

2013 TEHAMA PRUNE DAY

Donn Zea

**CALIFORNIA
DRIED PLUM BOARD**



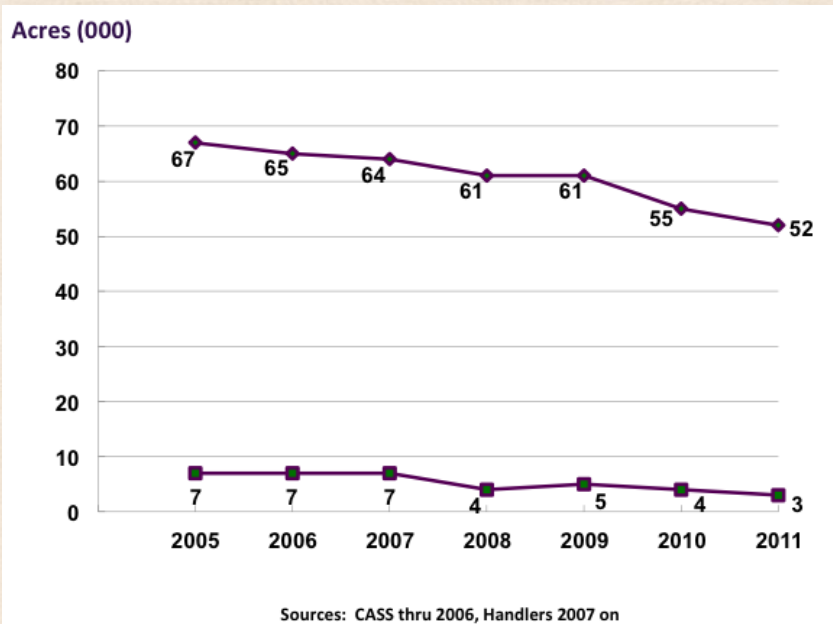
TOPICS TO COVER

- Stats from the industry
- Program direction
 - Objectives and strategy
 - Key Issues
 - Nutrition
 - Social media
 - Domestic and International Markets
- Hear from you

