

## CALIFORNIA PRUNE INDUSTRY

The California prune industry consists of 22 processors and about 900 growers that are all represented by the California Prune Board (Board), a state marketing order that operates under the authority of the California Department of Food and Agriculture.

California's bearing prune acreage was estimated by the California Agricultural Statistics Service at 26,000 hectares, the same as the prior three years. However, California prune processors reported only 24,700 hectares. The processors reported non-bearing acreage at less than 2,000 hectares.

Prune tree sales reported by nurseries declined by 5% in 2010 to 308,400 trees and are projected to decline an additional 8% next year.

2010 prune production was estimated at 136,000 MT, which would be 10% below last year's 150,700 MT. However, industry sources are saying the crop may fall short of the estimate by as much as 15%.

Inventory carryover was reported at 77,000 MT compared to 47,500 MT last year. That could make next year's total supply about 213,000 MT, a 7% year-to-year increase and the largest in six years.

CASS reported the average return per ton increased by 3% in 2008 to \$1,496.

Total shipments increased by 12% in 2009 to 120,000 MT. Domestic shipments increased by 13% last year and exports increased by 11%.

The CPB mission statement resulting from strategic planning was "To protect and support the health, growth and integrity of the California prune industry."

The agreed-upon focus of CPB activities was:

1. Generic promotions to communicate the differentiated benefits of California prunes.
2. Research including:
  - Market Research for performance measurements
  - Production Research to improve grower efficiency
  - Nutrition Research to identify positioning opportunities and communication messages
3. Trade Policy to protect the interests of the California prune industry globally
4. Issues Management to protect the health of the industry

Prunes are well positioned to capitalize on the current food and nutrition trends identified in an international survey.

**Food and Nutrition Trends**




















1. Digestive health
2. Natural health
3. A benefit the consumer can feel
4. Energy
5. Fruit: the future of functional foods
6. Antioxidants
7. Weight management
8. Snacking
9. Packaging and premiumisation
10. Bones and movement

*Source: Mellentin 2010 Key Trends in Food, Nutrition and Health Report*

Public relations is our primary method of communicating the benefits of California dried plums to our target audience of women aged 25 to 54. Dried plums is the alternate name for prunes in the U.S. only.

From 2004 to 2007, the CPB used a digestive health campaign to establish California dried plums as the leading fruit for digestive health because of their fiber, sorbitol, antioxidants and potassium.

In 2008, we bridged to a broader “Sensational Superfruit” campaign to promote all product benefits.

	Blood Sugar Control	Heart Health	Bone Health	Digestive Health	Cancer Protection	Antioxidant Power
Dietary Fiber						
Sorbitol						
Potassium						
Copper						
Vitamin K						
Boron						
Phenolics						

Source: M. Stacewicz-Sapuntzakis :Chemical composition and potential health effect of prunes: a functional food?”

This campaign generated excellent media coverage with 128 million impressions and an advertising value equivalent of \$2.2 million. A survey showed that 40% of women considered dried plums to be a Superfruit.

In 2009 the CPB chose Olympic and World Champion swimmer Natalie Coughlin as its spokesperson. The result was expanded media coverage with 137 million impressions and an advertising value equivalent of \$2.9 million. The percentage of women considering dried plums to be a superfruit increased 13 points to 53%.

Natalie Coughlin is continuing as our spokesperson this year as she trains for the 2012 Olympics in London. She was named the “Top Olympian of the Decade” by Sports Illustrated magazine.

The current campaign will feature a January satellite media tour of television and radio stations around the U.S. Natalie will explain how to “Eat like a Gold Medalist and Win the Post-Holiday Battle of the Bulge”. New cooking videos featuring Natalie will be available at [CaliforniaDriedPlums.org](http://CaliforniaDriedPlums.org).

Generic snack packs are distributed at nutrition, wellness and fitness events to sample non-users and inform them about dried plums’ nutritional attributes.

Nutrition research continues to be the cornerstone of our communications campaign.

Our objective is to provide an objective, scientific database to increase awareness of dried plums’ role in digestive health, bone health, heart health, satiety, immune function and reduction of oxidative stress.

