



Generic and Brand Promotion

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Background: Sunsweet Growers

- **Founded in 1917** as the California Prune & Apricot Growers Association.
- Sunsweet is a Co-Op Owned by nearly 400 Grower/Members.
- **Largest Prune Processing Plant in the World.**
 - 1,200,000 sq. ft. (111,111 m²) for Dried Plum Processing and Storage.
- Over 30,000 acres (12,000 ha) of Sunsweet Prune Plum Trees account for +45% of the California Plum Crop or +25% of the World's Dried Plums.



Sunsweet Overview PMA Video



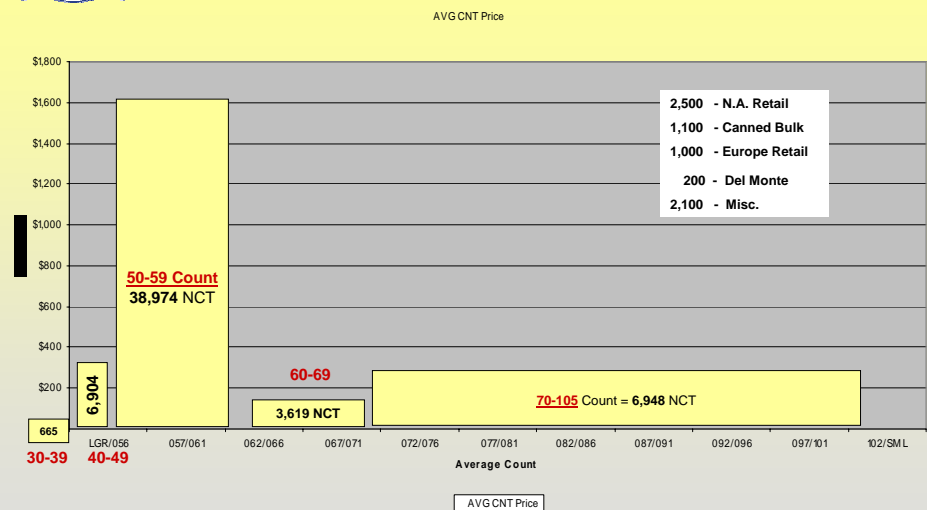


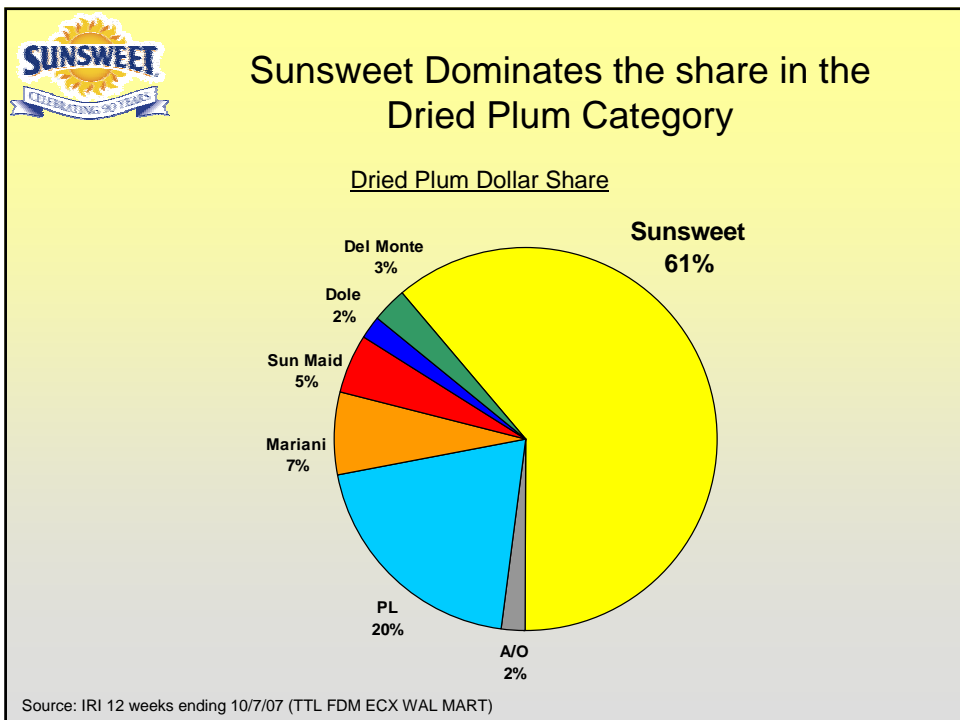
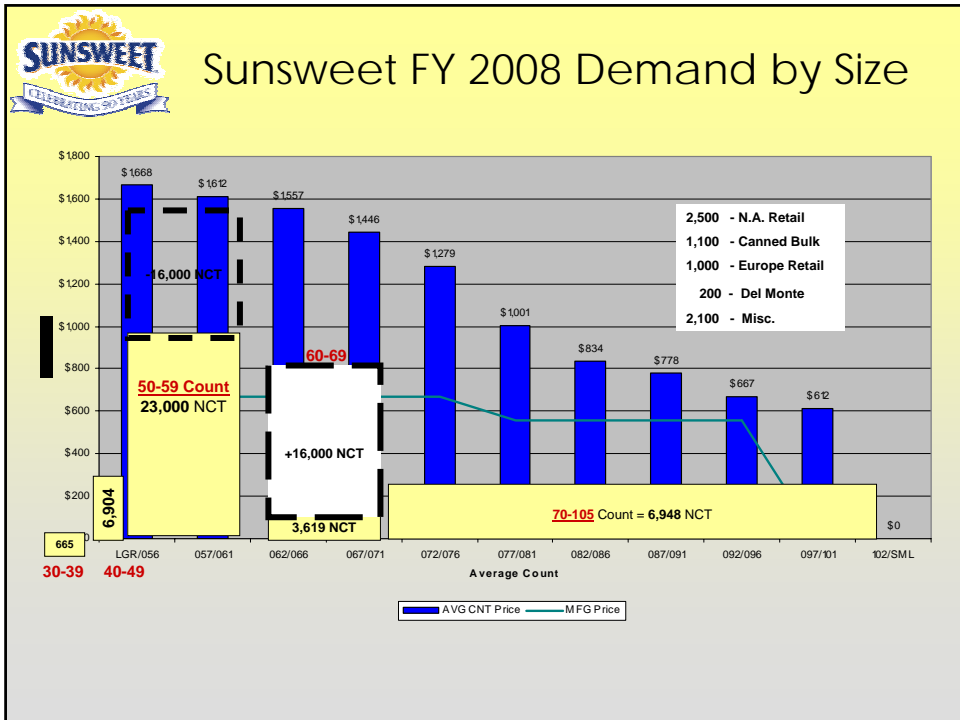
California Dried Plum Industry Report

