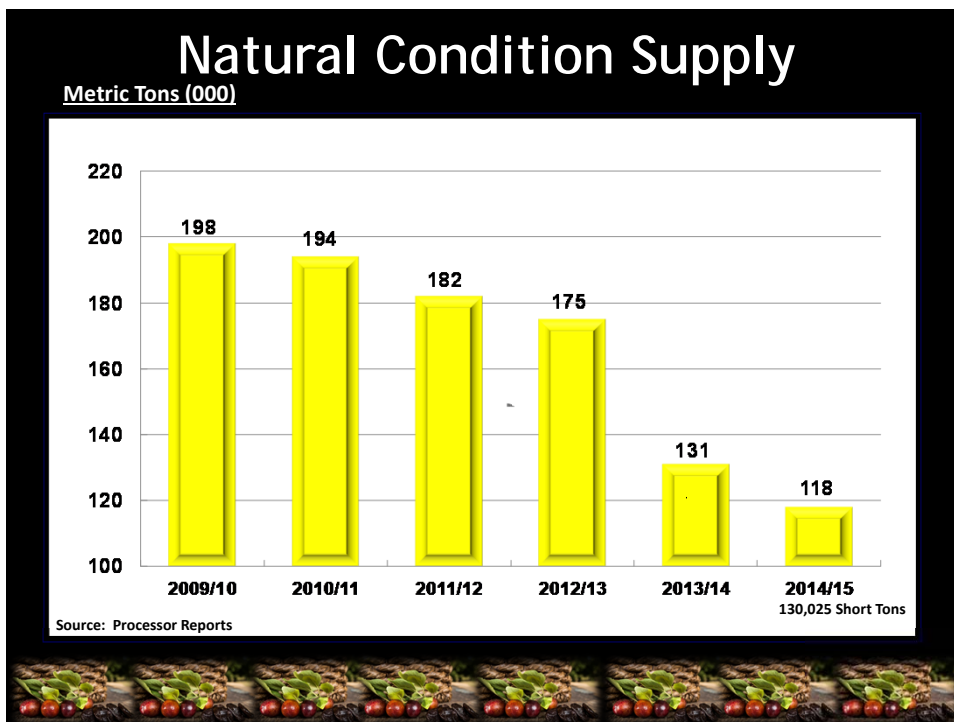
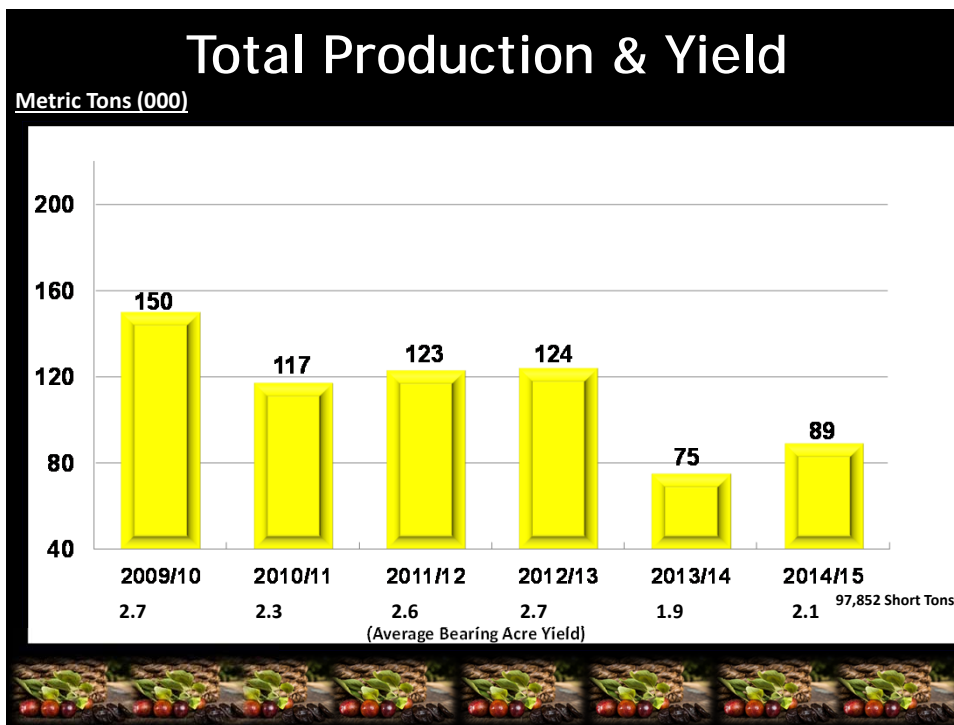
2014/15 in Acres

