

CALIFORNIA PRUNE INDUSTRY

IPA Conference

Canberra, Australia
November 5th 2013



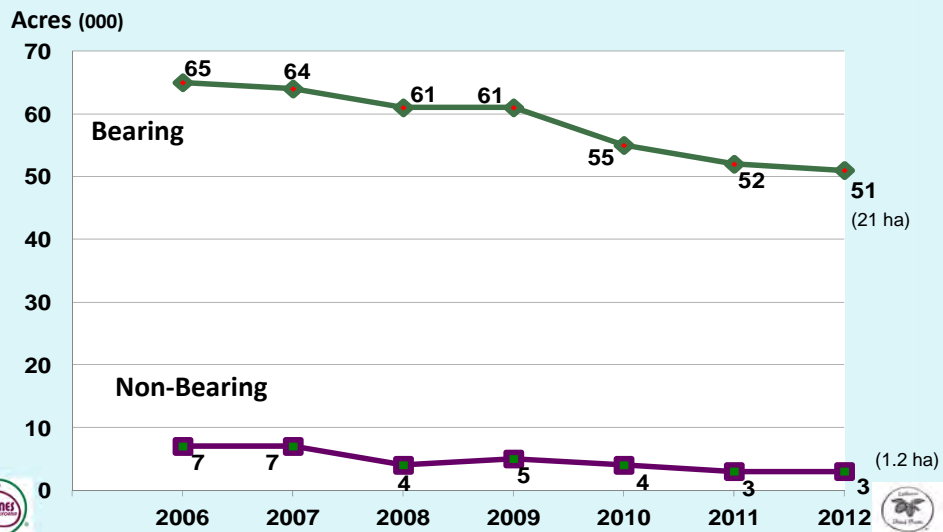
1993 IPA



CALIFORNIA DRIED PLUM BOARD

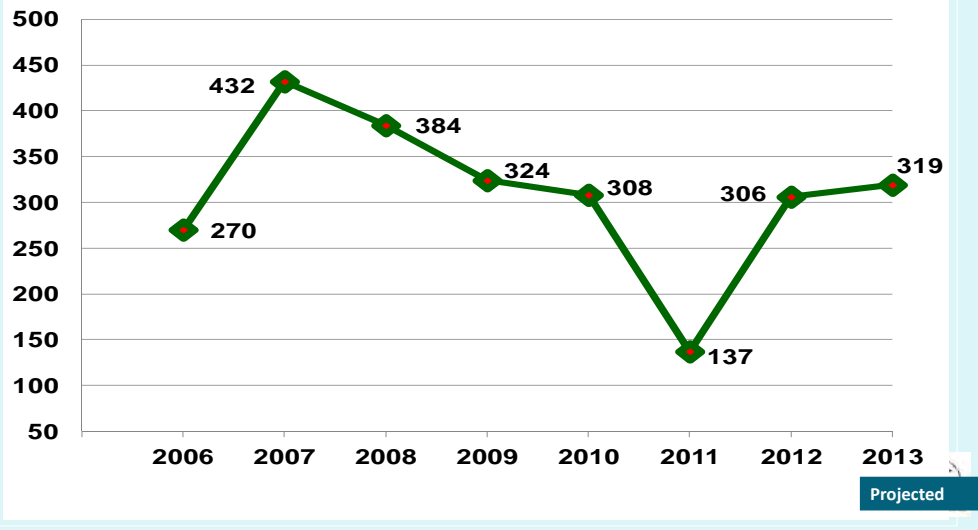