Export market development is critical to the California prune industry since about 47% of annual shipments are to markets outside the U.S.

The CPB sponsors generic activities in Europe and Asia with funding assistance from the U.S. Department of Agriculture.

Activities include:

- Trade show exhibits
- Trade advertising and newsletters
- In-store promotions using POS materials
- Product sampling
- Consumer advertising
- Consumer publicity
- Nutrition seminars

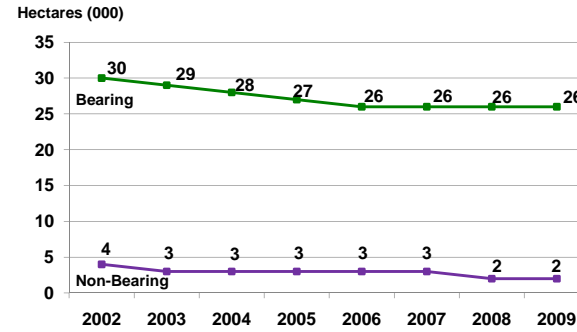
The California prune industry urges all producing countries to invest in marketing support to increase prune consumption in their domestic and export markets. Only through marketing campaigns to expand prune category consumption rather than low pricing to expand individual market shares can we collectively hope to avoid the projected global prune oversupply.

Let’s increase the size of the whole pie not just our individual pieces of it.