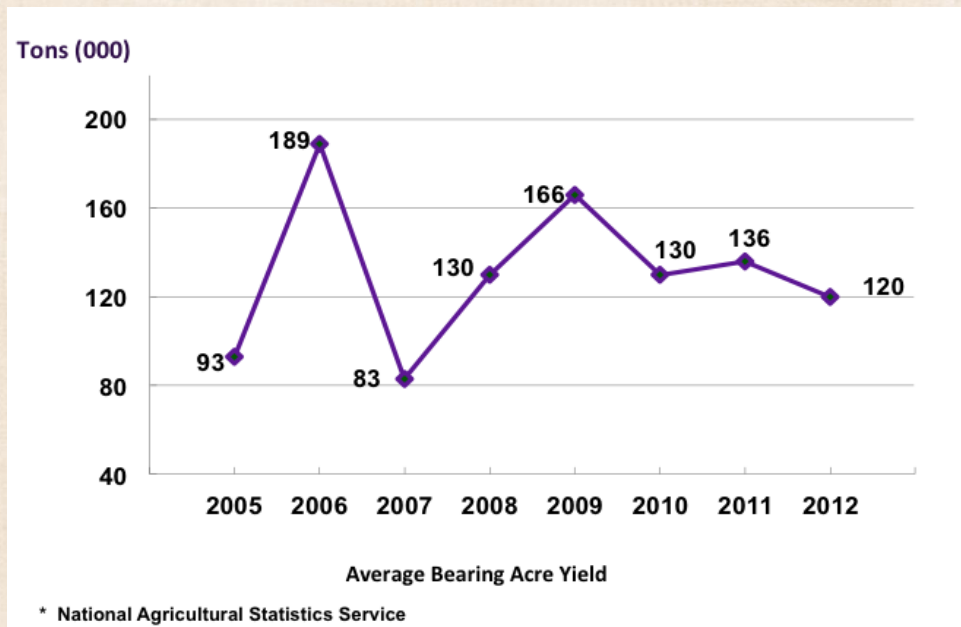


STATS FROM THE INDUSTRY PRODUCTION

Total Prune Acreage

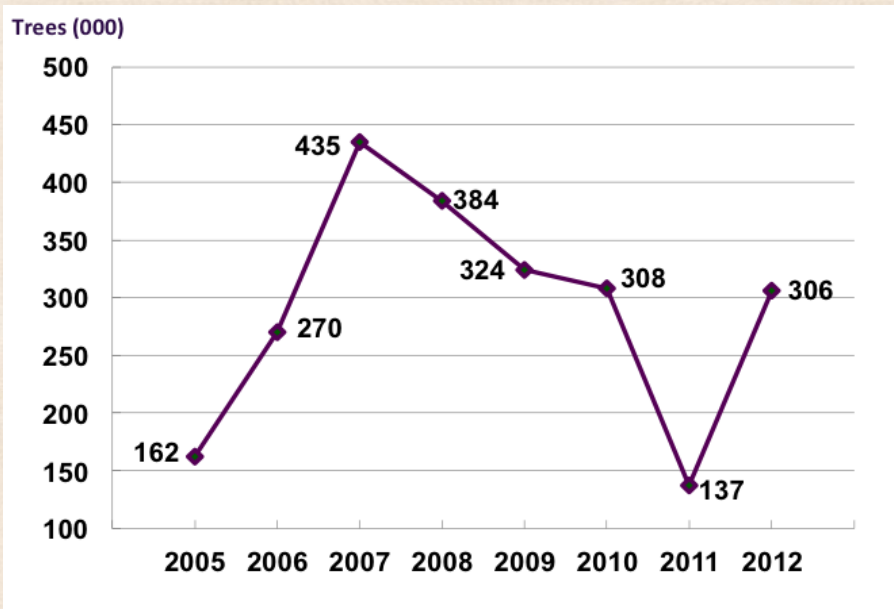


Total Production & Yield

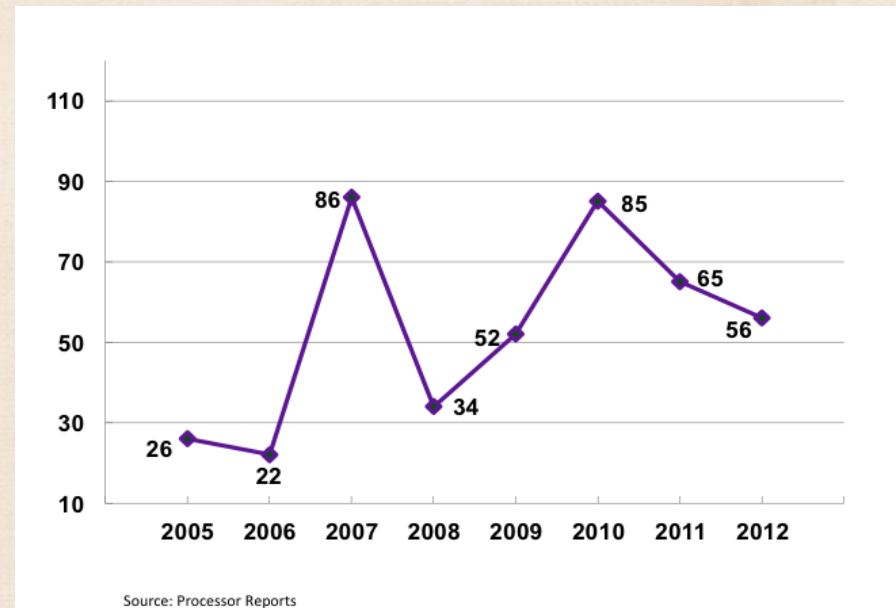


STATS FROM THE INDUSTRY PRODUCTION

Prune Tree Sales

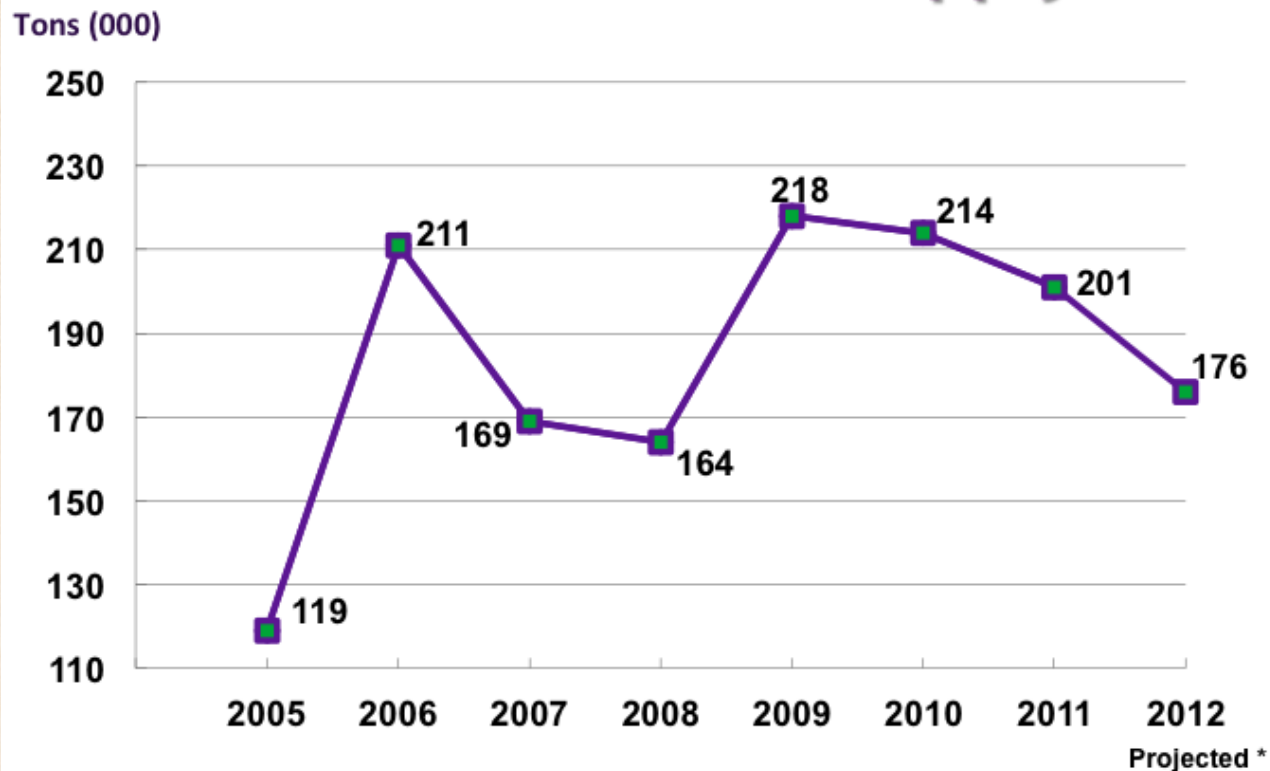


Carry-in Inventory



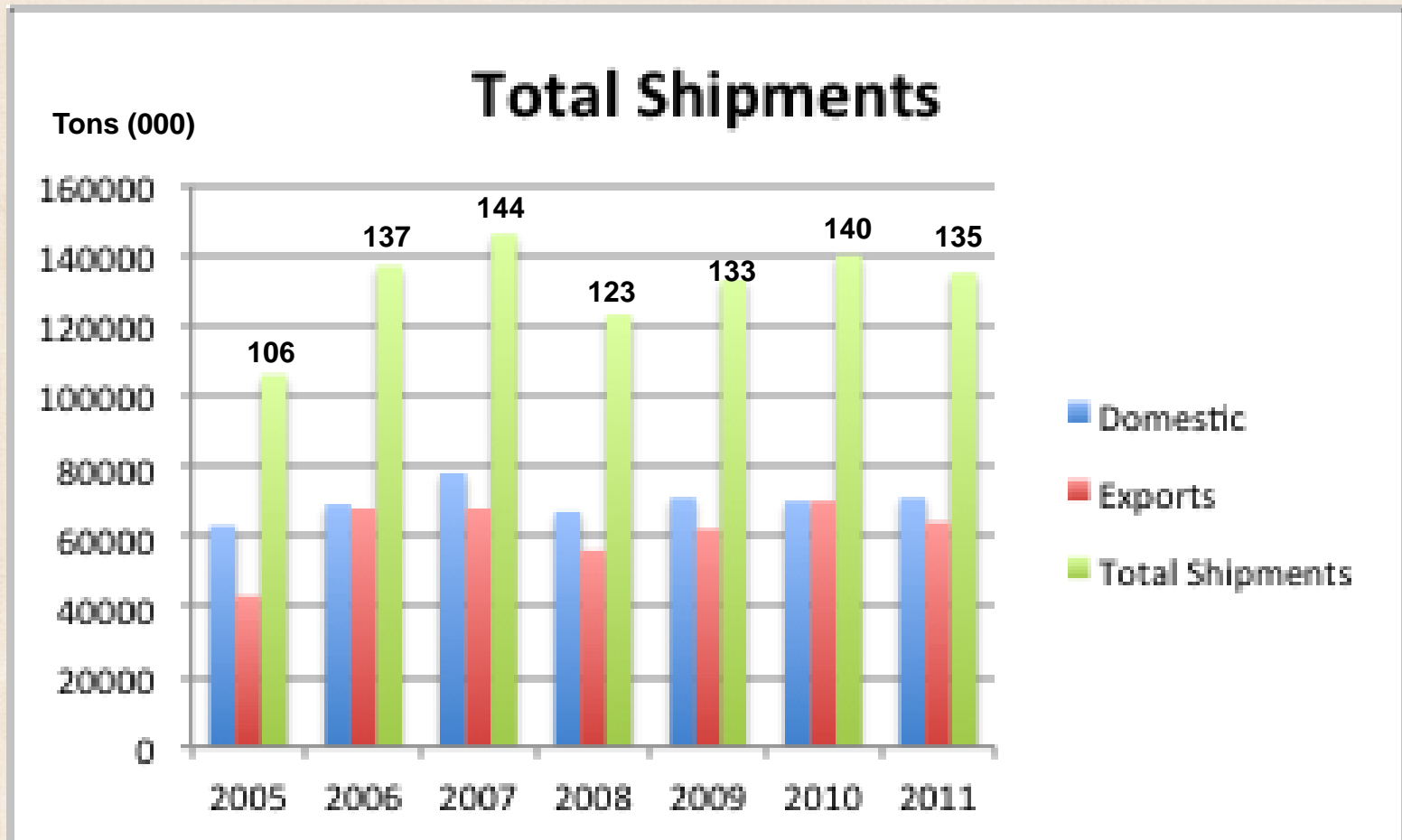
STATS FROM THE INDUSTRY PRODUCTION

Natural Condition Supply



* NASS estimate plus 2012 carryin

STATS FROM THE INDUSTRY SHIPMENTS



PRODUCTION RESEARCH

- Research focused on lowering grower and processor costs
 - Orchard management practices
 - Defense against plus pox virus
 - Cultivar development program
 - Supporting university extension
 - Fumigant emissions recapture



ISSUES MANAGEMENT

REPLANT AND POST HARVEST FUMIGANTS

- Methyl Bromide has been eliminated for replant and EPA just recently announced they would not nominate another CUE for dried fruits and walnuts in 2015.
- We will continue to prepare for emergency access to MB in the event of the lack of an effective substitute.
- Sulfuryl Fluoride's future is uncertain but the EPA appears to be considering keeping the current food tolerances.
- Data supporting SF failures and shortcomings to other alternatives such as phosphine and cold storage will be critical going forward.

MARKETING DIRECTION

○ Objective

- Raise global awareness of California dried plums as a healthy, delicious, convenient and versatile food.
 - Everyday lifestyle choice
 - Variety of consumer, trade and industrial uses



○ Strategy

- Position the nutritional & functional benefits of California dried plums to prioritized target audiences:
 - Women, 25-54
 - Millennials, 18-35
 - Health, nutrition and medical professionals