PRUNE ACREAGE



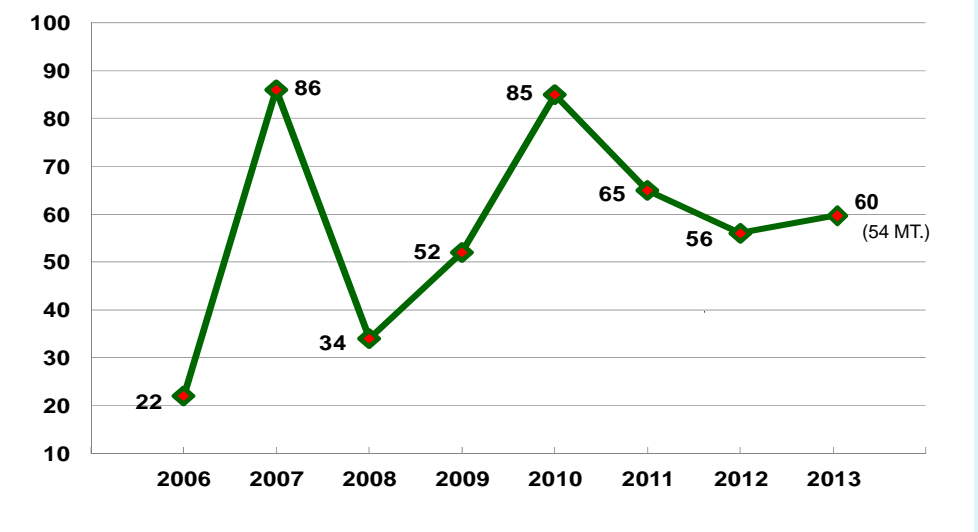
PRUNE TREE SALES

Trees (000)

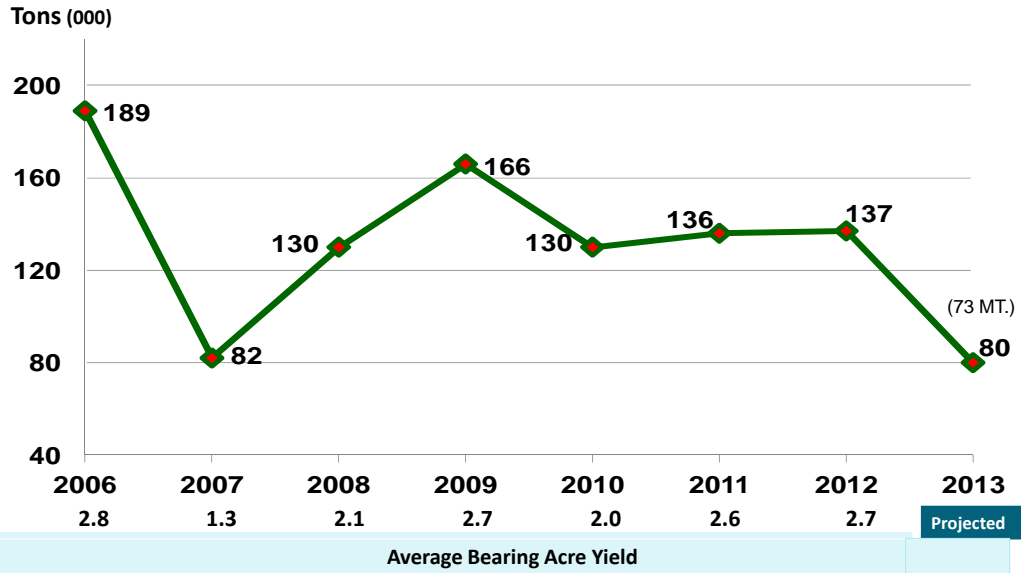


CARRY-IN INVENTORY

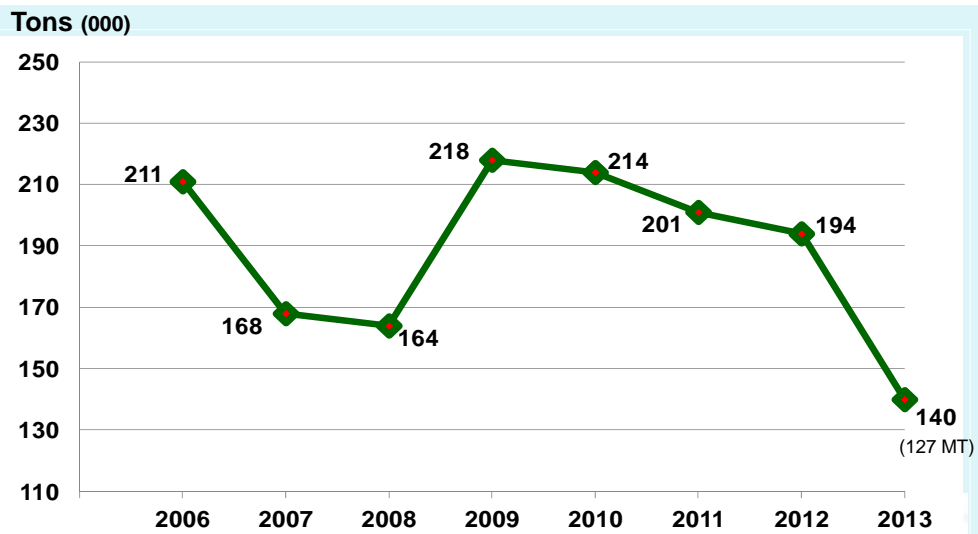
Tons (000)