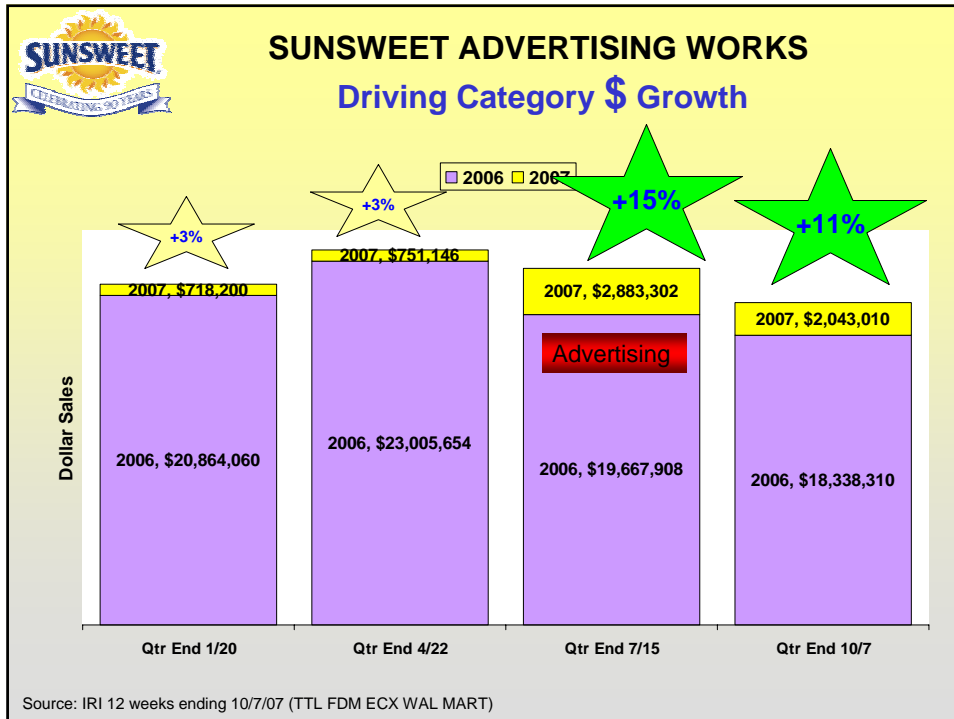
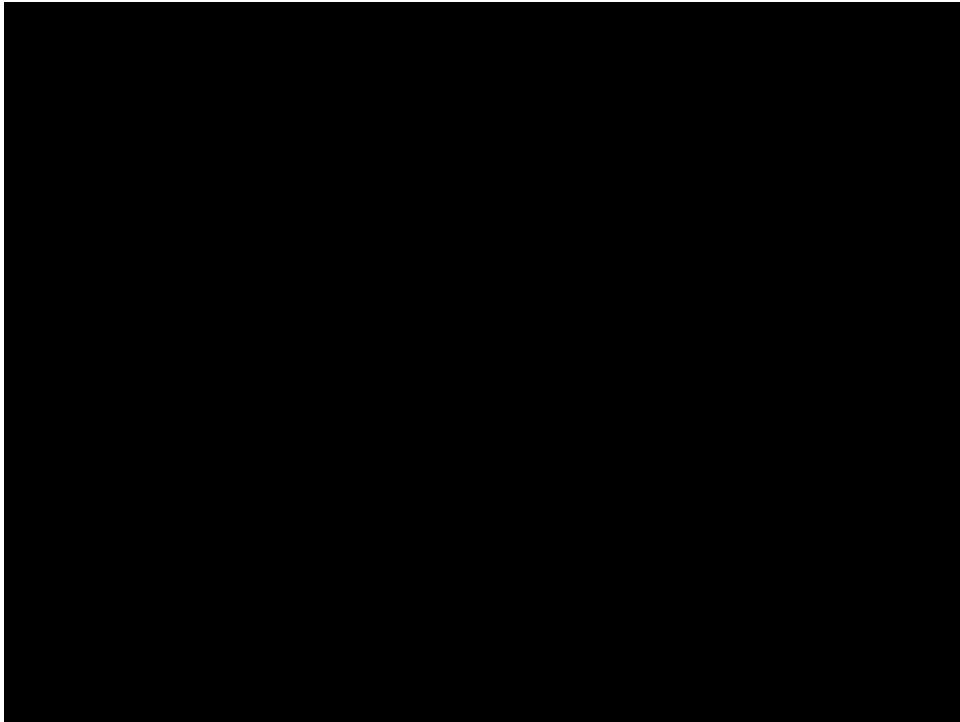
Count / Pound	Prune Production 2006 crop	Prune Carryout FY2007	Prune Shipment Difference
60 & Larger - est pitted (50%)	86,198	35,089	51,109
61 to 80 - est pitted (50%)	58,098	25,236	32,862
81 to 100	25,701	15,818	9,883
101 and smaller	18,807	9,932	8,875
Total	188,804	86,075	102,729

