

LAUNCHING NEW WEBSITE WWW.IPAPRUNES.ORG



IPA CONGRESS
AUSTRALIA 2014



PROJECT

- The Marketing Committee of IPA at Davis May 2012 analyzed 4 different proposals from qualified suppliers coming from USA, India and Chile.
- After that analysis the marketing committee chose the supplier IDESIGN from Chile. Chile Prunes Association supported with supervision of the project in Chile..
- In August 2012 we started to work on the design and construction, supervised by Chile Prunes in coordination with IPA Marketing Committee.



PROJECT

- The new website was finished in May 2013 and was approved in IPA Executive Committee in June 2013 in Naples, Italy.
- Between June and September we translated to french and spanish, did the corrections and testing of the whole website and intranet by Secretary General (in charge to feed the website)
- Today in Australia is the official launching of this new website.



WHAT WE WERE LOOKING FOR?

- Refresh the image of the IPA website and modern approach to current needs (renew 10 years old web)
- Target efficiently each group of stakeholders and broader scope to new target groups (consumers, health specialists, media), being source of official world prune industry information.
- Connection among IPA members and information exchange in an efficient and user friendly way.



WHAT WE WERE LOOKING FOR?

- Social media connected
- Besides PC stations and laptops, adapted to smartphones, tablets, etc.
- Easy auto-administration of the site and intranet (Secretary General and active participation of the country members)

OLD WEBSITE

INTERNATIONAL PRUNE ASSOCIATION
Prune news over the world

- Prunes or dried plums, a marvelous treat for your health

Here is the Charter that was adopted during the Congress of IPA held at Goudini (South Africa) in October 2001:

*"The members of IPA, having held various Congresses, in light of the results of research carried out by doctors and scientists from all over the world and presented at their conventions, decided to highlight the health benefits of prunes in their promotional campaigns.
This research has shown that thanks to its 216 components, the prune has **positive health benefits**: fructose and glucose (energy), low sucrose content, fiber (good for lowering cholesterol), phenolic acid (anti-oxidizing), very high potassium (regulates hypertension), boron (effects bone structure), sorbitol, manganese, iron and copper."
"To develop the consumption of prunes in the world, the members of the IPA pledge to promote the nutritional and dietary benefits of this healthy fruit."*

- World Première: IPA launching a worldwide-financed communication campaign about the benefits of prune consumption

From an idea launched during the last IPA World Congress held in Sardinia (Italy) in May 2006, the Executive Committee decided on November 30th, 2006 modalities for a generic communication campaign about the benefits of consuming prunes. That campaign will be co-financed by all the world prune growers on basis of their volume of production. South India was chosen as the first operation place for 2007. The operation will be financed by the producer organizations: California for 48%, France and Chile for 17% each, Argentina for 14%, Australia for 2%, and Italy and South Africa for 1% each. Confronted with a significant economic challenge, the world prune producers thus succeeded in agreeing on a completely innovative common action, for the greatest profit of the future consumers of that exceptional product.

Révision: 24 jun 2012

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INTERNATIONAL PRUNE ASSOCIATION
Prune benefits to your health

- Prunes or dried plums, a marvellous treat for your health

- In addition to the virtues that are well known since high antiquity, did you know that the 256 components of prunes conceal exceptional qualities for human health?
- One can refer to several studies of biologists or doctors, who analyzed the surprising qualities of dried plums
 - A source of energy
 - Fibres
 - Minerals and vitamins

Please see

- paper presented by Dr. Jean-Marie Bourne to DIETECOM 2003 (in French)
- scientific presentations of 2003 IPA World Conference held in California, USA
- those presented at the 2004 Congress in Australia
- Dr. Bourne's presentation for the Chennai branch of FICCI Ladies Organisation - India - Oct. 29, 2008

- Explanations developed in the following websites
 - BIP (France), in French or in English and
 - California Dried Plum Board (California, USA)

Révision: 24 novembre 2009

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INTERNATIONAL PRUNE ASSOCIATION
www.ipaprunes.org

FRANCAIS ESPAÑOL

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Prune benefits
Prune history
Recipes
Producing countries
Purpose of IPA
Activities of IPA
World Congress
IPA members
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Prune standards
Tools
Members only
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HISTORY OF PRUNES OVER THE WORLD

Research done in several producing countries let us know a little better what was the history of that original fruit.

- [Dissemination of plums over the world](#) (1995)
- [General history of prunes in the world](#) (2000)
- [History of prunes in France](#) (1994 upd. 2002)
It seems that the first man to set foot on the summit of Mont Blanc ate three prunes and pushed the pits down into the snow...
- [History of prunes in California](#) (1994)
- [History of prunes in Chile](#) (1994)
- [History of prunes in Argentina](#) (1994)
- [History of prunes in Australia](#) (1994)
- [History of prunes in Italy](#) (1994)
- [History of prunes in South Africa](#) (2000)

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INTERNATIONAL PRUNE ASSOCIATION Prune recipes

- Prunes, a marvelous treat for your health**
You will find a rich collection of recipes by following those links:
 - French originated recipes, [in French](#) or [in English](#)
 - California originated recipes, [in English only](#), with search engine!

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INTERNATIONAL PRUNE ASSOCIATION
The World Association of Prune Growers

- Created in Agen (France) in January 1990, IPA has the following objectives:
 - to set up a permanent link between world prune producers
 - to co-ordinate actions aimed at protecting producers' interests
 - to increase world consumption of prunes
 - to encourage and develop the exchange of up to date information concerning production and market trends between members
 - to organize meetings between members of economic interest
- The following people are eligible for membership of the Association:
 - prune growers
 - prune growers/packers recognized as significant growers by the members of their country
 - organizations representing prune producers.

Additionally, prune packers whose business is located in a member country may become Associate Members, if not eligible for full membership.

[Request membership](#)
85384.47@ipa.org
706.47.6348

Revisión : 20 Jun 2012

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INTERNATIONAL PRUNE ASSOCIATION
Activities of the Association

- World Prune Conferences**
 - Once every 18 months, IPA holds a World Prune Conference. In the agenda: situation of production and evolution outlook topics, exchange of information about production techniques, scientific knowledge update, tools for increasing the consumption of prunes, etc.
 - IPA Conferences generally gather 100-150 delegates. The first 12 ones were held in
 - Yuba City, California, USA, May 1993 (knowledge of producing countries),
 - Young, New South Wales, Australia, November 1994 (promotion tools),
 - Santiago de Chile, November 1996 (knowing and estimating production),
 - Bologna, Italy, May 1998 (offer control tools),
 - Agen, France, May 2000 (prune health benefits),
 - Cape Town, South Africa, October 2001 (quality programs)
 - Visalia (California), May 2003 (prune health benefits)
 - Adelaide, Australia, Nov. 2004 (health benefits update)
 - Cagliari, Sardinia, Italy, May 2006 (world offer and demand of prunes)
 - Santiago de Chile, Chile, November 2007

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MEMBER-ONLY AREA

- Prune News
- Minutes of IPA Exec. Committees & Gen. Meetings
- South India Promotion activities

2007	2008	2009	2010	2011-2012	2013
<ul style="list-style-type: none"> Activity Plan for 2007 April 2007 report May 2007 report July 2007 report August 2007 report September 2007 report October 2007 report November 2007 report December 2007 report January 2008 report 2007 Year-end report 	<ul style="list-style-type: none"> Activity Plan for 2008 June 2008 report July 2008 report August 2008 report September 2008 report November 2008 report December 2008 report January 2009 report January 2009 report 2008 Year-end Report 	<ul style="list-style-type: none"> May 2009 report June 2009 report August 2009 report September 2009 report December 2009 report January 2010 report 2009 Campaign report 2009 Consumer Survey 	<ul style="list-style-type: none"> 2010 Activity Plan February 2010 report March 2010 report April 2010 report May 2010 report June 2010 report July 2010 report August 2010 report Sept. 2010 report Oct. 2010 report Nov. 2010 report 	<ul style="list-style-type: none"> May 2011 report June 2011 report July 2011 report August 2011 report October 2011 report November 2011 report December 2011 report January 2012 report 2011 Campaign report July 2012 report November 2012 report December 2012 report 	<ul style="list-style-type: none"> 2013 Activity Plan January 2013 report February 2013 report March 2013 report May 2013 report June 2013 report July 2013 report August 2013 report September 2013 report October 2013 report

- Next World Prune Congress
- Articles of Association and annual dues
- Congress and other meeting documents:

INTERNATIONAL PRUNE ASSOCIATION
Prune news
updated 2013-10-23

- News
 - Argentina
 - October 13th, 2013. Several frosty mornings on Sept. 17-25 have severely damaged most fruit productions in the main prune production areas. Prune trees were at mid-blossom. It is still too early to measure the precise rate of damage, but sure it is a big one.
 - June 14, 2013. Following several reports, the 2013 argentinean crop would reach about 35,000 tons, without any carry-over.
 - March 27, 2013. Not having direct information from that country, we got information from APECS, Chile, which estimates that although trees were bearing a potential crop of 60,000 dry tons, the lack of resources for harvesting should reduce the real crop to about 25,000 tons.
 - February 17th, 2013. The local press is reporting a very heavy crop in Argentina this year. The IDR estimate is about 210,000 green tons, but growers and packers think that the final crop might reach 40,000 dry tons only due to many problems with workforce, external costs and lack of organized packing industry. Field prices threatening to be very low are discouraging growers to harvest, so the Province Government tried to intervene in favor of higher prices.
 - March 23rd, 2012. Local press articles report that, following packer declarations, the final crop could be as low as 9000 tons, the carryover stocks reaching 4600 tons. A debate is running between growers, packers and government about the eventual permission to import 13,000 tons from Chile.
 - February 2nd, 2012. The local press reported that IDR downgraded its 2012 crop estimate to 50611 fresh metric tons (16326 dry tons) due to fruit drop in December.
 - December 7th, 2011. The IDR just released its crop estimate. It reaches 96636 green metric tons, which corresponds to around 30,000 dry tons. Anyway the recent hail storms occurred after the estimate, which leads growers to be more pessimistic.
 - November 30th, 2011. The crop outlook for 2012 is weak, 20-25000 metric tons following some packers' estimates. The IDR official estimate will be released at the beginning of December. Flowers were dried by hot winds, involving a very bad fruit set. Moreover strong hail storms devastated the Junin area (East of Ciudad-Mendoza) on November 27th, destroying a 3-5000 hectare area in a region where prune plums are widely grown. CECIM packers are pessimistic on their commercial outlook, complaining about the low level of world prune prices and the lack of competitiveness of the national production. Going against what packers declared to the press, growers state that there are no more prune stocks kept on farms.
 - Australia
 - October 23, 2013. Devastating series of frosts last week in Australia. Even leaves were burnt out by frosts under minus 5 Celsius not late after bloom (23°F). The Griffith area seems affected also, but less than Young. The vine grapes are also affected all around New South Wales.
 - June 14, 2013. The 2013 final crop is in the range 3000-3200 tons.

