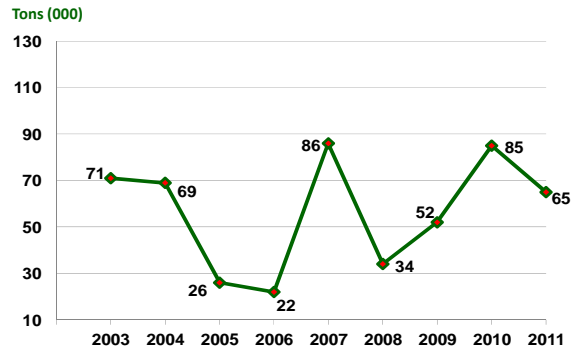


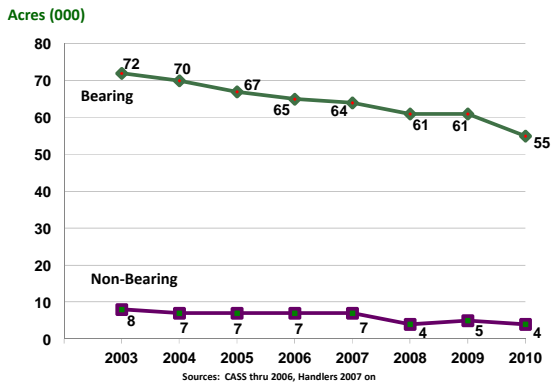
CALIFORNIA PRUNE BOARD



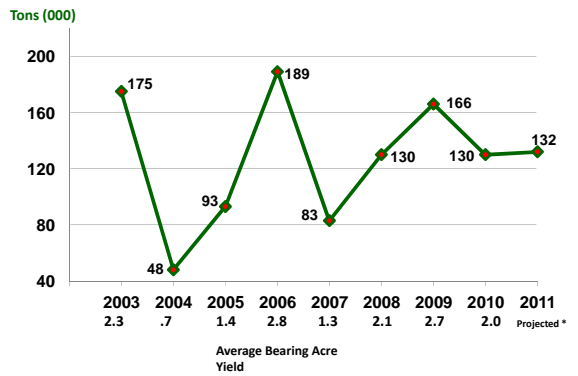
Carry-In Inventory



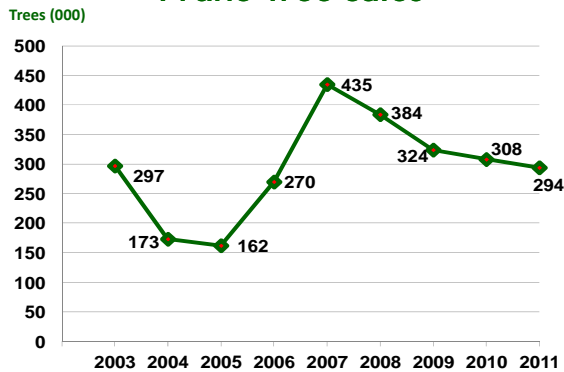
Prune Acreage



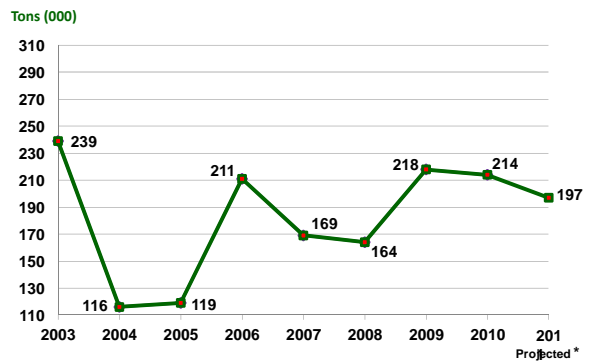
Total Production & Yield

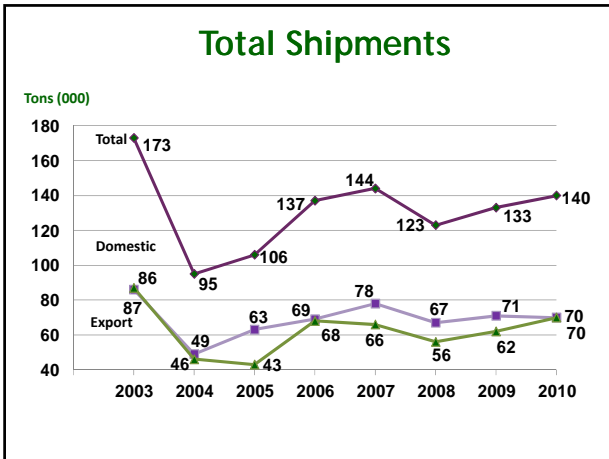


Prune Tree Sales



Natural Condition Supply

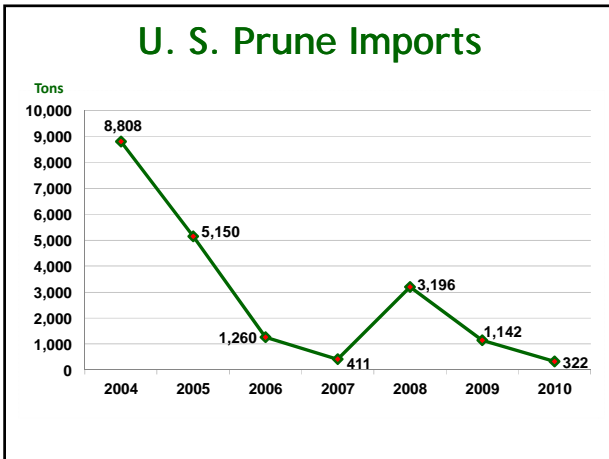




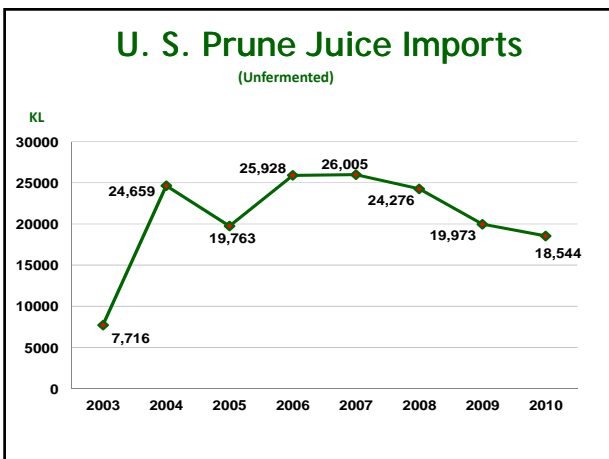
Total Inventory

Natural Condition

	2010	2011
Carryin	84,856	65,009
Marketable Production	<u>129,510</u>	<u>132,000</u>
Total Supply	214,366	197,009



- ### Delivering Vital Programs
- Domestic Marketing
 - Export Marketing
 - Nutrition Research
 - Production Research
 - Issues Management



DOMESTIC MARKETING

Peak Performance Program

OBJECTIVES:

- Continue to drive awareness of California Dried Plums as a sensational “Superfruit”
 - Women 25-54
 - Healthcare Professionals
- Leverage the star power of our media spokeswoman, Olympian Natalie Coughlin

Olympic Media Day in NYC



Natalie Coughlin, Spokesperson



- Intense training schedule for London 2012
- Sponsors: CDPB, BMW, Speedo, TD Ameritrade, c20 Coconut Water, O’Neill 365, h2o audio
- Featured on *Sports Illustrated’s* “Twitter 100” - Top 100 Tweeters in sports

Satellite Media Tour



- “Healthier for You” holiday recipes
- 33 radio and TV interviews:
 - Local affiliates: ABC, CBS, FOX
 - FM and AM radio shows
- Total audience: 22 million

Natalie’s Key CDPB Message Points

California Dried Plums are:

- a superfruit that have nutrition packed into every tasty bite including fiber, antioxidants and potassium.
- a convenient, healthy superfruit snack, ideal for active people. I’m always recommending them to my family, friends, teammates and coaches.
- a good way to increase antioxidant intake, and also a tasty and natural way to curb appetite.
- a healthy way to add flavor and key nutrients to both sweet and savory dishes.

