

1990 – 2010

20 years with the World Prune Industry
20 ans avec la filière mondiale du pruneau
20 años con el sector mundial de la ciruela

Christian Amblard
October 25, 2010

1969 - 1988

First bilateral meetings California - France

The farmer's wife

Sydney Lindauer

1968 – 1969 – 1973 – 1977 – 1988




February 1989

France and California visit Chile and Argentina



February 1989




du 10 au 22 Février 1989

 **20 years with IPA**

3 periods:


- **1990-1996: Establishing Common Rules**
 - Knowing one another
 - Analyzing the market and exchanging tools
- **1996-2006: Orchard expanding in excess**
 - Production control tools
 - Health attributes of prunes
- **2007-2010: Promoting prunes together**
 - Initiating promotion in South India

January 26th, 1990



Prune Day « Journée de la Prune »
Sainte Livrade sur Lot, France

January 26th, 1990



January 27th, 1990



January 27th, 1990

Statuts adoptés à AGEH (FRANCE), le vingt six janvier mille neuf cent quatre vingt dix par les Membres fondateurs suivants :

MM. LINDAUER (U.S.A.)
[Signature]


Jean-Michel MORATELLO (FRANCE)
[Signature]

PHILIPPE VALAY (FRANCE)
[Signature]

CARLOS PIZZARRO (CHILI)
[Signature]

BRUNO MORATELLO (ITALIE)
[Signature]


MARIO PICCININI (ITALIE)
[Signature]



La signature pour la création de l'association mondiale. Philippe Valay, Président. Jean-Claude Bousignon, délégué permanent.

January 27th, 1990

First IPA Prune Knights inducted



MM. Lindauer (USA), Moratello, Piccinini (Italie), Pizarro (Chili), intronisés dans la confrérie du pruneau.



1990 – 1996: Establishing Common Rules

- **First membership:**
 - 1990: USA, France, Chile, Italy
 - 1991: Australia
 - 1994: South Africa, Argentina
- **Setting up common principles**
 - 1991-1992: By-laws adjusted to create associated membership
- **First activities**
 - 1991: IPA logo approved
 - 1993: First World Prune Conference, Yuba City, CA, USA

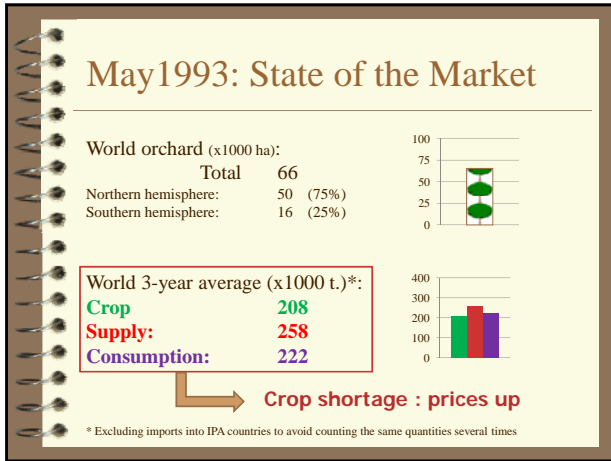


May 1993: Yuba City, California



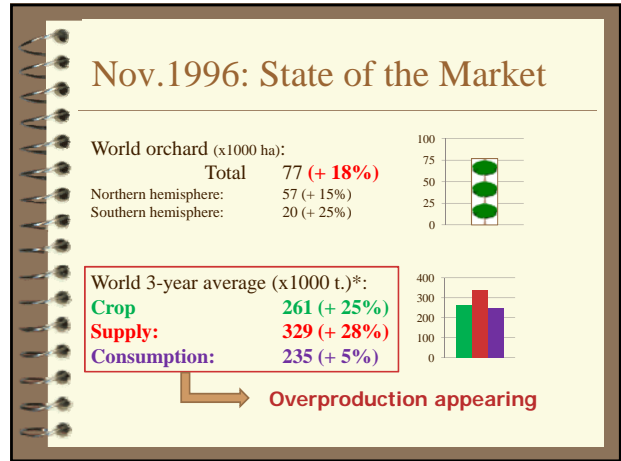
1st Conference main topics:

- State of the industry in each member country
- Technical priorities



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- ### 1996 – 2006: Production expanding in excess
- **Talks on production control**
 - 1996: Santiago Congress let overproduction outlook appear
 - 1997: After 1996 crisis France acted against overproduction: reducing volumes by quality, reducing orchard by 2200 ha (14%)
 - Production control: main topic of the 1998 Congress in Italy
 - 2001-2003: California implemented tree pull programs: the orchard reduction reached more than 7300 ha (18%)
 - **Exploring prune health attributes**
 - Agen, 2000: presentations by nutritionists highlighted prune health attributes
 - Later this topic was studied closer several times by IPA in California (2003), Australia (2004) and France again (2009)