Minutes and documents of IPA management meetings
 Executive Committees (EC) and Extraordinary Ordinary General Assemblies (EGA - OGA)

Procès verbaux et documents des réunions d'administration de l'IPA
 Comités Exécutifs (EC) et Assemblées Générales Extraordinaires Ordinaires (EGA - OGA)

Actas y documentos de las reuniones de administración de la IPA
 Comités Ejecutivos (EC) y Asambleas Generales Extraordinarias Ordinarias (EGA - OGA)

Note: Following agreement signed on June 15th, 2009, our archives are deposited at the:
 Note : Suivant accord signé le 15 juin 2009, nos archives sont déposées aux :
 Nota : Siguiendo acuerdo firmado el 15 de junio de 2009, nuestros archivos se depositan en las oficinas de:
 Archives Départementales de Lot et Garonne, Hôtel Saint Jacques, 1633 av. du Maréchal Leclerc - 47000 Agen, France - Ph. +33 5 51 69 42 64 - Email archives@ag47.fr - <http://www.ag47.fr/archives/>

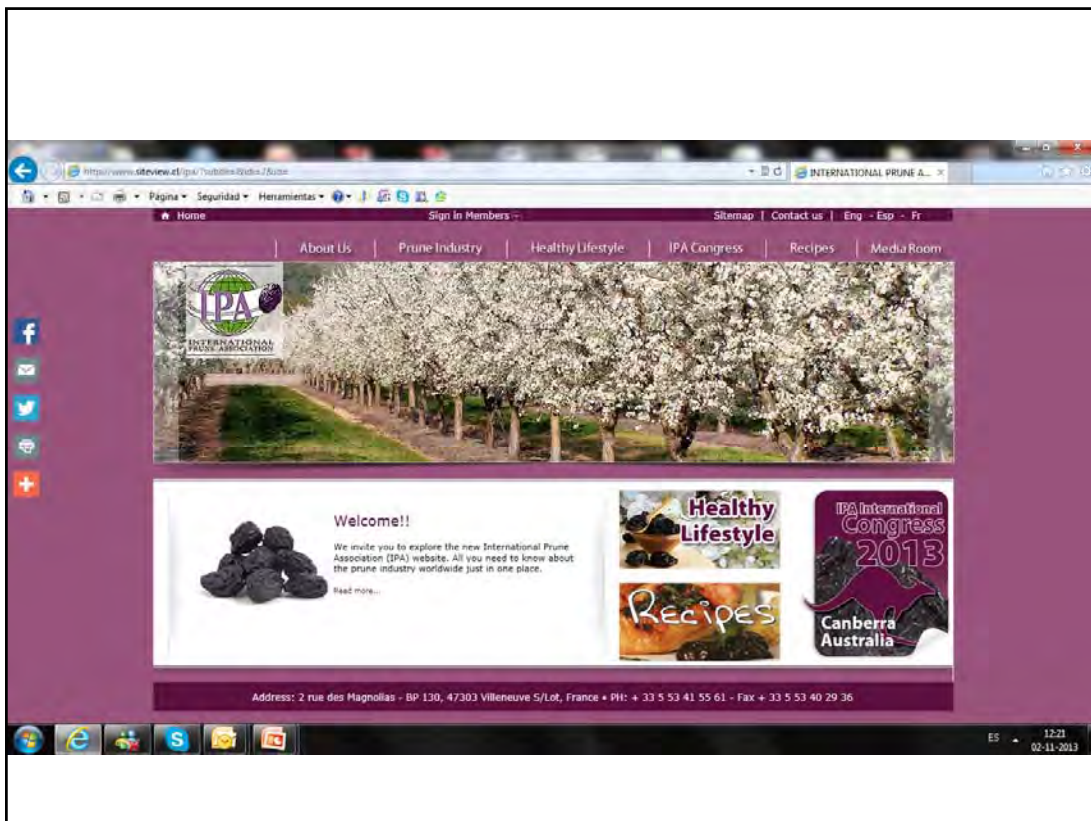
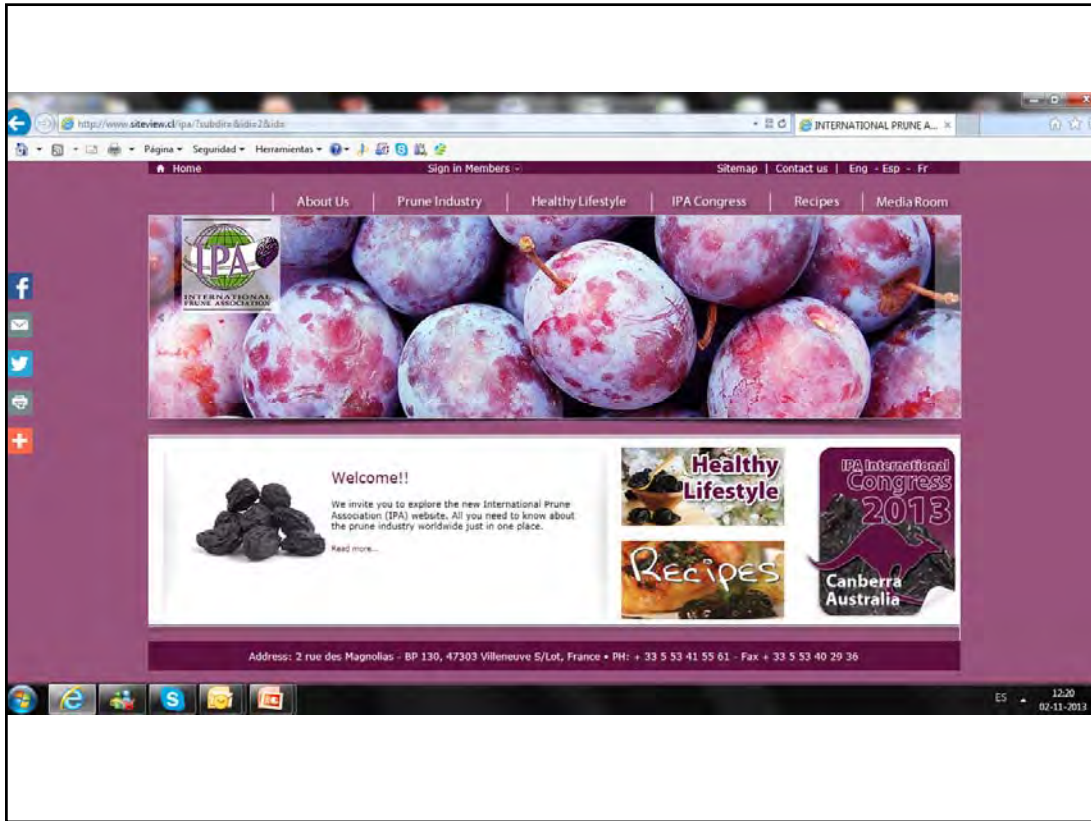
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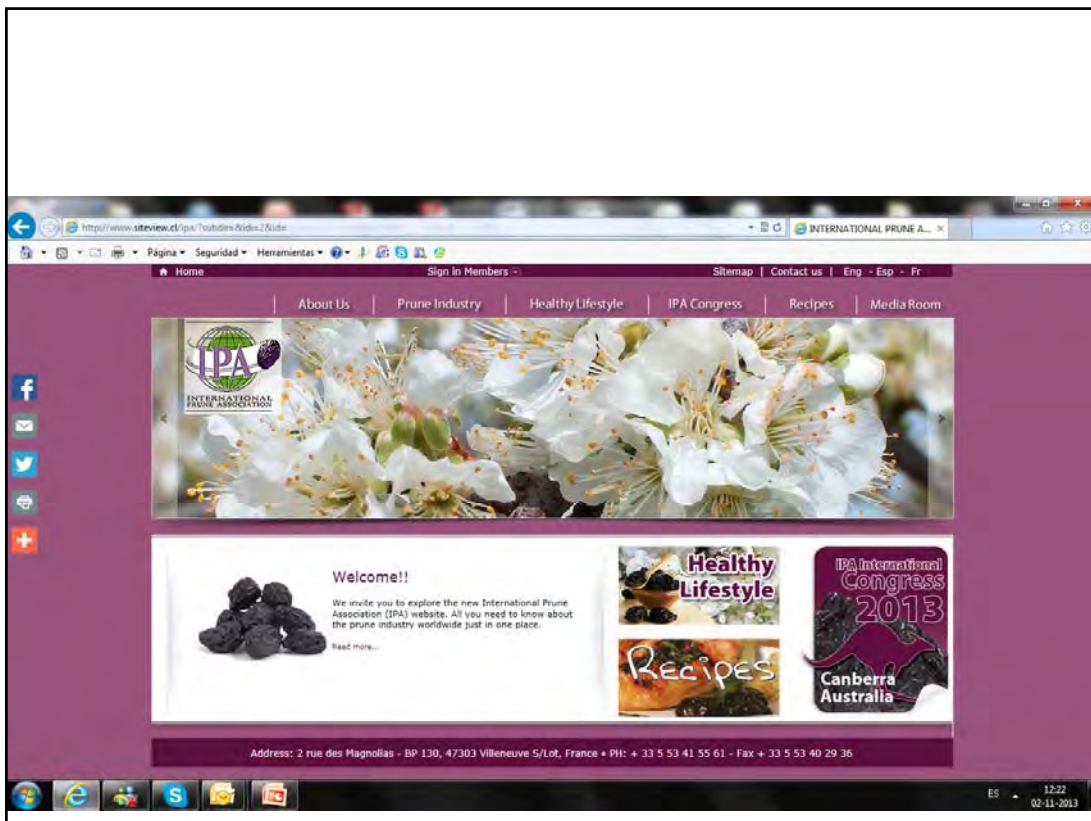
Minutes - Procès-verbaux - Actas