American Dietetic Association FNCE

San Diego, September 24-27



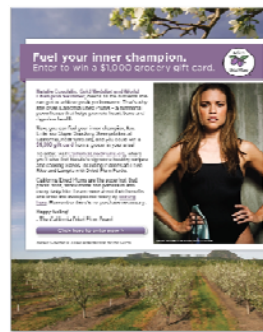
Hosted Peak Performance symposium featuring Natalie and Leslie Bonci, MPH, RD

Website & Facebook



- Feature Natalie's healthy recipes, cooking videos and coaching tips, with links to Facebook and Twitter accounts
- Enhanced recipe gallery; use search engine optimization for all recipes and videos
- Launched CDPB Facebook page

"Super Snacking" Sweepstakes



- Promoting through Nourish Network, Active.com, Facebook, Twitter, e-newsletter
- Will reach 100K+ health-minded "foodies"
- More than 32,000 entries
- 891 Likes on CDPB Facebook Page

Twitter Party

February 26th from 10am -11am

- Garnered 5.9 million impressions from 2,100+ tweets
 - Landed #CADriedPlums in the coveted #2 Trend in the US Trending Topics List during the party hour
- Received great feedback from attendees:

@shuggysmommy: @ResourcefulMom I am def going to have to bookmark this website! great source for recipes #CADriedPlums
 @MrsMaryKennedy: @ResourcefulMom I have just had my eyes opened to so many new recipes #CADriedplums



"Super Snacking" Sweepstakes Coverage

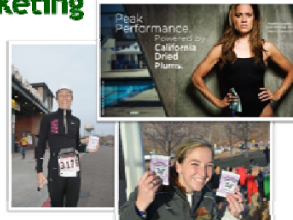


5 million impressions to date

Active Marketing

On-Site Trial

- 200,000 CDPB samples at women-focused events
- Dried Plum samples and Natalie's recipe card distributed and in race bags



"Many of our participants were surprised to see dried plums on snack distribution table. We encouraged them to read the nutrition facts and learn the benefits of eating dried plums. Packaging attracted them Superfruit - CA Dried Plums and not dried prunes. Yes, we would recommend this product because of the nutritional value and the benefits to one's health when you eat dried plums."

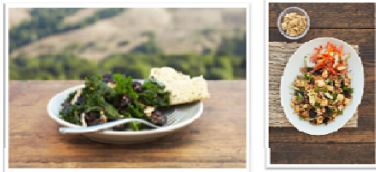
- Event Director, 3rd Annual Solano Turkey Trot

Nourish Network Sweepstakes Promotion



- Promoted sweepstakes with Nourish Network through dedicated e-mails, blog posts including a Q&A with Natalie and social media posts
- Promotions exceeded target goals for web impressions, e-mail blasts and social media reach
- 25,000+ impressions

Matte Release: Training Tips From Natalie Coughlin



- Showcases Natalie's culinary talents and summer training tips, with recipes for Sautéed Kale with Dried Plums and Coconut and Indonesian Fried Rice
- Will be distributed in April 2012 to leverage Natalie's participation in the upcoming Olympics



- Interview with CDPB spokesperson Natalie Coughlin:

"[Natalie Coughlin's] Go-to Recipe: 'Right now I'm loving bulgur salad with dried plums, fresh oranges and pistachios.'"

➤ Impressions: **3.7 million**

Media Highlights



- Interview with Natalie:

"One of the most rewarding partnerships that I have had over the years has been my partnership with the California Dried Plum Board. I get to develop many healthy recipes with dried plums from sweet to savory."