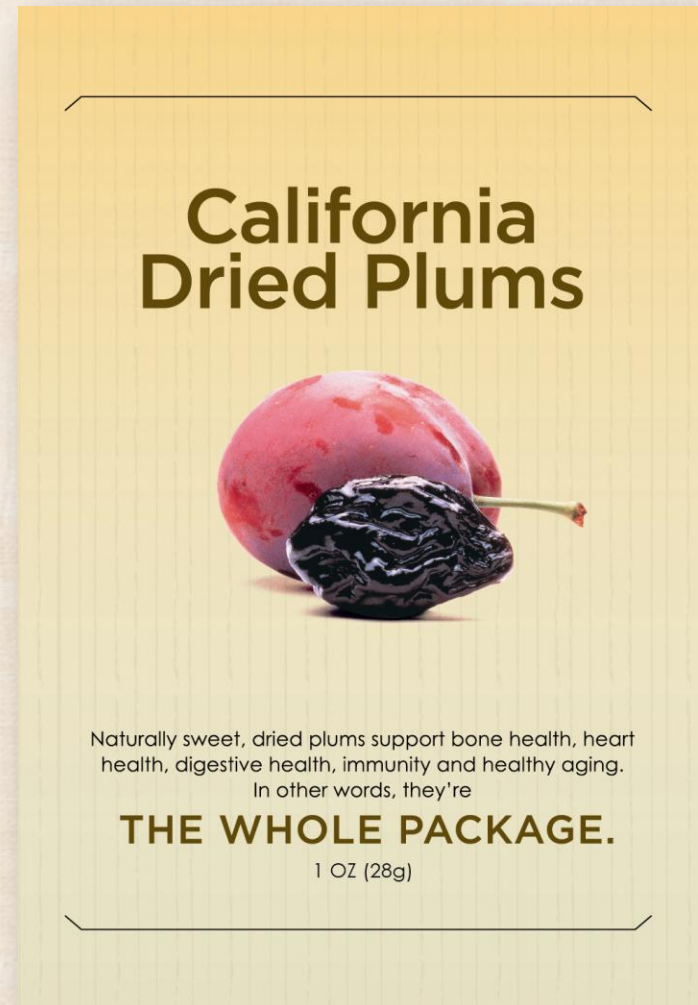
MARKETING DIRECTION

- Whole food and nutrition movement
 - Natural wave to ride
- Nutrition: science and research is cornerstone of marketing campaigns.
 - Nutrition advisory board directing and reviewing science
 - What's old is new in nutrition
 - Discovery
 - US/International standards differ



MARKETING DIRECTION

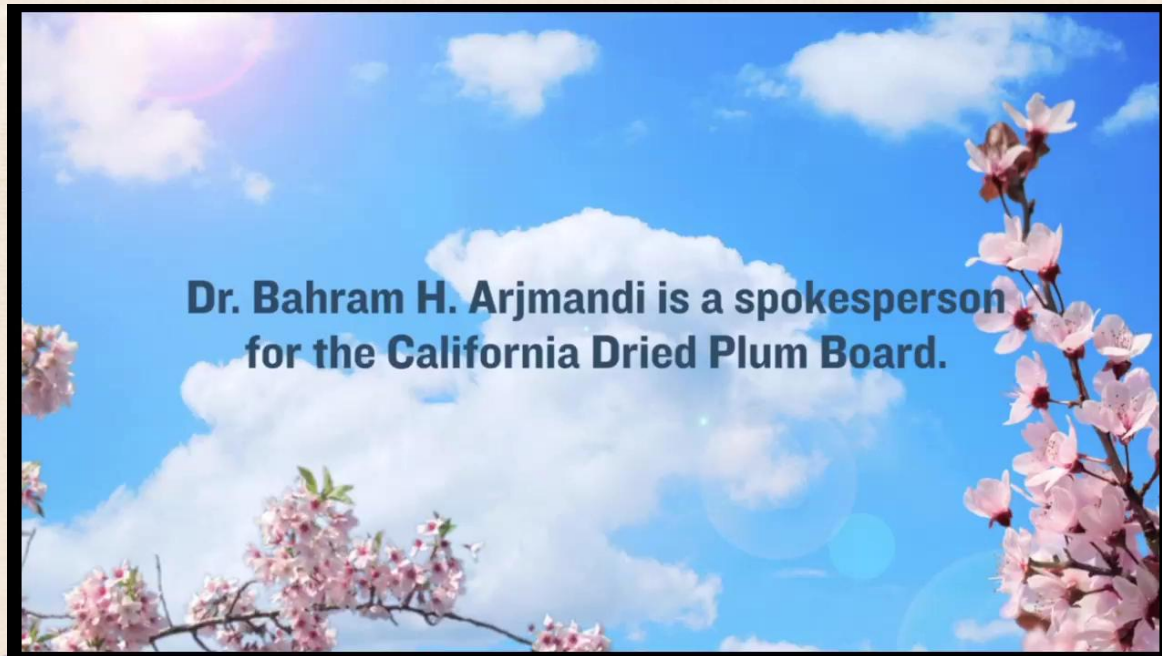
- It's the whole package!
- Bone health
- Gut/digestive health
- Heart health
- Weight management
- Energy replenishment
- General well being