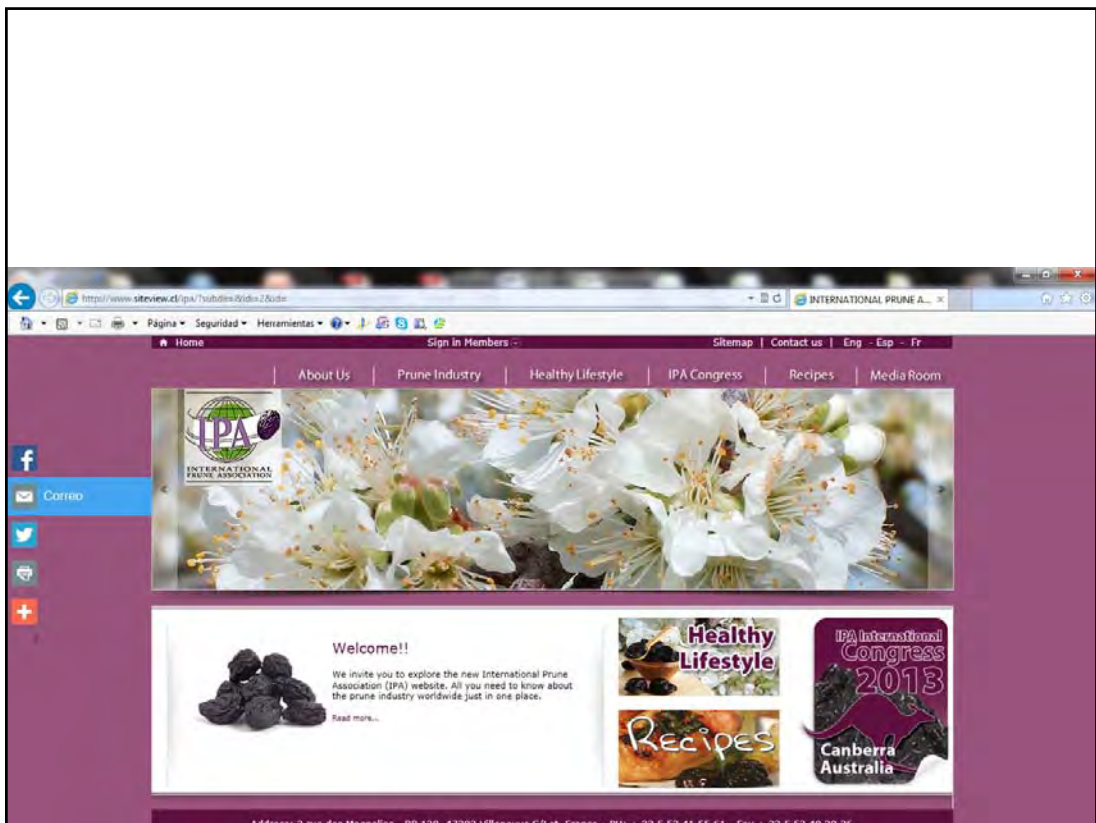
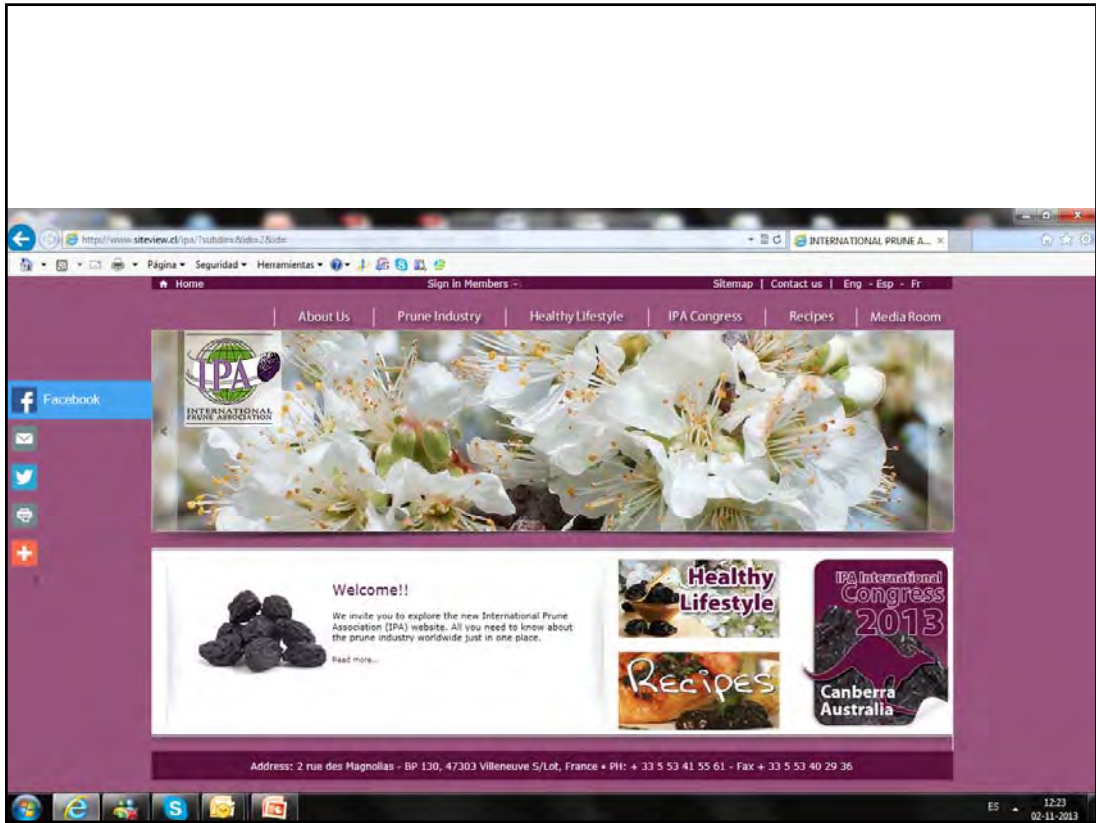
Place	Date	Meeting	ENGLISH		FRANCAIS		ESPAÑOL		Accounts Comptes Cuentas	Group photo
			handouts	minutes	documents	procès verbaux	documentos	actas		
Naples, Italy (to be approved)	14 June 2013	EC								
Sacramento, CA, USA	25 May 2012	EC								
Davis, CA, USA	21 May 2012	OGA								
Davis, CA, USA	21 May 2012	EGA								
Davis, CA, USA	21 May 2012	EC								
Villa del Mar, Chile	30 May 2011	EC								
Tsitsikale, South Africa	29 Oct 2010	EC								
Cape Town, South Africa	26 Oct 2010	EC								
Cape Town, South Africa	26 Oct 2010	OGA								
San Francisco, CA, USA	27 May 2010	EC								
San Francisco, CA, USA	26 May 2010	EC								
Duras - France	17 June 2009	EC								
Agen - France	14 June 2009	OGA								