California Dried Plums in the News

Los Angeles Times | LIVING
Natalie Coughlin gears up for the Games

New Side Living

fit DOTTED girls


1.156 placements & more than 24 Million Impressions!

yumsugar

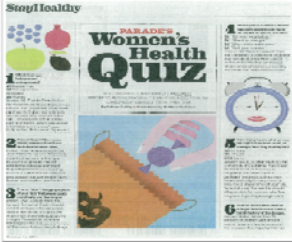
Bone Health Coverage

Women's World | **First** | **Reader's Digest** | **Wellness Letter**

More than 120 Million Impressions!



“Women’s Health Quiz”:
“Which fruit can help prevent osteoporosis? ...Answer: [Prunes] Florida State University researchers found that women who eat 6 to 10 prunes a day have significantly higher bone density than women who nosh on other fruit.”



➤ Impressions: **81 million**

USA TODAY WEEKEND

4 tips to keep your bones strong
It's key to aging well.




Written by
The Doctors
4:17 PM, Jan. 19, 2012
The Doctors is an Emmy-winning daytime TV show with pediatrician Jim Sears, OB-GYN Lisa Masterson, ER physician Travis Stork and plastic surgeon Andrew Ordon.


Osteoporosis, a condition that causes the bones to become brittle, afflicts about 44 million Americans, and estimates suggest half of women and up to 25% of men over age 50 will break a bone because of it. Some risk factors are out of your hands: Bone density decreases with age, more women than men develop the disease, and heredity plays a major role. But you can control your alcohol intake, quit smoking and take these steps to boost bone health:

- Choose low-fat dairy.**
- Supplement with vitamin D.**
- Eat prunes.**
- Walk and lift weights.**

They may help slow the rate of bone loss and reduce your risk of developing osteoporosis, a recent study reports. Start with two or three prunes a day and gradually increase to six to 10, suggest researchers.



Dr. Arjmandi’s bone health research:
“Talk about an image makeover. First prune got a new name (they’re dried plums, if you please), and now it seems they offer a previously unrecognized benefit: They’re good for your bones.”



➤ Impressions: **14.1 million**

Online Media Campaign

- 3 phone interviews were conducted on January 31st for major online placements
- Program featured online placements on *The Nest*, *SheKnows.com*, *Women’s Health*, *Cosmo Girl*, *RealBeauty.com*, *Crushable*, *Super Healthy Kids Blog*, *PrettyTough.com*



Dr. Arjmandi’s bone health research:
“Eating dried plums (prunes) every day for a year stopped the loss of bone mass and increased the spine and forearm bone density of menopausal women....”



➤ Impressions: **3.3 million**

More than **200 million** impressions!

Nutrition Research

- Helps to Drive Marketing and Public Relations
- Over 30 Projects Leading to More than 20 Publications
- Heart Health, Digestive Health, Weight Management, Bone Health
- Nutrition Roadmap

Issues Management

- Methyl Bromide and Alternatives
- Tariffs and Trade
- Environmental Issues
- Nutrition Programs and Dietary Guidelines
- Labor/Immigration Policies
- Energy

PRODUCTION RESEARCH & ISSUES MANAGEMENT

EXPORT MARKETING

Production Research

- Facilitating Beneficial Grower and Processor Research
- TASC Grant
- Industry Coalitions
- Communication to Growers

Generic & Branded Market Support in Asia and Europe

Emerging and Mature Market Activities in Partnership with the U.S. Department of Agriculture

Diversified Consumer & Trade Promotional Activities

- Trade Shows
- Trade Education
- In-store Promotions
- Product Sampling
- Consumer Advertising (broadcast, print and digital)
- Social Media
- New Applications & Opportunities
- Consumer Nutritional Education

Conclusion

- Competition is tough
- We produce a fantastic product
- Savvy consumers are looking for natural, convenient products to support a healthy lifestyle
- Prunes do not sell themselves...Promotion is a prerequisite to premiums, even survival
- We are optimistic