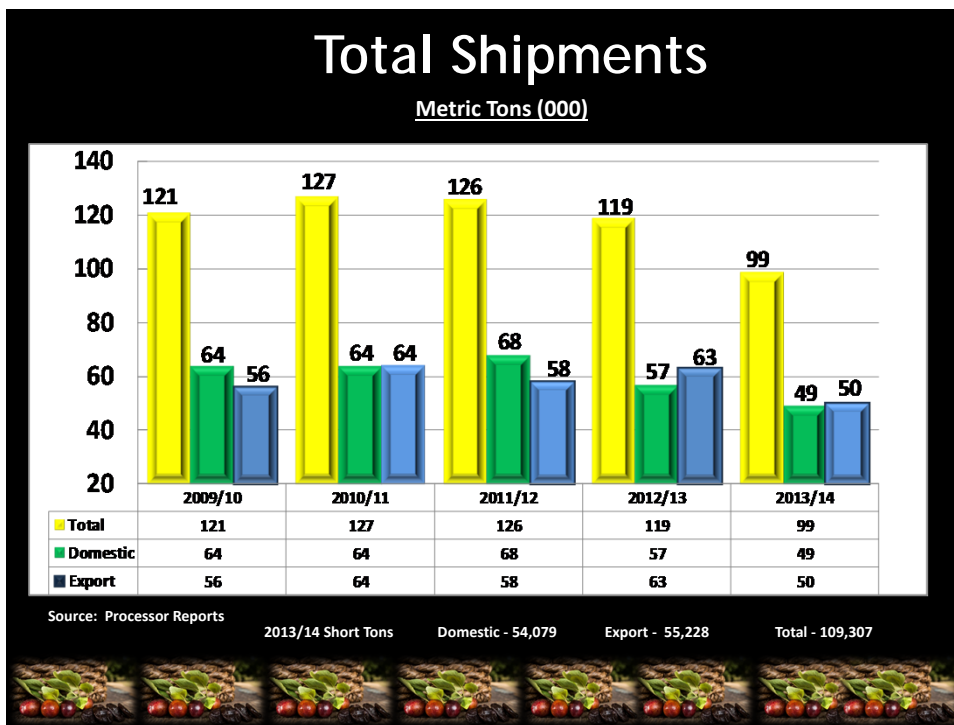
Bearing - 46,279

Non-Bearing - 4,516









Total Inventory

Natural Condition

	<u>2013/14</u> (MT)	<u>2014/15</u> (MT)	<u>2014/15</u> (Short Tons)
Carryin	54,854	29,186	32,173
Marketable Prod.	<u>75,663</u>	* <u>88,770</u>	* <u>97,852</u>
Total Supply	130,517	117,957	120,025

* To-date

DOMESTIC MARKETING

A Few Highlights

California Dried Plums
Ketchum
break-through

California Dried Plums
THE WHOLE PACKAGE.

Experimental Biology Sponsorship, Presentations and Posters

DRIED PLUMS:

- Rich source of potassium, boron, as well as nutrients and phytochemicals with potent antioxidant activity (ORAC & FRAP)
- California is the world's largest single producer of dried plums (80% of the world's supply and 99% of the U.S. supply).
- Dried plum reduces lipid oxidation and has been recognized for its antimicrobial capacity in the food industry.

THE CLINICAL EFFICACY OF DRIED PLUM:

- Randomized control trial with postmenopausal women (n=100)
- 1 yr intervention with dried plum (100 g) or dried apple (75g) plus Ca (500 mg) and vitamin D (400 IU) supplement
- Primary response variable: change in BMD
- Bone biomarkers:
 - ↓ bone resorption (tartrate resistant acid phosphatase 5b & RANKL/OPG ratio)
 - ↓ bone formation (bone specific alkaline phosphatase & sclerostin).