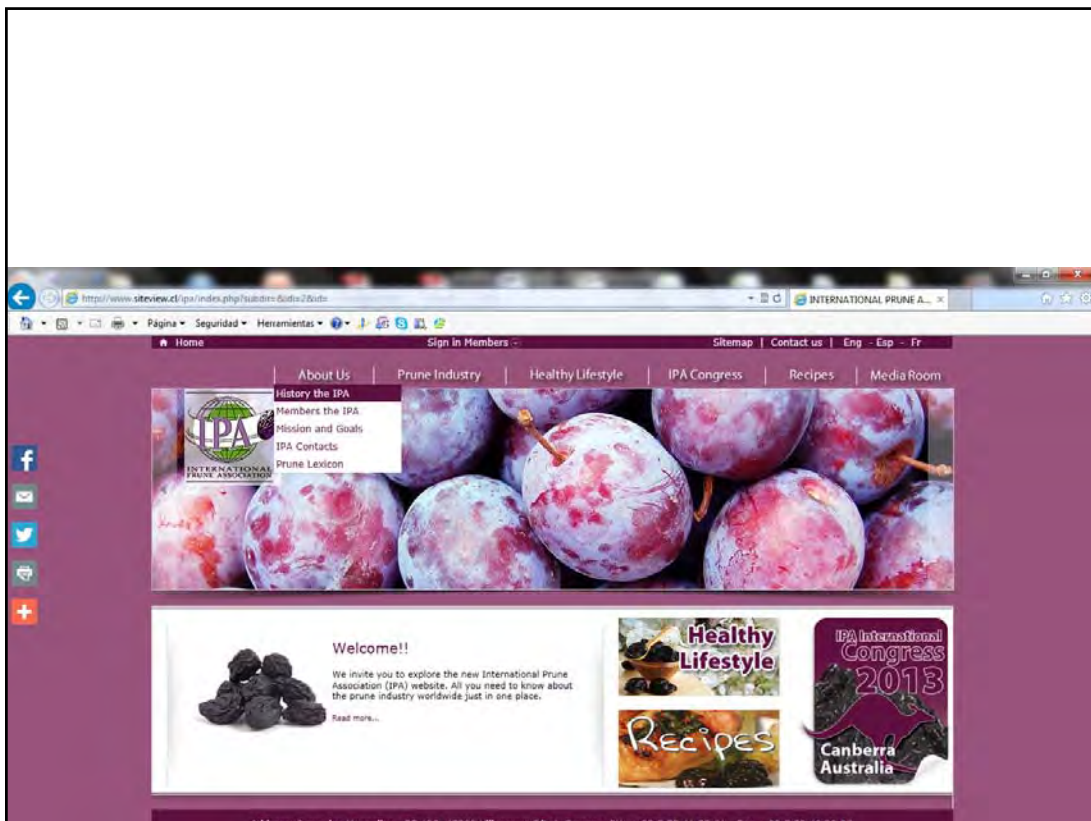
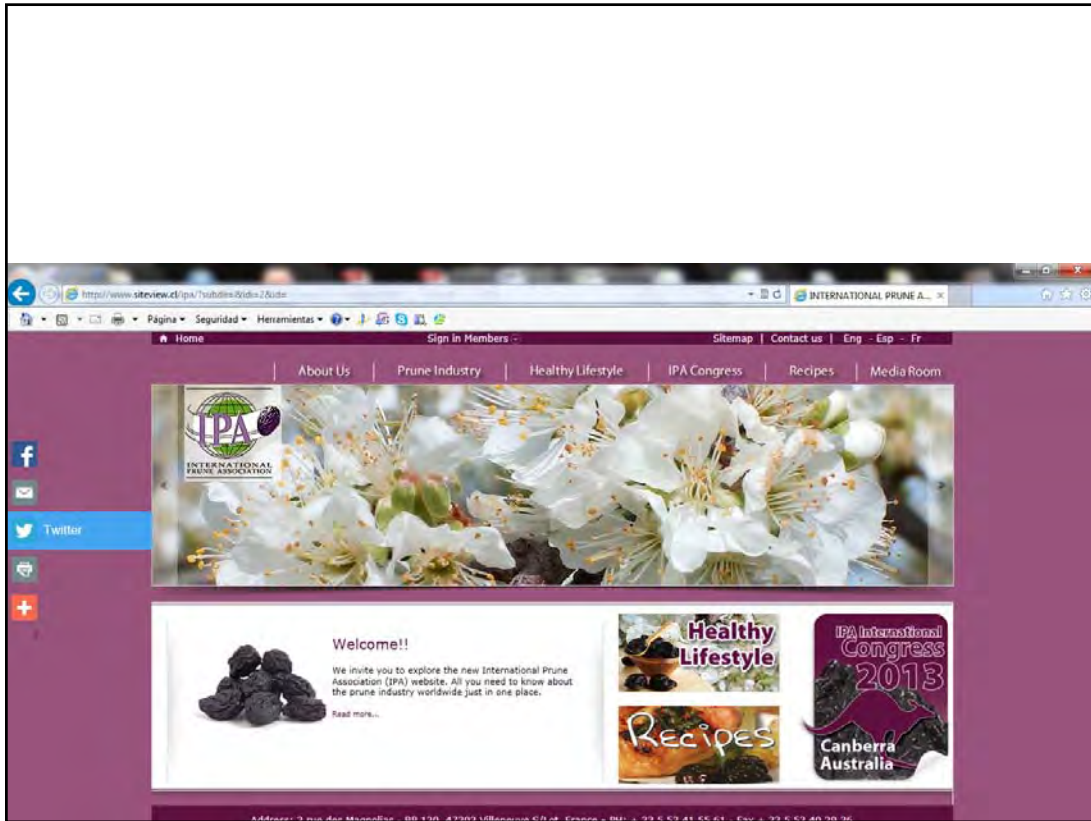
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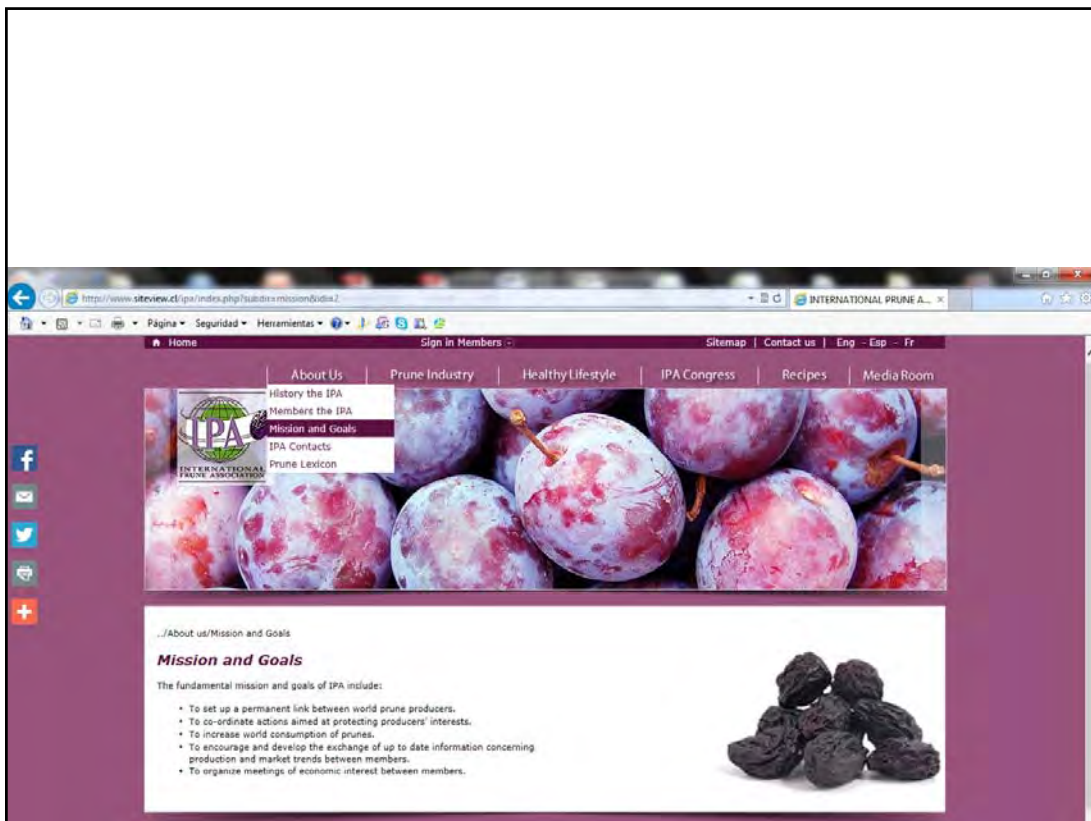
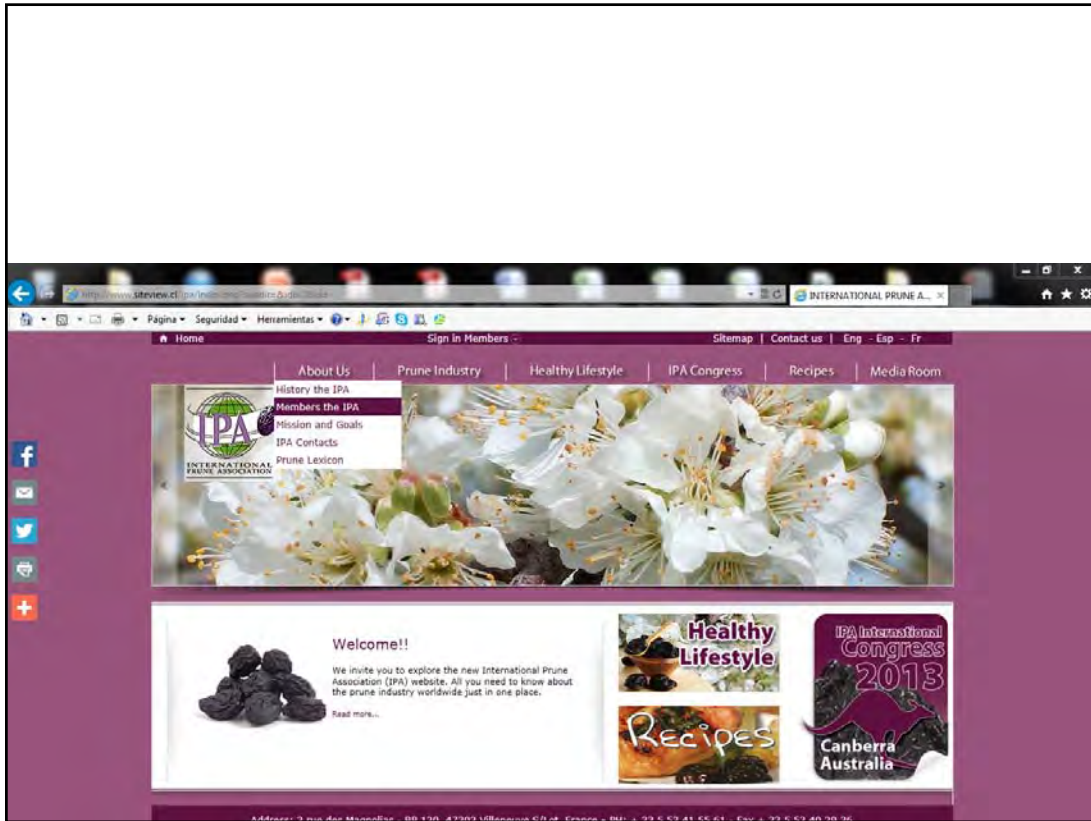
QUICK TOUR ON THE NEW WEBSITE

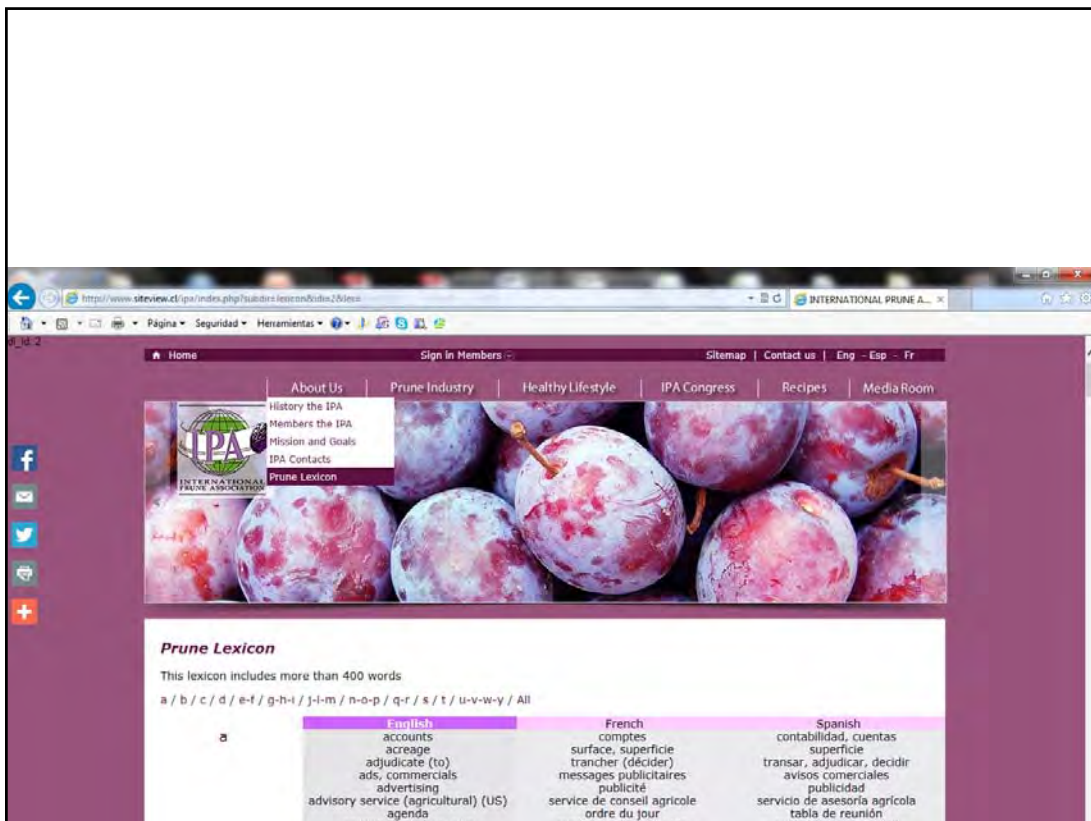
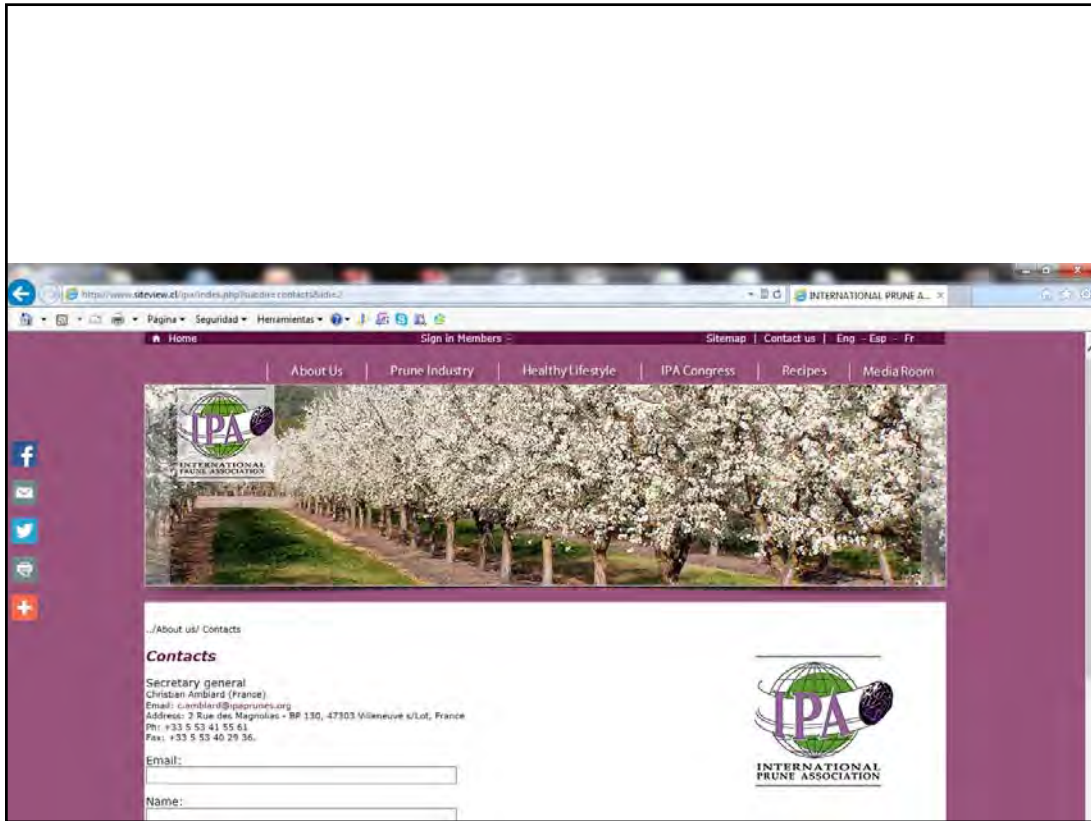