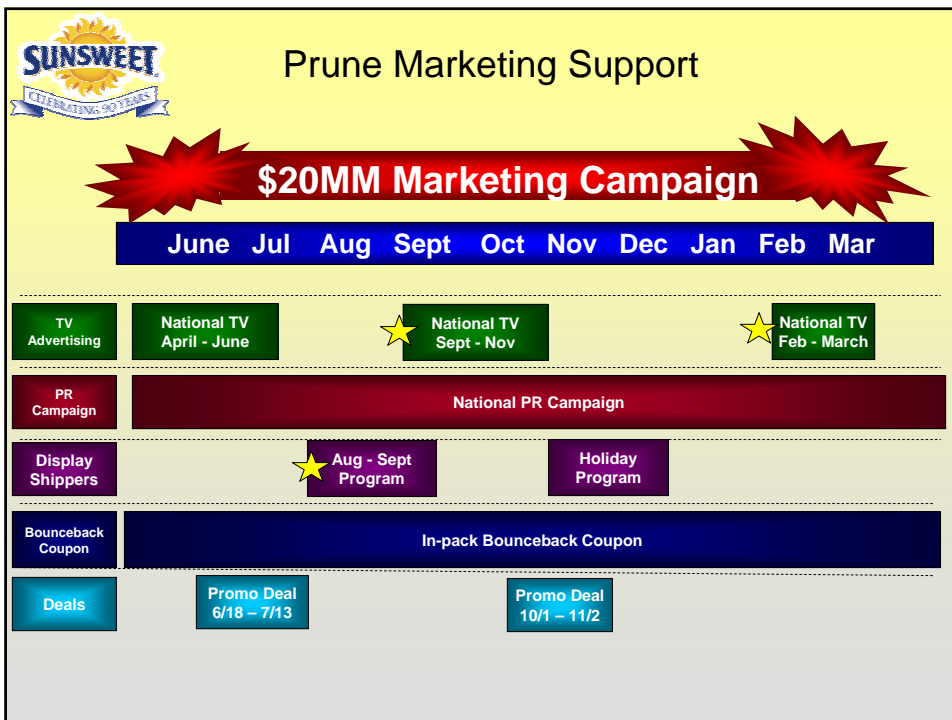
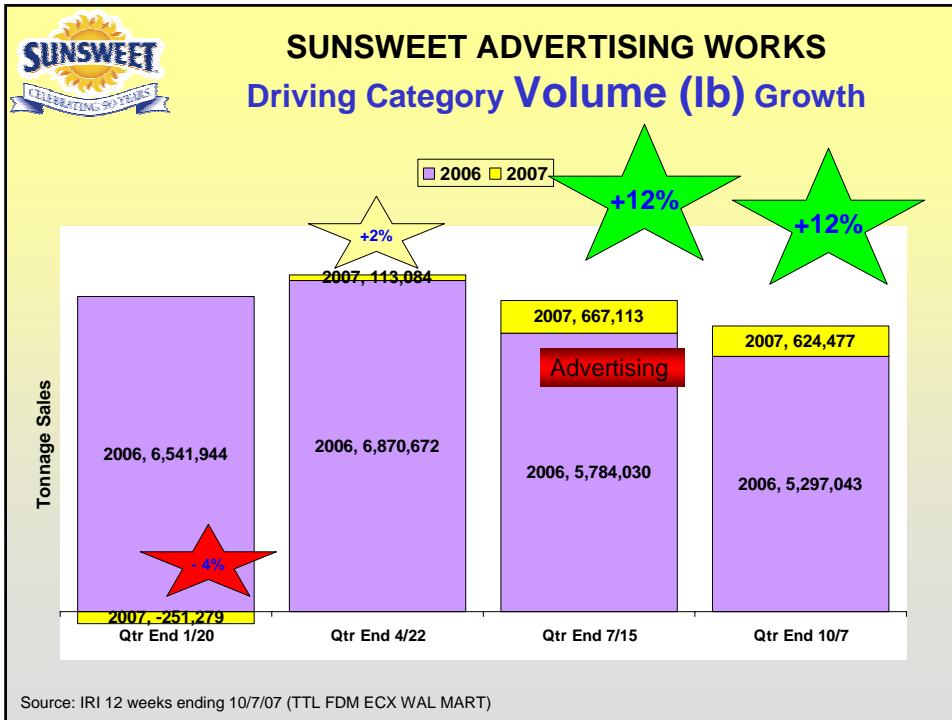


Sunsweet FY 2008 Demand by Size











FISCAL 2007 Annual Results

- Fiscal Year 2007 results were strong with prune revenue up **11.1%** versus year ago while pricing remained favorable.
- Total revenue increased **14.8%**.
- Average proceeds per metric NCT finished at **(\$1,719)**. Highest return in the history of Sunsweet.