TOTAL PRODUCTION & YIELD

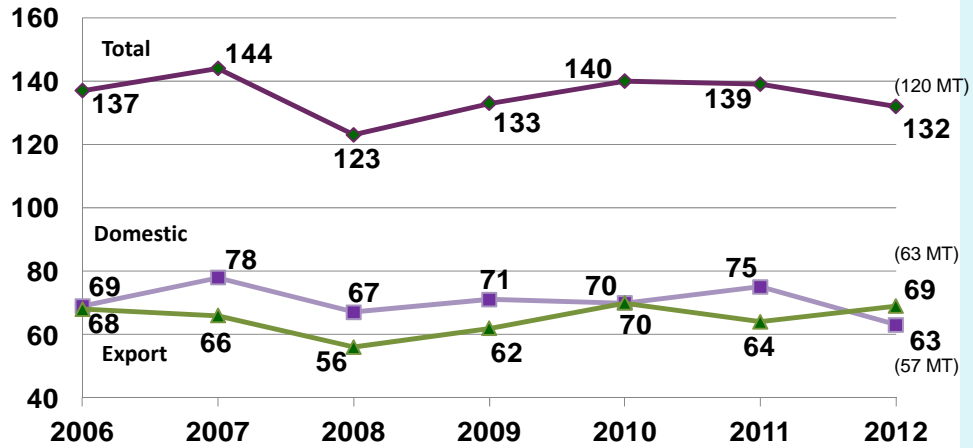


NATURAL CONDITION SUPPLY



TOTAL SHIPMENTS

Tons (000)



TOTAL INVENTORY

Natural Condition (Short Tons)

	<u>2012</u>	<u>2013</u>
Carryin	56,272	60,467
Marketable Production	<u>137,377</u>	<u>80,000</u> *
Total Supply	193,649	140,467 (127,429 MT)

* Projected



MISSION STATEMENT

CDPB:

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

INDUSTRY:

To sell more California dried plums to more people worldwide.



DELIVERING VITAL PROGRAMS

- Domestic Marketing
- Export Marketing
- Nutrition Research
- Production Research
- Government & Issues Management



CALIFORNIA DRIED PLUMS

PUBLIC RELATIONS HIGHLIGHTS



OBJECTIVE

- Drive awareness of California Dried Plums as an everyday dried fruit that supports a healthy lifestyle.



TARGET AUDIENCES

Primary (approximately 60% of efforts aimed at consumers)

■ Women, 25-54

- Motivated by wellness and living life to the fullest
- Care about making healthy food choices for themselves and their families
- Socially and digitally connected

■ Millennials, males and females, 18-35

- Motivated to stay active and healthy
- Early adopters of social media
- Prefer natural, functional products over supplements as source of nutrition
- The largest American generation at 92 million strong (compared with some 76 million baby boomers)

Secondary (approximately 40% of efforts aimed at health opinion leaders)

■ Health, Nutrition and Medical Professionals

- Registered dietitians among different practice groups and at targeted conferences along with industry leaders
- Physicians/general practitioners, gynecologists, orthopedists

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STRATEGIES

- Conduct consumer research to uncover current insights about attitudes towards dried plums among different generations and user bases
- Emphasize dried plums' role in bone health to capitalize on surprising, important and *ownable* asset
- Build relationships with nutrition leaders and elevate dried plums status as a nutritious food
- Create a "stable" of expert spokespeople to serve specific needs, rather than investing heavily in one dominant voice
- Improve image of dried plums as a hip, 'non-apologetic' snack for consumer target audiences