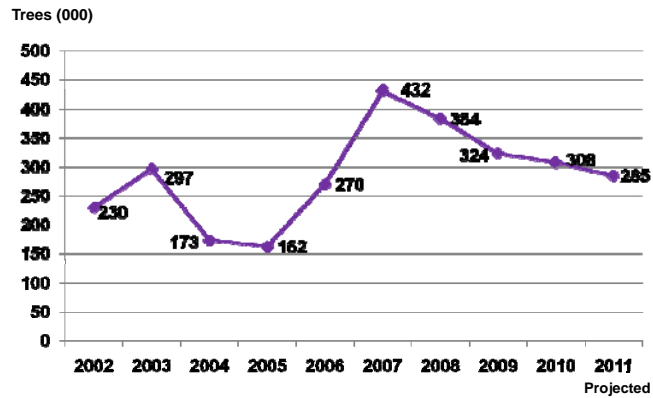
# CALIFORNIA PRUNE INDUSTRY



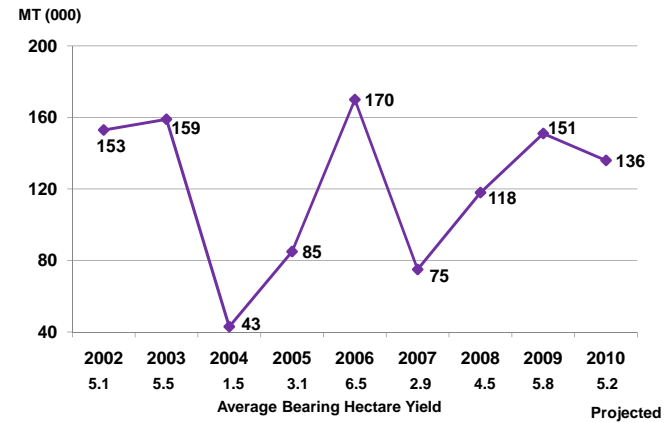
## Prune Acreage

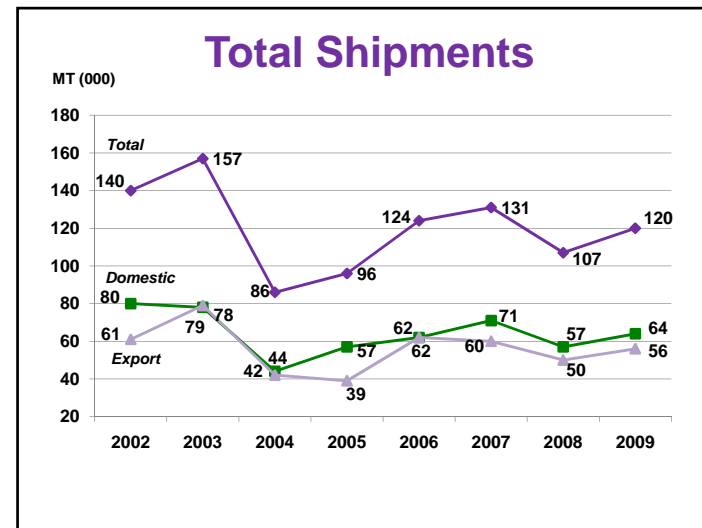
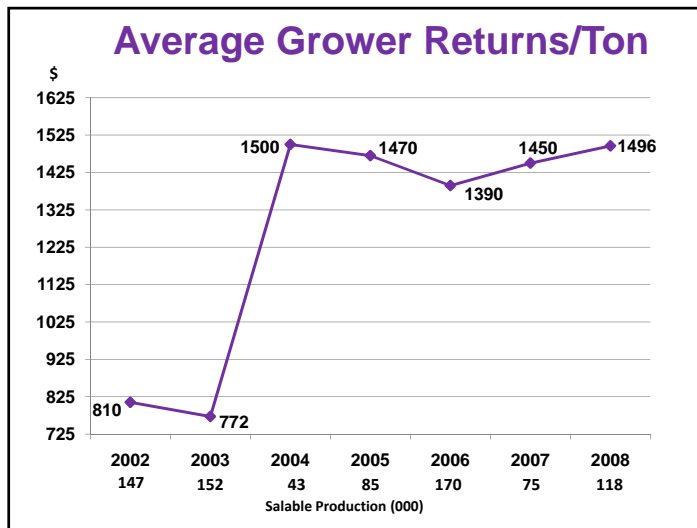
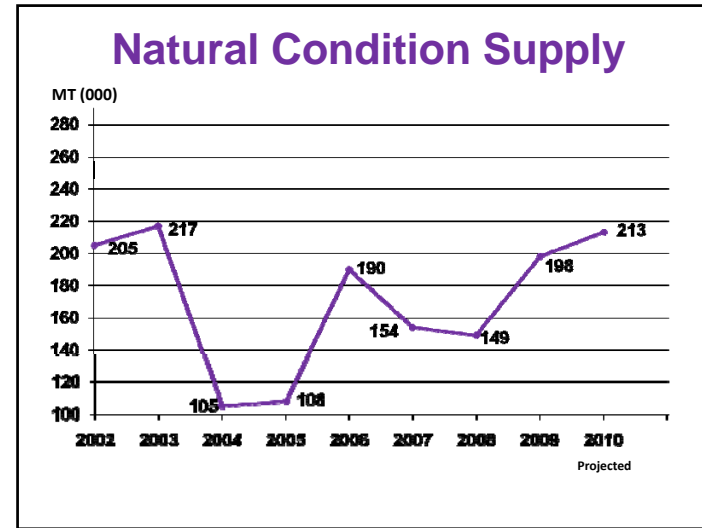
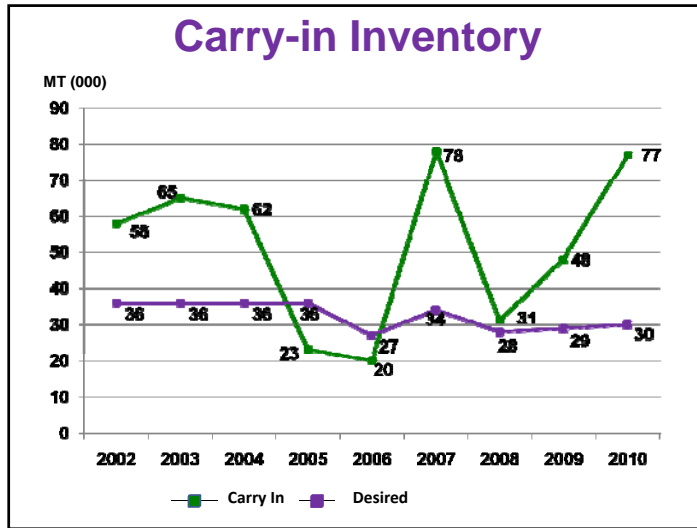