Hoschwendl et al., Br J Nutr, 2012 & 2014

OUR THANKS TO THE SPONSORS OF ASN'S RESEARCH INTEREST SECTIONS

- Abbott Nutrition
- Almond Board of California
- American Institute for Cancer Research
- Arway/NutriLife
- California Dried Plum Board
- Center for Advanced Functional Foods Research and Entrepreneurship at Ohio State University
- Council for Responsible Nutrition
- Craft Technologies
- DuPont Nutrition and Health
- Egg Nutrition Center
- Hass Avocado Board
- Herballe Nutrition Institute
- International Society for Research on Human Milk and Lactation
- Kemin Industries, Inc.
- Kraft Foods Group
- McCormick Science Institute
- Mead Johnson Nutrition
- Mondelēz International Inc.
- Monsanto Company
- National Cattlemen's Beef Association
- National Conference of Dairy Producers
- National Dairy Council
- Nestlé Nutrition Institute
- Pfizer, Inc.
- Shalhevet
- Sighe and Ultra/DOM Nutritional Products
- Teklad Data/Healun Laboratories, Inc.

EB Media Coverage

- Press release announces new research findings
 - 254 outlets
 - 20,789,000 audience reach
- Promoted on Facebook
 - 213,448 people reached
 - 1391 likes
 - 88 shares
- Provided 200 sets of press materials and 100 bone pens
 - Press Release
 - Culinary infographic
 - Nutrition Research Summary
 - Osteoporosis International Innovations article



The Boston Globe

Miami Herald



EB Media Coverage

HUFFPOST HEALTHY LIVING
THE BLOG

Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

TOP ON THE BLOG
Matt McGorry
Ted Danson

5 Tasty Inflammation-Fighters
Posted: 04/16/2015 2:15 pm EDT | Updated: 2 hours ago

Dried Plums
Deeply colored dried plums (aka prunes) are a source of polyphenols that are known to have anti-inflammatory and antioxidant properties. Mounting research suggests that dried plums may help improve bone mineral density by reducing markers of inflammation that increase the rate at which bone cells resorb or breakdown. Boosting these compounds in one's diet has been shown to improve bone health. In fact, findings from a study conducted at San Diego State University reported at the 2015 Experimental Biology meeting indicated that postmenopausal women given one serving (4-5 prunes) daily experienced improved bone health and a slowing of bone loss.

2 placements = 66.5 UMV/16.5 million impressions
Includes EB bone health abstract mention




5 Easy Swaps That Don't Sacrifice Flavor
By Katherine Brooking, M.S., RD



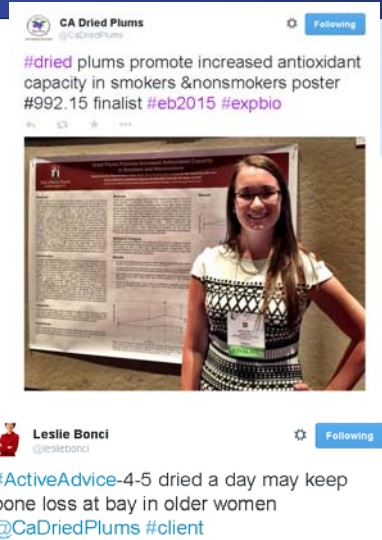
Think healthy cooking means giving up good taste? Think again! Armed with a few simple ingredient swaps, you can make any dish more nutrient-rich without losing the flavor you love.

1. Purved Prunes Instead of Sugar, Butter or Oil Love to make cookies, cakes, pies and other

EB Social Media Coverage



California Dried Plums
 Posted by Alison Ann Dumas on March 24 at 7:03am · Edited ·
 Did you know that California dried plums help support healthy bones, in addition to potentially reducing LDL cholesterol and promoting good digestive health? Find more amazing facts, recipes and tips from researchers, nutritionists and growers at www.CaDriedPlums.com!