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SPOKESPEOPLE

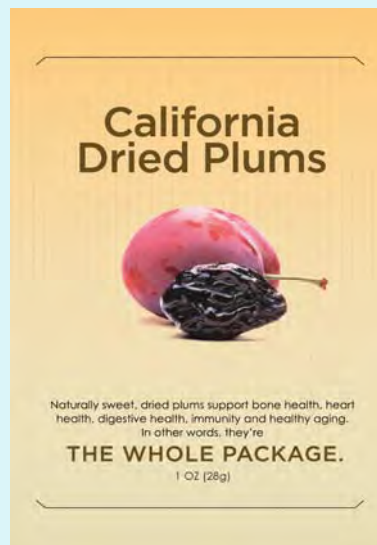
- Create a “stable” of expert spokespeople to serve specific needs, rather than investing heavily in one dominant voice
- + brand ambassadors and other health influencers:



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CONTINUE WITH CURRENT POSITIONING



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LEVERAGING RESEARCH AND BUILDING HEALTH INFLUENCERS

STRUCTURE AND FUNCTION CLAIM EVALUATION

Rationale: Elevate Dried Plums' status as a nutritious food and capitalize on *ownable* asset.

- Research steps with third party to pursue structure and function claim about dried plums and bone health
- Includes analysis of peer reviewed studies / evaluating other successful claims
- Create a proposed strategy of next steps



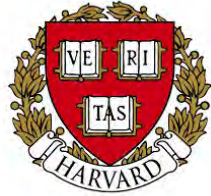
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NUTRITION EDUCATION ROADSHOW

Rationale: Build relationships with influential industry leaders and educate them about *The Whole Package* message and research findings to elevate Dried Plums' status as a highly nutritious food.

- Schedule meetings with leaders (e.g. Marion Nestle, PhD, MPH) from major universities with CDPB and members of the Nutrition Advisory Board
- Couple this effort with visibility at key health influencer conferences through gift bag inclusion or exhibiting



NYU

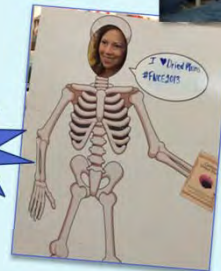
JOHNS HOPKINS
UNIVERSITY



FOOD & NUTRITION CONFERENCE EXPO

Houston, Texas - October 2013

- **200 total bone density scans generated** (broken record for Dr. Howayeck)
- Offered attendees photo opportunity with pop-up skeleton, snack packs, educational materials and samples of Natalie's CA dried plum snack bars
- **477 people scanned at booth** (251% increase from 2012)



“NO BONES ABOUT IT: CALIFORNIA DRIED PLUMS ARE NATURE’S SOLUTION FOR HEALTHY BONES”

Rationale: Deliver powerful bone health message with new research. Influenced registered dietitians who play a significant role in consumer food choices.

- During FNCE, hosted morning breakfast symposium featuring:
 - Dr. Arjmandi, Dr. Halloran and Dr. Smith with moderator Leslie Bonci
- Highlighted *The Whole Package* messaging with bone health leading the discussion



FNCE BREAKFAST SYMPOSIUM



REACH NUTRITION INFLUENCERS WITH EDUCATIONAL WEBINAR

- Partnered with Academy of Nutrition and Dietetics' Sports, Cardiovascular and Wellness Nutrition group (SCAN)
- Developed 60-minute webinar
- "Communicating Health, Nutrition and Fitness Throughout the Lifecycle" highlighting the health benefits of dried plums
- Sparked dialogue between RDs and patients
- Survey to be distributed; sponsor upcoming meeting

Results:

- ❖ 338 webinar views

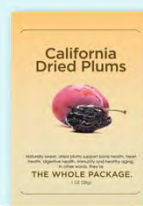


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NATIONAL INTEGRATED MEDIA TOUR

- Drove MMR angle with Dr. Arjmandi
- Discussed bone health research through TV, radio and web video; blogger outreach
- Distributed Radio News Release
- Showcased Dried Plums as "The Whole Package" star
- Debuted Dr. A's bone health trail mix

It's Time to Get in the Bone Zone!