## Prune Tree Sales



## Total Production & Yield





## CPB Mission Statement

To protect and support the health, growth, and integrity of the California prune industry



## Focus of CPB Activities



**Generic Promotions** to communicate differentiated benefits and encourage large scale acceptance of California Prunes



## Research

**Market Research** for performance measurements

**Production Research** to improve grower efficiency

**Nutrition Research** to identify positioning opportunities and communication messages



**Trade Policy** to protect the interests of the California prune industry globally



**Issues Management** to protect the health of the industry



## Food and Nutrition Trends

1. Digestive health
2. Natural health
3. A benefit the consumer can feel
4. Energy
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Source: Mellentin 2010 Key Trends in Food, Nutrition and Health Report

**PUBLIC  
RELATIONS**



## 2004 - 2007:

### Digestive Health Campaign

- Established California Dried Plums as the leading fruit for Digestive Health
  - Rich in fiber, sorbitol, antioxidants, potassium



## 2008: Bridged to *Superfruit* Campaign to promote all benefits of Dried Plums

	Blood Sugar Control	Heart Health	Bone Health	Digestive Health	Cancer Protection	Antioxidant Power
Dietary Fiber						
Sorbitol						
Potassium						
Copper						
Vitamin K						
Boron						
Phenolics						

Source: M. Stacewicz-Sapuntzakis :Chemical composition and potential health effect of prunes: a functional food?"

## 2008 Superfruit Campaign

- Dried Plums top list of "Superfoods" in *Woman's Day* magazine
- 40% of women consider Dried Plums a *Superfruit*\*
- CDPB's *Superfruit* campaign gained the attention of major media
  - 128 million impressions
  - Program AVE: \$2.2 million



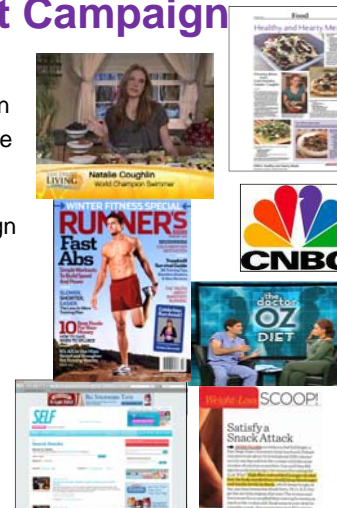
\*Opinion Research, Nov. 2008



## 2009 Superfruit Campaign

- Partnered with Olympic Champion, Natalie Coughlin
- "Consider Dried Plums to be a superfruit"\*:
  - 53% of women—up 13 points!
- Media spotlight on campaign continues
  - 137 million impressions
  - AVE: \$2.9 million

\*Opinion Research, March 2010





### Natalie Coughlin, Spokesperson

- Most decorated female athlete of 2004 & 2008 Olympics
- USOC: Star for London 2012
- Named "Top Olympian of the Decade" by *Sports Illustrated*
- Passion for cooking and living a healthy lifestyle



### Natalie Coughlin, Satellite Media Tour

- **Peak Performance Satellite Media Tour**  
*"Eat like a Gold Medalist — Win the Post Holiday Battle of the Bulge"*
  - Natalie demonstrates recipes featuring California Dried Plums
- **Radio News Release**
  - Distributed on 4 networks
- **Total audience: 30 million+**



### Sampling Program



Distribute California Dried Plum snack packs at nutrition, wellness and fitness events to sample non-users and inform them of nutritional attributes



### NUTRITION RESEARCH



## Program Objective

Provide the objective, scientific database for consumer public relations, health professional communications and marketing to increase

Awareness of role/importance in digestive health, bone health, heart health, satiety, immune function and reduction of oxidative stress



## Export Market Development



26

## Generic (non-branded) promotion in Europe and Asia



27

## Types of Activities

- Trade show exhibits
- Trade advertising and newsletters
- In-store promotions using POS materials
- Product sampling
- Consumer advertising
- Consumer publicity
- Nutrition seminars