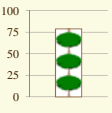
May 2000: Agen, France

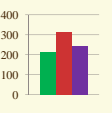


5th Conference main topics:
- Health benefits of prunes



May. 2000: State of the Market

World orchard (x1000 ha):		
Total	79 (+ 2%)	
Northern hemisphere:	55 (- 3%)	
Southern hemisphere:	23 (+ 17%)	

World 3-year average (x1000 t.):		
Crop	214 (- 18%)	
Supply:	314 (- 4%)	
Consumption:	245 (+ 4%)	

Effects of regulation in France
- 2200 ha & short crops

Oct. 2001: Goudini, S. Africa



6th Conference main topics:
- Quality and traceability



Oct. 2001: Goudini, S. Africa

Secretary General changed



May 2003: Visalia, California



7th Conference main topics:
- Health attributes of prunes

IPA WEBSITE LAUNCHED

January 2004: Mission to South America



Chile

Goals of the mission:

- Understanding what was going on with plantings in those areas
- Helping local growers to better know world prune stakes and constraints

January 2004: Mission to South America

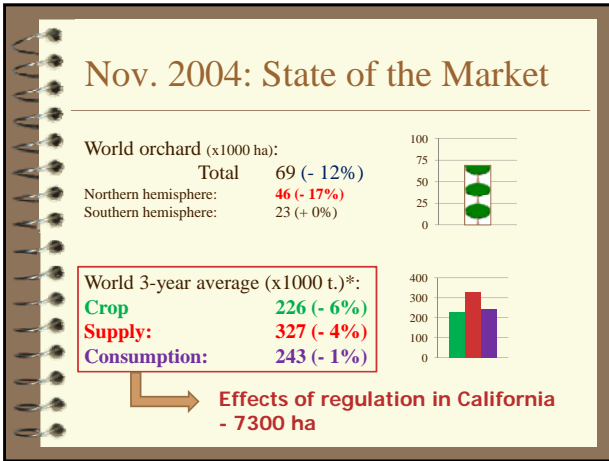


Argentina

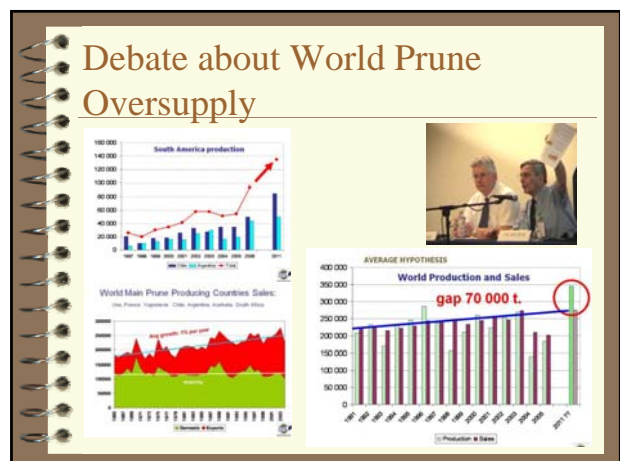
Nov. 2004: Adelaide, Australia



8th Conference main topics:
- Glycemic Index, Field research



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- ### 2006 – 2010: Promoting prunes together
- **2006 Congress in Sardinia underlined the necessity of a common action**
 - New plantations in South America showed that the effects of production control don't provide real efficiency on the world market when all countries don't play the same game, so promotion of consumption needed to be impulsed
 - **Promotion launched in South India**
 - IPA launched in 2007 a generic promotion program in South India. For the first time our Association is acting directly on the market, since so far it had only helped to mutual understanding



May 2006: Cagliari, Sardinia, IT and Corsica, FR



Visit to Corsica, France



Dec. 2006: Santiago de Chile
Special Exec. Com. meeting



Extraordinary meeting:
Setting up IPA Generic
Promotion Program




Dec. 2006: Santiago de Chile
Special Exec. Com. meeting

Were decided:

- Creation of an annual budget of US\$ 45000 –which was increased up to \$60000 from 2008 on. The budget is financed aside the regular IPA budget.
- Contribution of each country following its average production
- Launching a promotion campaign in South India with the help of the SCS-Group in New Delhi as of January 1st, 2007