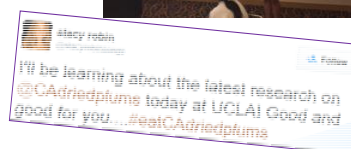
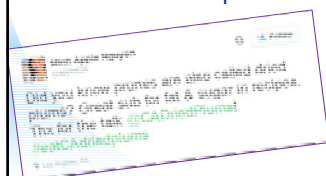
CA Dried Plums
 #dried plums promote increased antioxidant capacity in smokers & nonsmokers poster #992.15 finalist #eb2015 #expbio

Leslie Bonci
 #ActiveAdvice-4-5 dried a day may keep bone loss at bay in older women @CaDriedPlums #client

14,904 Twitter impressions

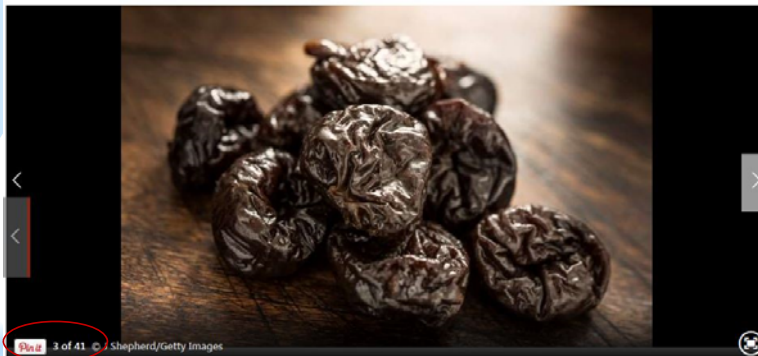
Educational Seminars with Influencers at Major Universities

- **Raise awareness among nutrition opinion leaders of the CDPB's robust nutrition research program and how our results translate into health benefits for consumers**
 - Emphasis on bone health and gut health research
 - Digestive health and heart health and other benefits mentioned
 - Educate about snacking/culinary use
 - Start dialogue and form relationships
 - Elevate dried plums' status



MSN List Placement Achieving Critical Mass in Popular Media

40 Foods with Superpowers



3 of 41 © Shepherd/Getty Images

DRIED PLUMS
Bone Builder

Also known as prunes, these dark shrunken are rich in copper and boron, both of which can help prevent osteoporosis. "They also contain a fiber called inulin, which, when broken down by intestinal bacteria, makes for a more acidic environment in the digestive tract," says Bowerman. "That, in turn, facilitates calcium absorption." Enjoy four or five a day to strengthen your bones and boost your energy.



THE WHOLE PACKAGE.

Recipe ReDux RD Blogger Posts

Dried Plums & Ricotta Avocado Toast



But talk about powerhouse of a fruit when you consider these dried plums benefits:

Nutrition perks:

- One serving (4-5 dried plums) provides less than 100 calories, 2 grams fiber, 23 mg of potassium, 14 mg of magnesium and 2 grams of iron. Plus, any other fruit or dried fruit.
- Dried plums help support healthy bones. Emerging research suggests eating 1-2 servings of dried plums may help improve bone density in postmenopausal women.

FLOURLESS STICKY CHOCOLATE PLUM CAKE

By a *RD of Dried Plums* - 5/1/2015



As a dietitian, these are the "best" food get better options for providing the most value of nutrients and calories for dried plums (and in general).

Check out California Dried Plums for more information on providing the most value of nutrients and calories for dried plums (and in general).

Recipe Challenge: In honor of National Osteoporosis Month, I'd like to share a recipe about how to use dried plums to help build healthy bones.

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Baking one gets to the recipe, and this dried plum cake is so easy to eat from the whole family (except for the plums).

Help to National Osteoporosis Month, and it's a great time to highlight dried plums role in supporting bone health. Osteoporosis is a disease in which the bones become weaker and brittle, increasing the risk to break. While it's a disease, it's not a scary one. Especially, if you eat the right foods. One of the best ways to help support healthy bones is to eat dried plums. They are rich in calcium, potassium, and iron. Plus, they are so easy to eat. You might not think of dried plums as being that big of a deal, but as you get older, it can seriously impact your quality of life and ability to do the things you love.

[The Recipe ReDux] California Dried Plum Bacon Jam

By a *RD of Dried Plums* - 5/1/2015



Sautéed Green Beans with Pine Nuts & Plums

By a *RD of Dried Plums* - 5/1/2015

Roasted Sweet Potatoes with Pine Nuts & Plums is a light, simple dish. Add plums for a little extra sweetness and a little extra fiber.

Roasting the plums can bring out their natural sweetness. California Dried Plums are a great choice for this recipe. They are rich in calcium, potassium, and iron. Plus, they are so easy to eat. You might not think of dried plums as being that big of a deal, but as you get older, it can seriously impact your quality of life and ability to do the things you love.