MARKETING DIRECTION

HEALTH TRENDS

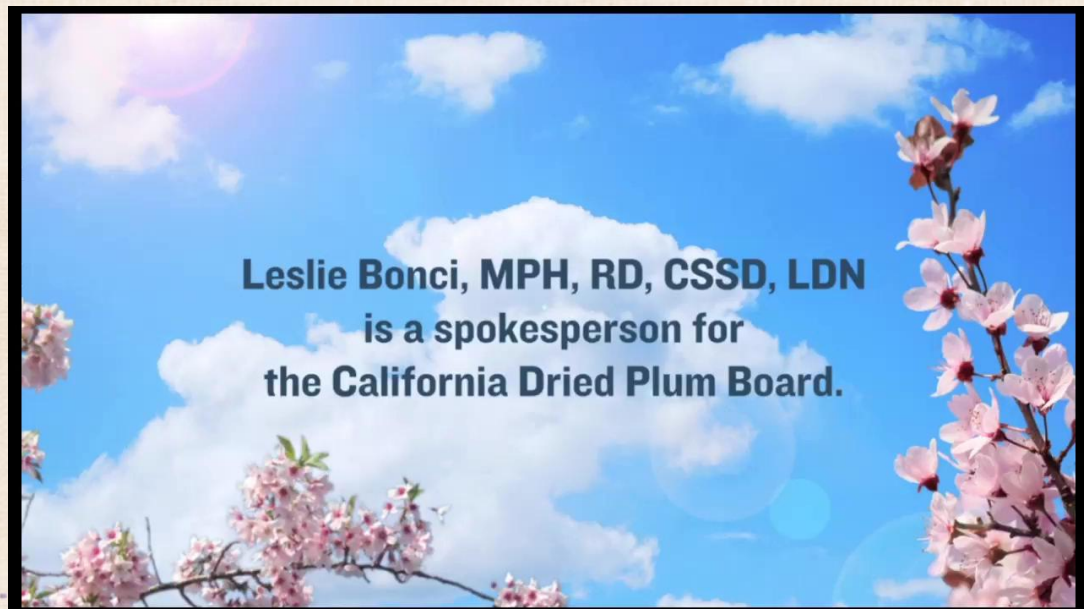
- Bone health
 - Dried plums can help grow bone mass
 - Reduce the risk of osteoporosis
 - Recent research enthusiastically embraced