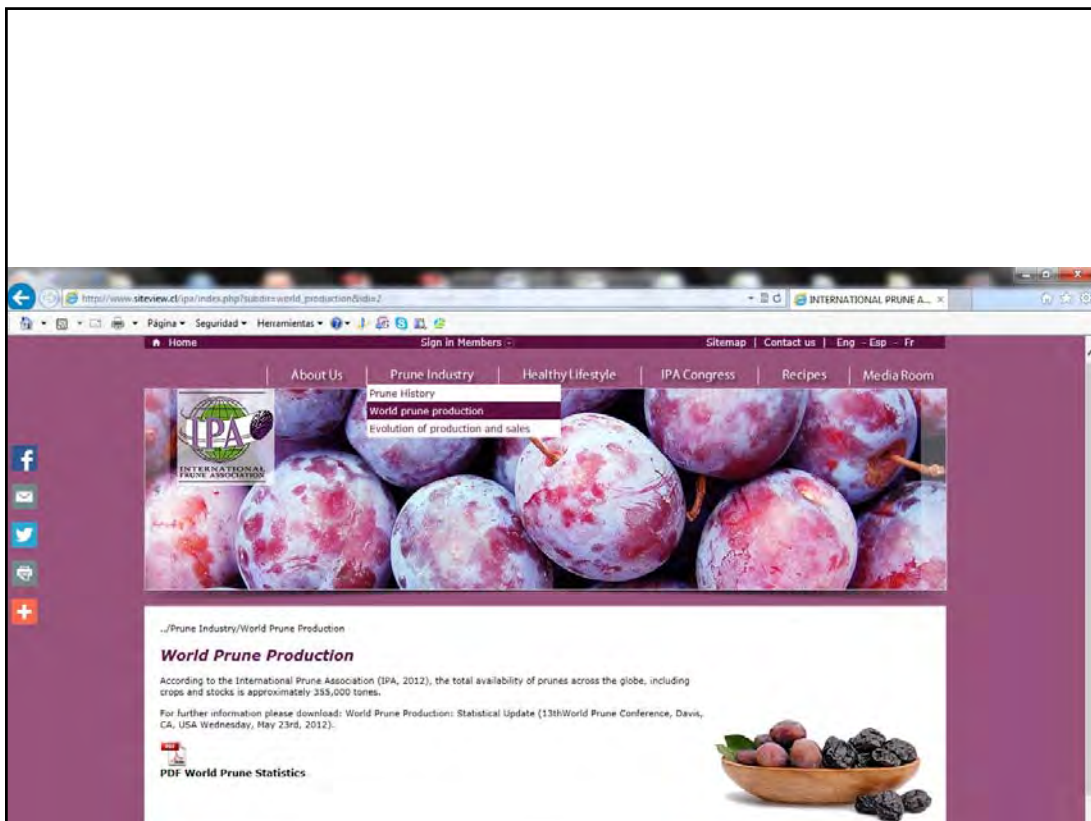
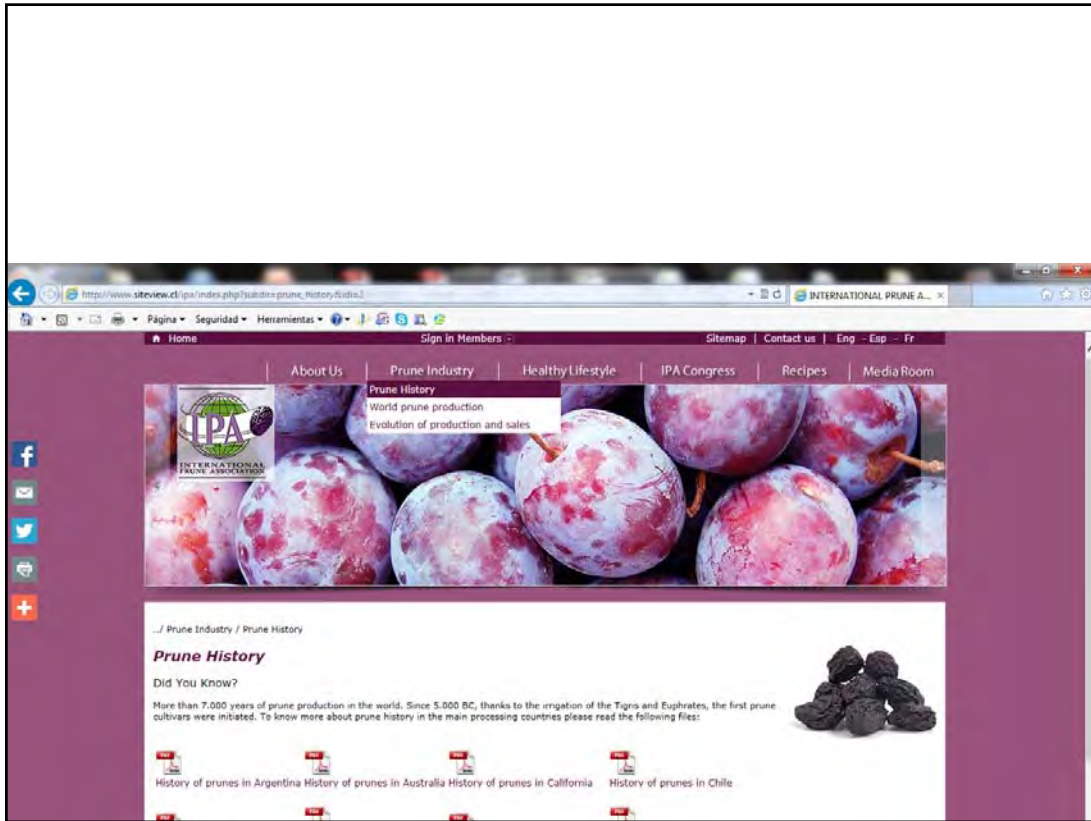












http://www.siteview.cl/ipa/index.php/substata/evolucion/sales/2

INTERNATIONAL PRUNE A...

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Prune History
World prune production
Evolution of production and sales

IPA
INTERNATIONAL PRUNE ASSOCIATION

..//Prune Industry/Evolution of Sales

Evolution of Sales

According to the International Prune Association (IPA, 2012), total exchange of prunes across the globe is approximately 290,000 tones. Currently, the Members of IPA represent 89% of total sales of prunes across the globe (Global Trade Atlas, 2011). Source: IPA (2012)

For further information please download: World Prune Production: Statistical Update (13th World Prune Conference, Davis, CA, USA Wednesday, May 23rd, 2012).

PDF World Prune Statistics

http://www.siteview.cl/ipa/index.php/substata/benefits/benefits/2

INTERNATIONAL PRUNE A...

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Health benefits of prunes
Ways of consumption

IPA
INTERNATIONAL PRUNE ASSOCIATION

..//Healthy Lifestyle/Health Benefits of Prunes

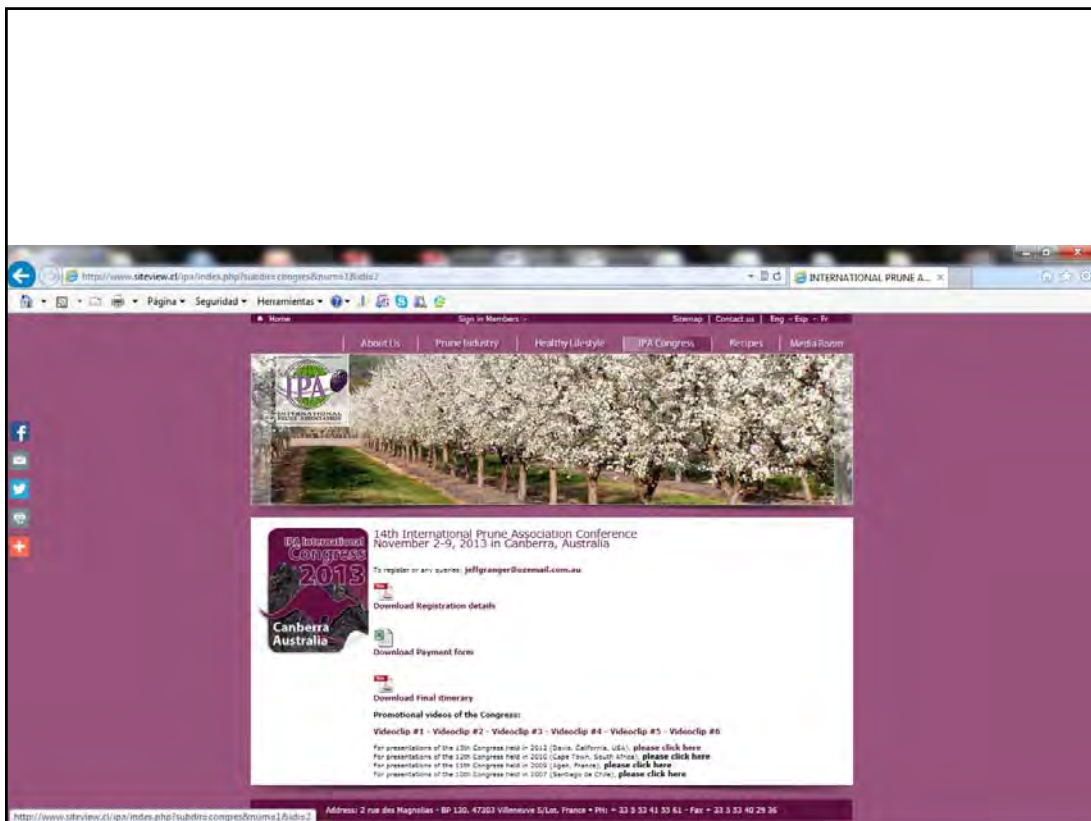
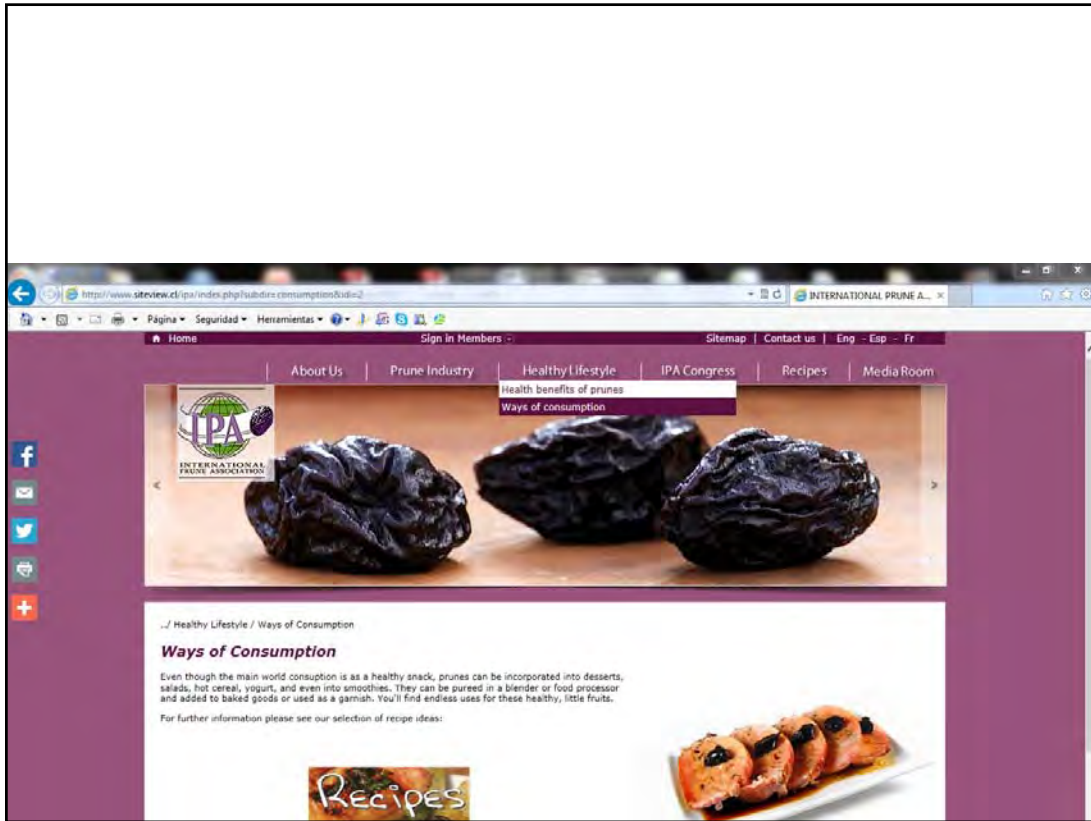
Health Benefits of Prunes