Campaign Goals

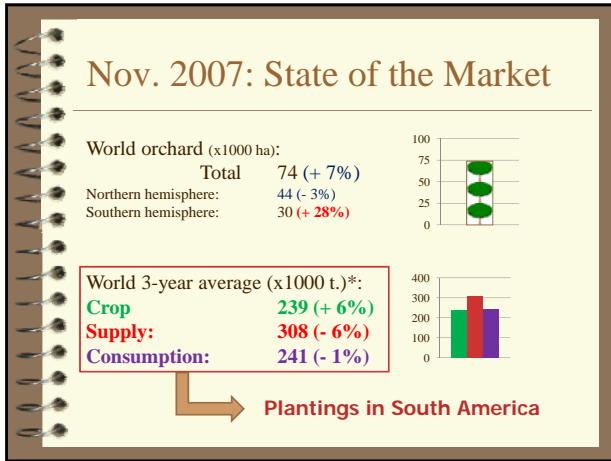
- Testing the response of the Indian market to prunes
- Showing and measuring the interest for companies of investing in market development there

Nov. 2007: Santiago de Chile



10th Conference main topics:
Promotion of prune
consumption





Oct. 2008: Mission to India

Prune Nutrition Talk in Chennai with FLO-FICCI

May 2009: Agen, France

11th Conference main topics:

- Prune Health Benefits
- Prunes and Global Warming

Nov. 2010: State of the Market

World orchard (x1000 ha):		
Total	75 (+ 1%)	
Northern hemisphere:	40 (- 10%)	
Southern hemisphere:	35 (+ 17%)	

World 3-year average (x1000 t.):*		
Crop	259 (+ 9%)	
Supply:	352 (- 14%)	
Consumption (2009):	236 (- 2%)	

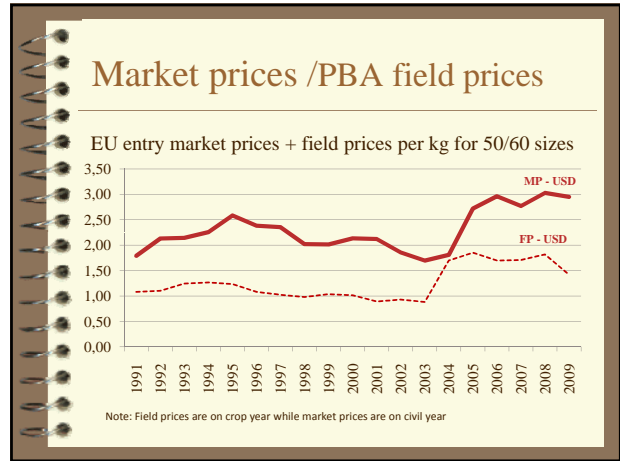
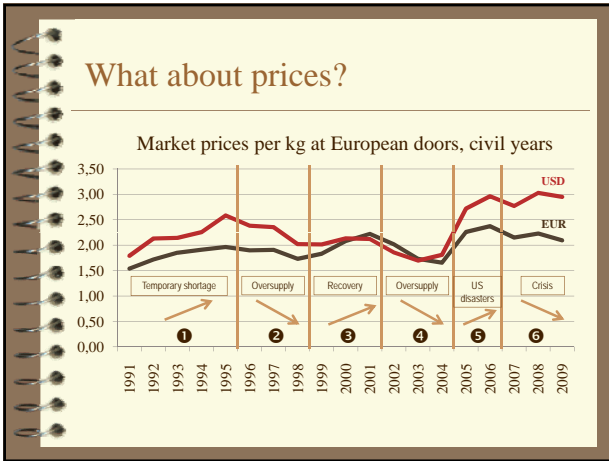
Overproduction appears again

Market evolution along the period

World orchard

3-year avg:

Legend: ■ 1993 ■ 1996 ■ 2000 ■ 2004 ■ 2007 ■ 2010



Tentative conclusions

How the World Prune Market is

- Growers make decisions about planting or pulling up their trees from the information they have access to. Their decisions are permanently building the future market conditions.
- The short-term market shows wrong signals: often for temporary reasons market/field prices are raising while overproduction is structurally set up, or reverse.
- So field price information is irrelevant for planting decision. The relevant information is the state of the World prune orchard.

What IPA helps doing

- Making relevant information about orchard and market available to all
- Helping growers to access that information and to share their feelings
- Acting together to help improving issues of mutual interest: as increasing consumption

Tentative conclusions

What IPA brought to the World Prune Market:

- A regular and trustable forum about prune situation in the World
- An exchange platform about sales arguments and promotion techniques to increase consumption
- A place where voicing and solving conflicts between producing countries
- A good means of launching common action to increase consumption

What IPA could bring in the future:

- A better presence in the international instances to which our activity can be related: UNECE, FAO, etc.
- Improved means of communication about prune benefits and sales arguments like a generic promotion website and coordination of participations in some key International Food Fairs
- and whatever more we'll decide together!