MARKETING DIRECTION

HEALTH TRENDS

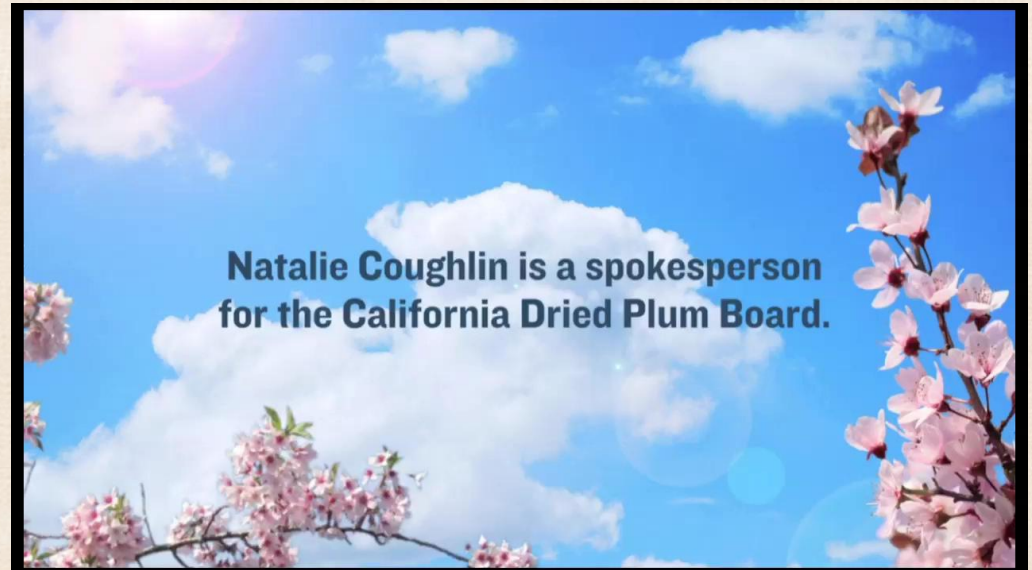
- Gut/digestive health
 - Big money market segment; traditional messages
- Weight Management
 - Dried plums can make you feel less hungry so you eat less



MARKETING DIRECTION

HEALTH TRENDS

- Heart health
 - Dried plums can lower serum cholesterol and the risk for heart disease
- Energy replenishment
 - Great for fueling workouts and sustaining an active lifestyle



HEALTH TRENDS

NUTRITIONAL RESEARCH

- Three new projects to build on the bone, digestive, cardio and energy benefits
 - Dried plums' prebiotic potential to fight food-borne GI infection
 - Prebiotic benefits to support colon health
 - Cognitive function: can a diet that includes dried plums lead to better memory?



MARKETING DIRECTION

SOCIAL MEDIA

- Growing medium for delivering *targeted messages* and rich content worldwide
 - Health trends and lifestyle focused
 - Measureable and cost-effective



MARKETING DIRECTION COMING SOON

Dr. Oz Total
Body Reboot
Integration



- 5.41 MM daily viewers
- 3.17MM unique monthly website visitors
 - +161% vs. year ago
- 2010-2012 National Academy of Television Arts & Sciences winner



Diet and Exercise Needs of the Boomer Population: Putting the Science into Practice

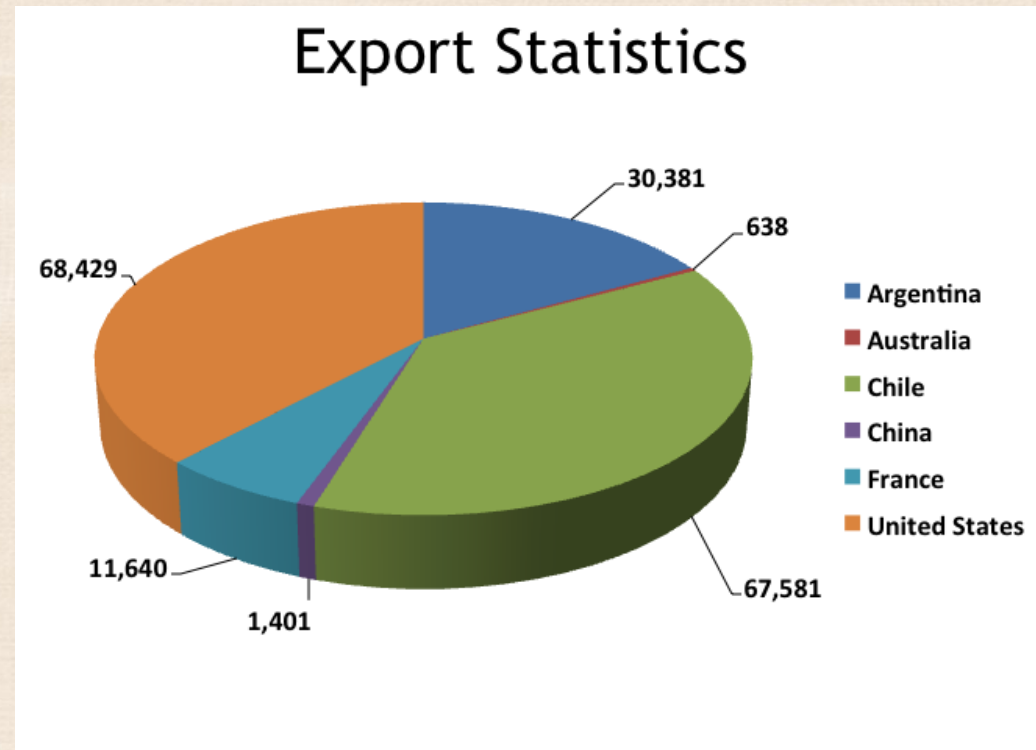
*Presented on behalf of the California
Dried Plum Board*