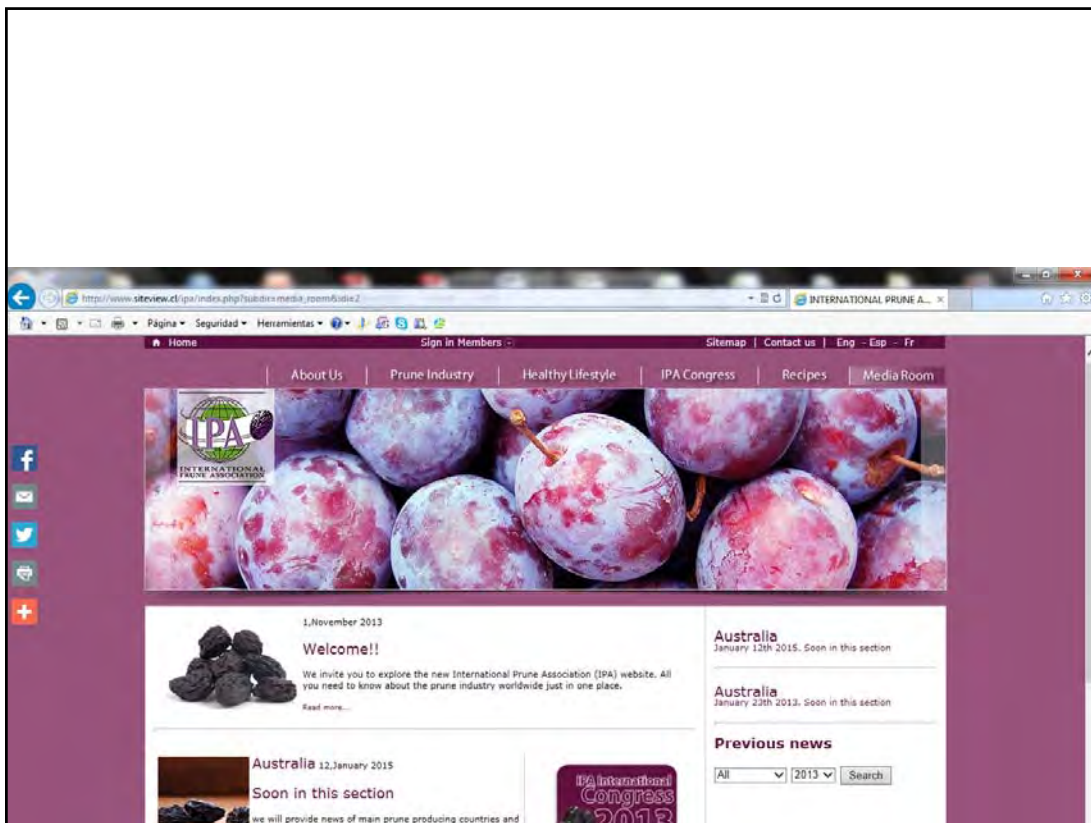
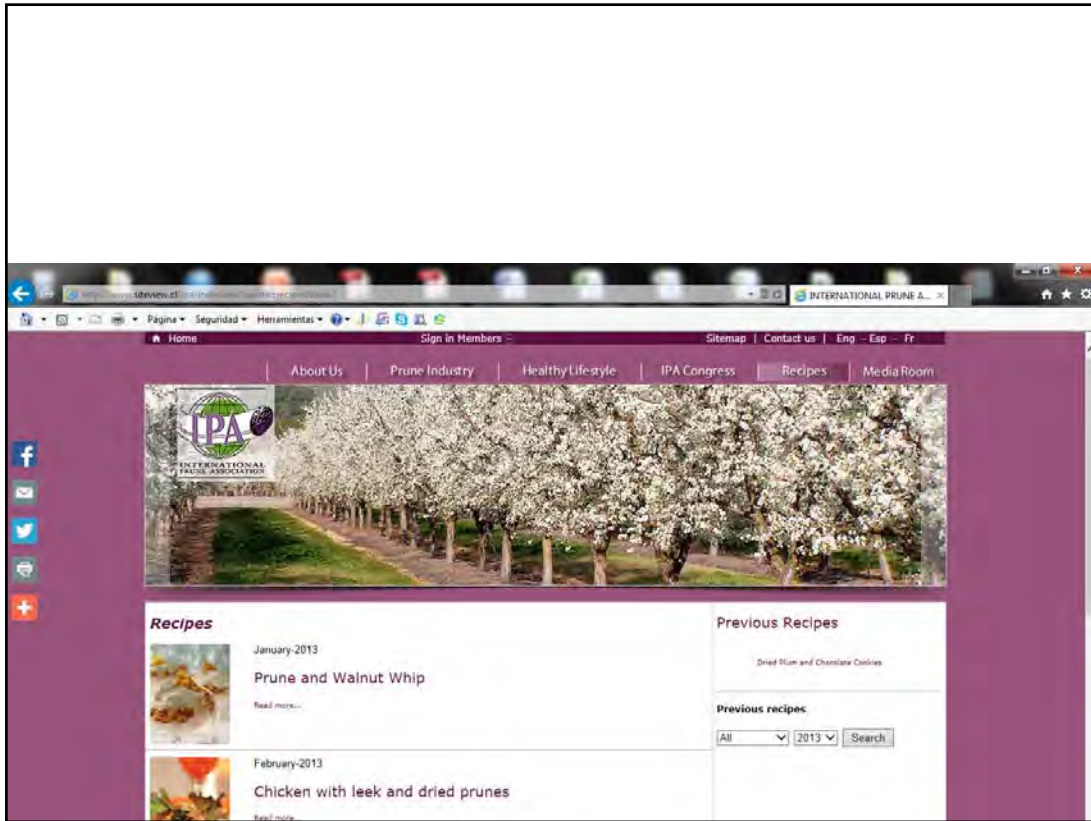
Important Facts

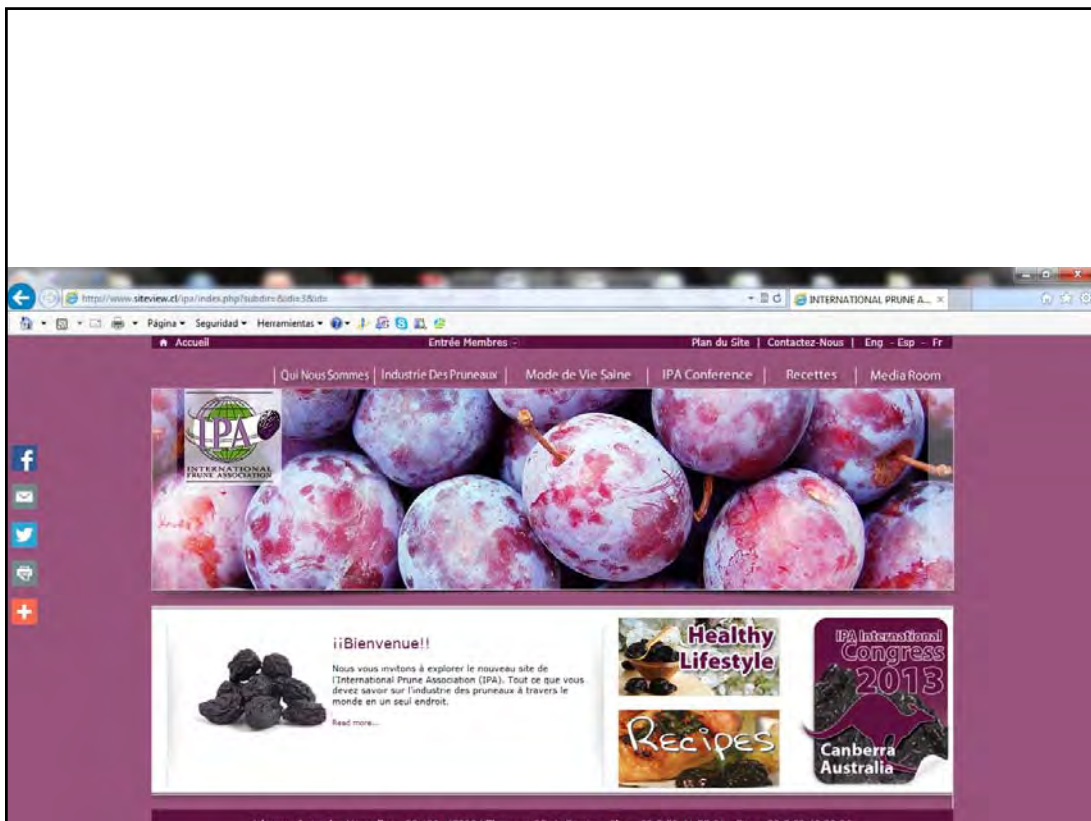
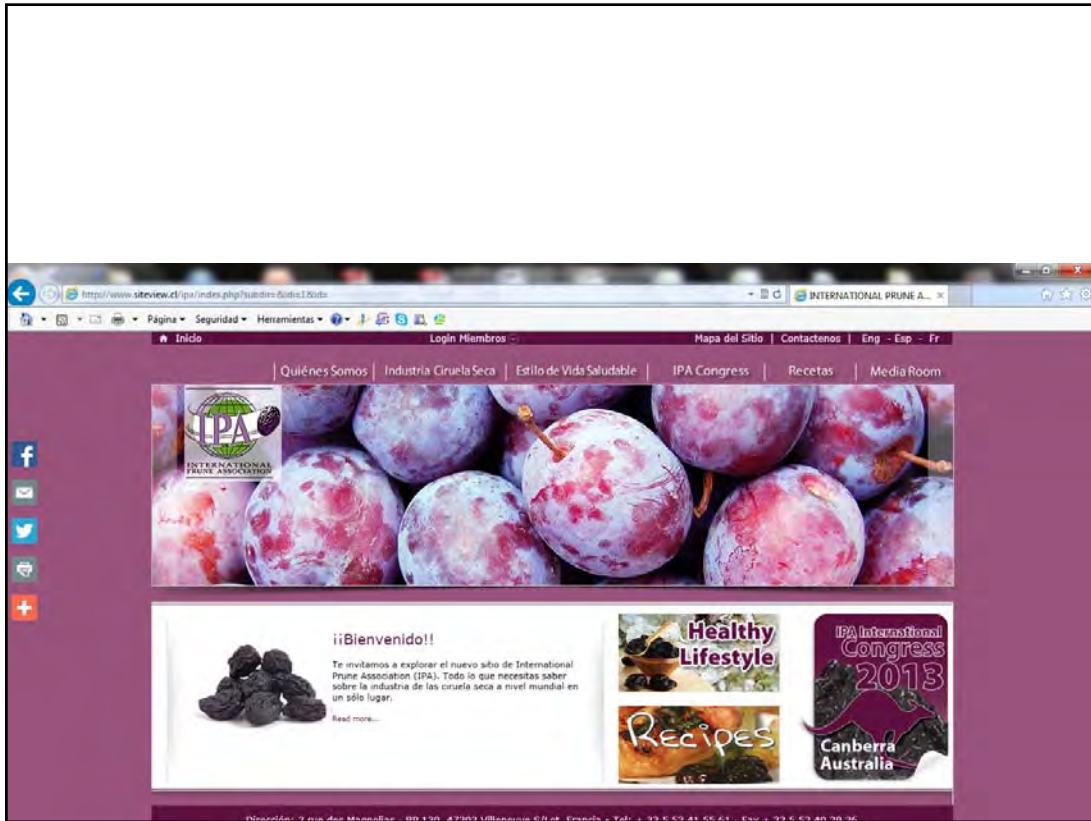
- Prunes are fat free food
- One prune has only 25 calories
- Gram for gram, prunes have more potassium than bananas
- One gram of prune provides 3 grams of fiber