Results:

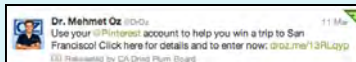
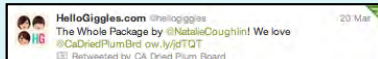
- ❖ 34 airings:
- 34+ million impressions

MOTIVATING MILLENNIALS TO LOVE DRIED PLUMS

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SOCIAL MEDIA

- Create monthly editorial calendars/digital counsel
- Support program activations



HELLO GIGGLES PARTNERSHIP



• Three-month partnership
Results: 5 million impressions

HELLO GIGGLES

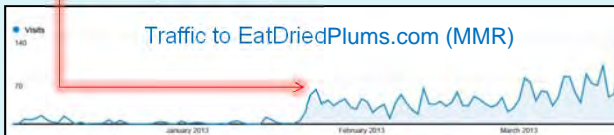
TOPICS: HEADLINES, PICS & VIDS, GIVE AWAY, POLLS, FORUM

POSTS WE ♥ RIGHT NOW

Plum Perfect Tips For A New Year, New You

Heart to Heart with Natalie Coughlin

The Whole Package



LAUREN CONRAD INTEGRATION



- Delivered **25,177,680 Impressions**
- 0.15 CTR** for banner ads
- Nearly **300 comments** about dried plums, recipes and snack ideas
- 3K+ referrals** to CDPB website

California Dried Plums: No filter. No makeup. Just pure California sunshine.

Nature's Candy

Learn more

I never really thought that prunes could be a staple, but there really are so many ways to use them!

3 Busy Girl Snacks on a Stick

Posted By LaurenConrad.com Sep 18 2013

These all look so delicious! I need to try these dried plums :)

Good Cats: 10 Ways to Use Our Favorite Pantry Staple

Posted By LaurenConrad.com Oct 1 2013

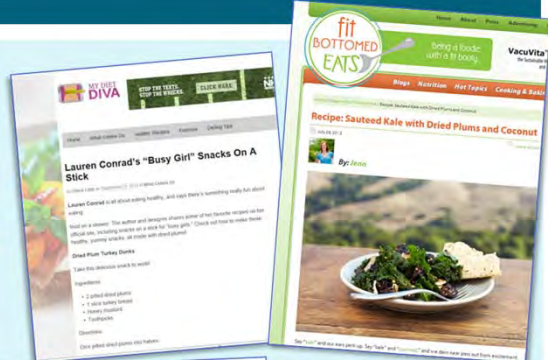
Lauren Conrad · 763,002 like this
September 10 at 9:31am '13
I promise this will melt in your mouth: <http://bit.ly/LCxCADrPlms913> Anything with dried plums gets my stamp of approval @

Natalie Coughlin @NatalieCoughlin
Want a great kale recipe? laurenconrad.com/blog/post/recipe Check out my version with California dried plums on @LaurenConrad's blog. Yummy & healthy!



NEWS BUREAU

- Identify opportunistic news stories year round
- Leverage all spokespeople
- Amplification from other programs (i.e. Lauren Conrad)



COLLEGIATE EVENTS



Rationale: Meet Millennials on their own turf while delivering a fun and credible educational component. This elevates Dried Plums' "cool" factor and gains the loyalty of Gen Y.

- Host two pilot events: Cal Berkeley and University of Pittsburgh
- Leverage spokespeople's expertise and university relationships
- Deliver an educational presentation
- Include a fun, interactive game to bring "Team Dried Plum" and "Team Prune" smack down to life.



HIGH IMPACT COMMUNICATIONS

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DR. OZ INTEGRATION

• Results: 33,432,741 impressions

The collage features several key elements:

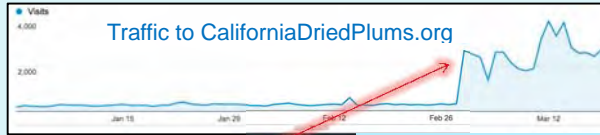
- Top Left:** A blue banner with the text "Results: 33,432,741 impressions".
- Top Right:** A headline "DoctorOz.com Teams Up With California Dried Plum Board and Gold Medalist Natalie Coughlin for 'Total Body Reboot' Series" with a sub-headline "Dr. Oz Introduces the Total Body Reboot Fitness Series". Below this is a video player showing Dr. Oz and Natalie Coughlin.
- Middle Left:** A screenshot of the Dr. Oz Show website navigation bar with "VIDEOS & MORE", "ASK OZ", "EPISODES", "RECIPES", and "BLOG". Below it is a featured article titled "Fuel Your Body the Right Way" with a photo of Natalie Coughlin.
- Middle Center:** A video player titled "What's In Your Bag?" with the text "The key to a healthy lifestyle is preparation. Find out what gold medalist Natalie Coughlin keeps on hand!".
- Middle Right:** A video player titled "TOTAL BODY REBOOT" with a photo of Dr. Oz and Natalie Coughlin.
- Bottom Left:** A video player titled "Total Body Reboot: Part 1" with the text "Join trainer Steve Jordan and Olympic medalist Natalie Coughlin for a workout that will reboot your body".
- Bottom Center:** A product shot titled "Dried Plums: The Winning Snack That's 'The Whole Package'" showing a bowl of dried plums.
- Bottom Right:** A portrait of a woman, likely Natalie Coughlin, smiling.

THE DR. OZ EFFECT



DAILY TIP

Plum purée, which can easily be made with a food processor, can be used as a fat substitute in place of butter in baked goods, like brownies, cookies or breads. It also can add moisture to meats.



Launch of integration → 42,000 new visitors

FITNESS

Committing to a healthy life means you have to get moving! Start today with easy exercise plans, master advice from fitness gurus and trainers, and the most up-to-date information about shaping and losing your body.

California Dried Plums Trail Mix
 Ingredients: 1/4 cup raw sunflower seeds (without stems) 1/2 cup raw natural almonds (optional, blanched almonds) ... more

Indulgences with Fruit and Wine
 Ingredients: 1/2 cup chopped onion 1 serrano chili, chopped 2 tbsp California dried plum puree 2 tbsp soy sauce 2 tbsp ... more

Wilder Nuts! With California Dried Plums
 Ingredients: 1 cup chunky granola (unsweetened) 1/2 cup milk 1/2 cup almond milk 1/2 cup chopped raw nuts ... more

Pizzas with California Dried Plums & Caramelized Onions
 Ingredients: 2 tablespoons olive oil 4 dried onions, thinly sliced 1/2 tsp salt 1/4 tsp black pepper 1 tsp crushed red ... more

Mixes and Fudgy Brownies with California Dried Plums
 Ingredients: Cooking spray or oil salted butter 1/4 cup vegetable oil 1/2 cup sugar 1/4 cup California Dried Plums ... more

Banner Ad Type	Industry Avg. CTR	CDPB Avg. CTR	% Difference
300x250	0.10	0.21	110%
728x90	0.08	0.14	75%
Video	1.03	5.55	439%



DR. OZ INTEGRATION

TOTAL BODY REBOOT
WHAT'S IN YOUR BAG?

SPONSORED BY **California Dried Plums**
THE WHOLE PACKAGE.

DRIED PLUM AMBASSADORS



Andrew Wilder

"I believe that healthy eating doesn't have to suck."

- Expert in food blog and conference circles
- 50K unique monthly visitors
- 19K Facebook fans
- 6K Twitter followers



Laura Fuentes

"Healthy school lunch ideas in 10 minutes or less."

- Prominent voice in healthy kids' eating, also has other blogs
- 2K unique monthly visitors
- 13K Facebook fans
- 3K Twitter followers



Erika Nicole Kendall

"Follow me on my journey from 330lbs to personal trainer."

- Blog award winner, featured in NY Times, Huffington Post and more
- 19K unique monthly visitors
- 121K Facebook fans
- 10K Twitter followers

MEDIA MEETINGS

HEALTH & NUTRITION EDITOR SHOWCASE

February 2014

Rationale: A smart and efficient way to pitch message to editors in an intimate setting.

- Reach 100+ top-tier print, broadcast and online media
- Exhibitor table, sampling and goody bags inclusion





ORCHARD-TO-TABLE SERIES



- Filming took place August/September and featured the following growers:
 - John Taylor
 - Joe Turkovich
 - Pete Righero and Nick Micheli
 - Gary and Shindy Thiara
- 4 to 5 minute vignette videos to be used on website, social properties, pitching and releases
- Additional footage to be filmed at collegiate event in November, plus the bloom



PHOTO SHOOT



PHOTO SHOOT



**467 placements &
706 million+
impressions!**