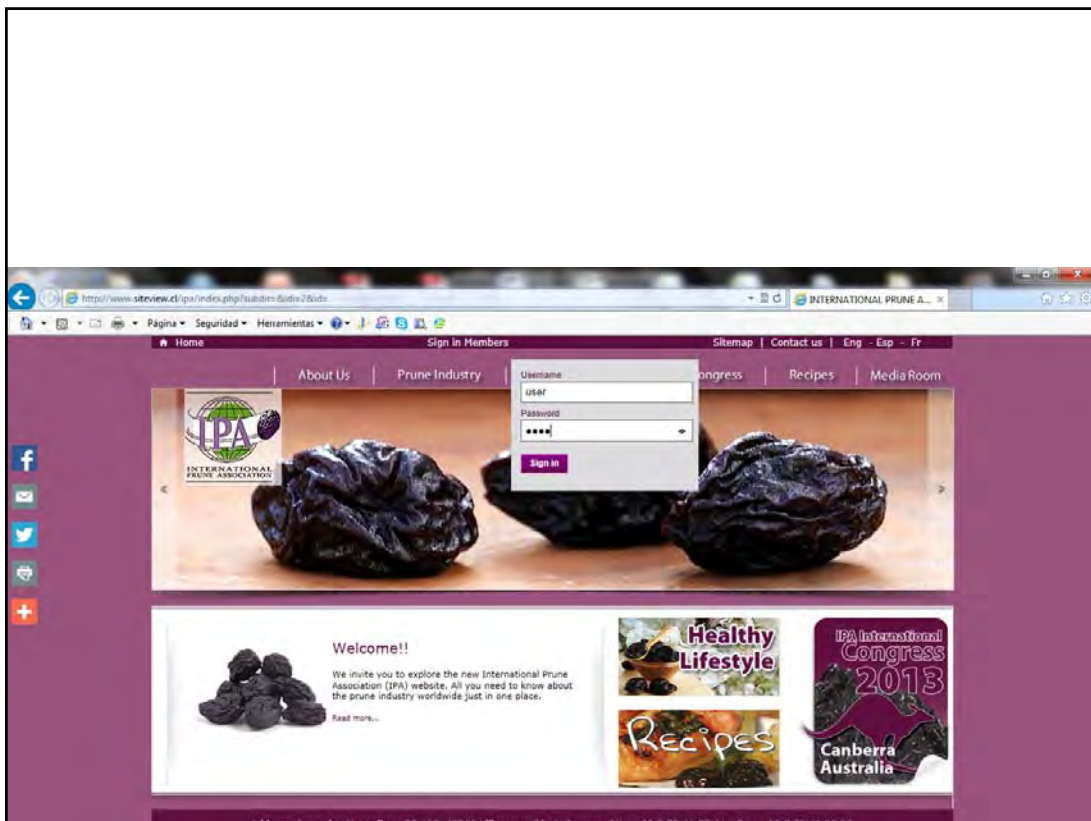
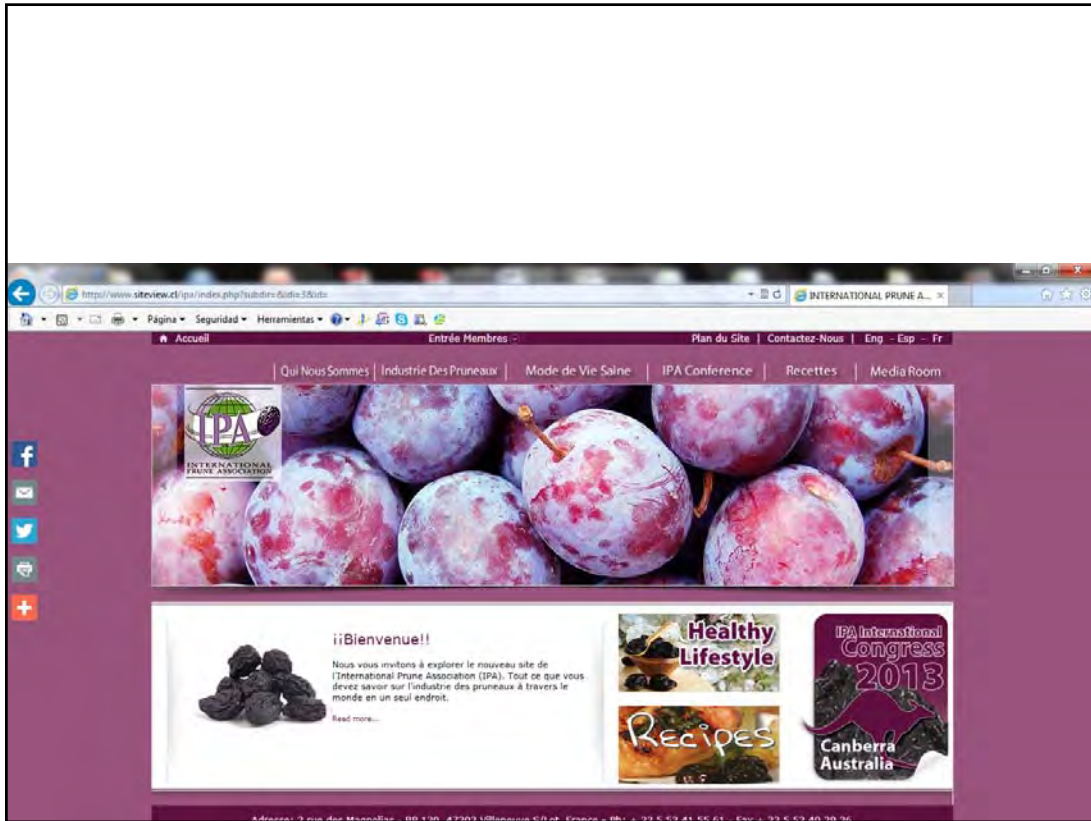
Source: www.sunweet.com

Prunes have their own unique taste personality and surprising health benefits. What are the health benefits of prunes and why should you eat more of them?









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World prune statistics
 Tonnage flow statistics
 Crop size distribution
 Acreage and potential production figures

Ipa Documents
 Articles of Association and annual dues
 Congress and other meeting documents
 South India Promotion activities
 World Prune Congress

Argentina

- January 2 th, 2014. hfgfhg.
- March 27 th, 2013. Not having direct information from that country, we got information from APECS, Chile, which estimates that although trees were bearing a potential crop of 60,000 dry tons, the lack of resources for harvesting should reduce the real crop to about 25,000 tons.
- February 17 th, 2013. The local press is reporting a very heavy crop in Argentina this year. The IDR estimate is about 210,000 green tons, but growers and packers think that the final crop might reach 40,000 dry tons only due to many problems with workforce, external costs and lack of organized packing industry. Field prices threatening to be very low are discouraging growers to harvest, so the Province Government tried to intervene in favor of higher prices.
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- February 3 th, 2012. The local press reported that IDR downgraded its 2012 crop estimate to 50611 fresh metric tons (16326 dry tons) due to fruit drop in December.
- December 7 th, 2011. The IDR just released its crop estimate. It reaches 96636 green metric tons, which corresponds to around 30 000 dry tons. Anyway the recent hail storms occurred after the estimate, which leads growers to be more pessimistic.

Australia

- January 14 th, 2013. Australia has just experienced a period of record high summer temperatures with several days in the 40 - 45 degrees Celsius range. This has resulted in many bush fires and significant damage to plants and fruit. The effect of the high temperature combined with 50 - 60 kilometre per hour wind has effectively created an "outdoor" dehydrator which has cooked exposed prunes on the trees as well as causing damage to the trees. It is too early to forecast how significant the damage is or how widespread it is. We can confirm that damage is probably greatest in the Young area and the Victorian prune growing region.
- March 24 th, 2012. A very heavy rain hit most of South Eastern Australia a few weeks ago. The rain caused serious flooding through the prune growing regions of Australia and in particular around the city of Griffith. Many prune orchards have been flooded and some are still flooded. The damage caused by the floods is still not fully known however some Griffith growers had their drying sheds flooded and already dried bins of fruit were affected. Most growers had finished harvesting at Griffith although some further south were unable to complete their harvest. At Young the rain fell during the late stages of the harvest and fruit losses were high in some areas. Binners had soaked produce and 5 weeks to wait get it

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Minutes and documents of IPA management meetings

Executive Committees (EC) and Extraordinary/Ordinary General Assemblies (EGA - OGA)

Place:

Date:

Anterior | Signarme | Desde 1 | Hasta 4 | De 4

Place	Date	Meeting	handouts	minutes	Accounts	Photos
Cape Town, South Africa	October 26th 2010	EC				
Cape Town, South Africa	October 26th 2010	OGA				
San Francisco, CA, USA	May 27th 2010	EC				
San Francisco, CA, USA	May 26th 2010	EC				

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IPA Statistics - Tonnage flow country: All

Crop Year	Carry-in	Production	Import	supply	exports	Domestic market	Total shipments
1991	44980	211758	17191	273929	95737	147259	242996
1992	40653	238532	13567	292752	98993	143591	240584
1993	64522	173995	16356	254873	97304	133328	230632
1994	34023	240026	13116	287165	103368	134128	237496
1995	63566	251649	11909	327124	107481	138722	246203
1996	93513	291527	11373	396413	107257	148901	256158
1997	142045	242462	11727	397134	122369	132221	250400
1998	145715	161801	10818	318334	124790	138340	263130
1999	81022	216932	13149	311103	119239	131021	250260
2000	74734	262803	14592	352129	122925	135751	258686
2001	108993	228703	13003	350699	131287	137082	268369
2002	89480	356780	15188	361448	128574	135271	263945
2003	103749	274510	16553	394812	156867	134852	291719
2004	111366	145814	18886	276066	126931	96718	223649
2005	53451	196248	16630	266329	123515	107082	230597
2006	40735	322075	13796	376606	165367	110624	275991
2007	113640	198107	15101	326848	144532	119589	264121
2008	67574	230818	18795	317187	126578	104404	230982
2009	86114	289650	15484	391248	150133	113835	263966
2010	126876	254763	16604	398243	172873	114035	286908
2011	111063	247857	16936	375856	164564	114517	279081
2012	87429	247694	2840	337963	77181	7790	84971

IPA Statistics - Distribution of Crops sizes per pound in percentage

Crop Year	Country	Estimated volumen	60+	61-80	81-100	100+ ind	Export	Export Period
2011	Argentina	31000 t.	1%	1%	1%	1%	34000	Jan. 1 - Dec. 31
2011	Australia	1890 t.	25%	38%	22%	14%	0	
2011	Chile	65000 t.	0%	0%	0%	0%	57966	Jan. 1 - Dec. 31
2011	South Africa	1230 t.	62%	19%	15%	4%	0	
2011	California	107098 t.	61%	26%	7%	6%	28053	Aug. 1 - Jan. 31
2011	France	27000 t.	0.7%	0.2%	0.07%	0.03%	4192	
2011	Italy	1121 t.	75%	16%	7%	2%	10	
2012	Chile	78000 t.	0.33%	0.33%	0.2%	0.14%	0	

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Acreage and potential production figures

Orchard Forecast Evolution
hectares (1 ha = 2.5 acres)

Projection:

Country	2012			2017			2012			2017		
	aged 0-5	aged 0-5	+- %	aged 6+	aged 6+	+- %	aged total	aged total	+- %	2012 % young	2017 % young	
California	1000	1656	65.60%	22220	22624	1.82%	23220	24280	4.57%	4.31%	6.82%	
Australia	310	120	-61.29%	2750	2400	-12.73%	3060	2520	-17.65%	10.13%	4.76%	
Argentina	3500	1500	-57.14%	11751	13000	10.63%	15251	14500	-4.92%	22.95%	10.34%	
Chile	2500	1000	-60.00%	13500	16000	18.52%	16000	17000	6.25%	15.62%	5.88%	
France	2100	2500	19.05%	11716	10000	-14.65%	13816	12500	-9.53%	15.20%	20.00%	
Italy	85	30	-64.71%	460	540	17.39%	545	570	4.59%	15.60%	5.26%	
South Africa	35	50	42.86%	423	545	28.84%	458	595	29.91%	7.64%	8.40%	
Total Hem N	5600	5156	24.65%	47436	48624	5.69%	53036	53780	1.29%	35.13%	32.70%	
Total Hem S	3845	1670	-75.58%	14924	15945	26.74%	18769	17615	7.34%	40.72%	23.51%	
TOTAL	9530	6856	-115.63%	62820	65109	49.82%	72350	71965	13.22%	91.45%	61.48%	

NI: France changed its acreage measurement method in 2008, involving an accounting decrease of hectares by 8%

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World prune statistics

- Tonnage flow statistics
- Crop size distribution
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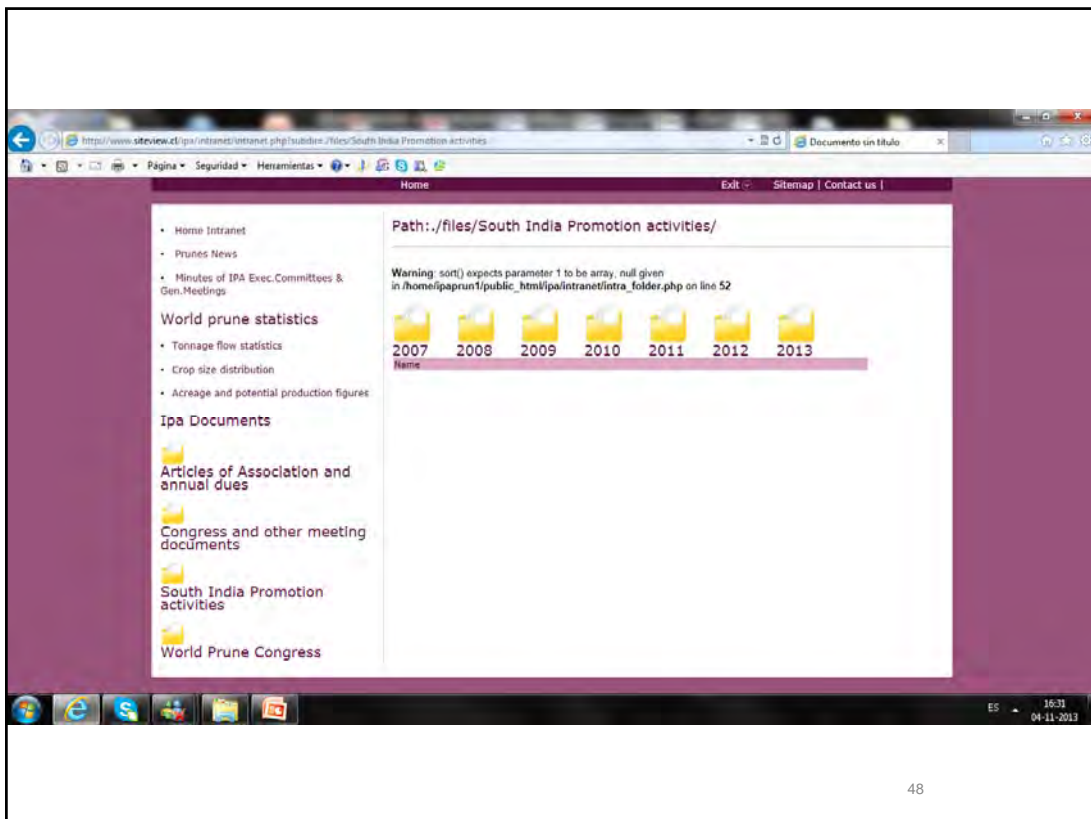
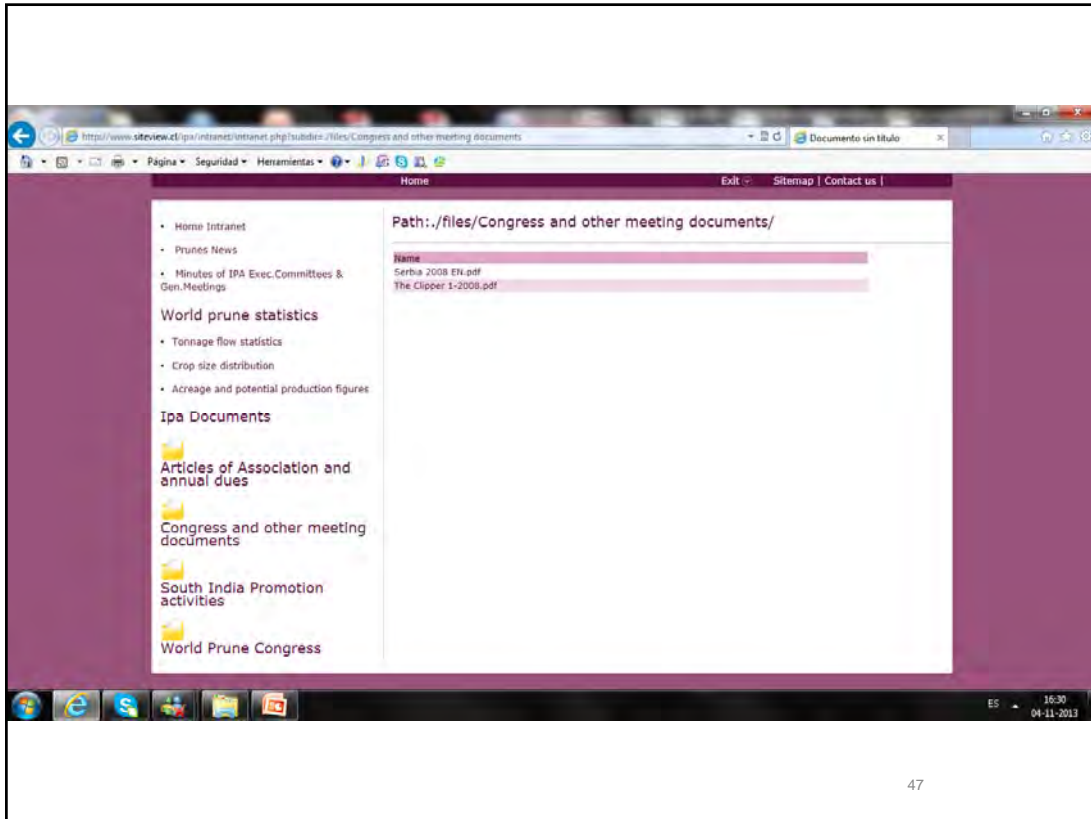
Ipa Documents

- Articles of Association and annual dues
- Congress and other meeting documents
- South India Promotion activities
- World Prune Congress

Path: ./files/Articles of Association and annual dues/

Name
Annual dues.pdf
Articles of IPA 2012.pdf

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Path: ./files/World Prune Congress/

Warning: sort() expects parameter 1 to be array, null given in /home/ipaprnt1/public_html/ipa/intranet/intra_folder.php on line 52

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FINAL COMMENTS

IPA
INTERNATIONAL PRUNE ASSOCIATION

- 🍷 We finalized the big effort of renewing the IPA website
- 🍷 The main task now is keeping this website alive:
 - 🍷 Country news
 - 🍷 Statistics updated
 - 🍷 Recipes
 - 🍷 Photos
 - 🍷 Health benefits
 - 🍷 Newsletters
- 🍷 Next steps:
 - 🍷 For all of this mentioned above, all countries have to be involved on feeding this common effort among IPA members
 - 🍷 Website on the new design will be available next week
 - 🍷 Next: renew the IPA logo

THANKS