MARKETING DIRECTION

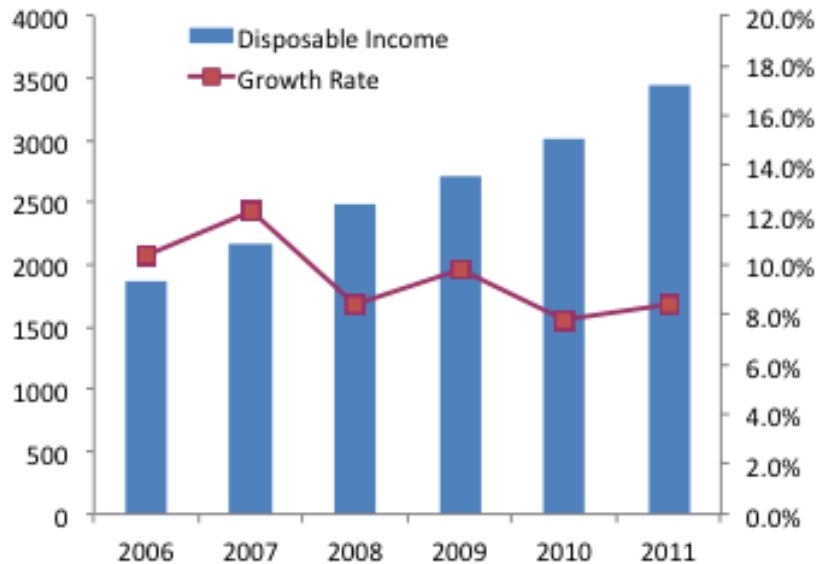
INTERNATIONAL OPPORTUNITIES

- ◉ Leverage nutritional messages and social media worldwide
- ◉ Build on relationships established in countries with a growing middle class and increases in disposable income



INTERNATIONAL OPPORTUNITIES CHINA / HONG KONG

Per Capita Disposable Income in China
(Unit: USD)

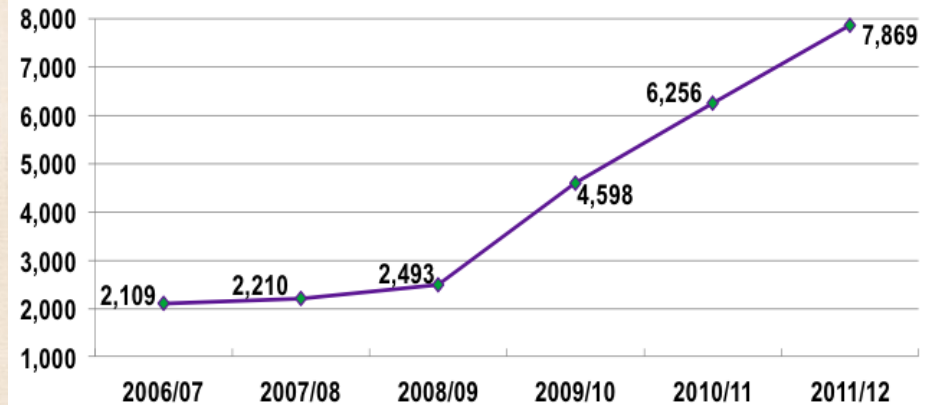


CHINA/HONG KONG

VOLUME (MT)

Market Shares

U.S.	84%
Chile	5%
France	4%



Source: USDA/FAS

August - November	MT
2011/12	2,316
2012/13	2,114

INTERNATIONAL OPPORTUNITIES CHINA / HONG KONG

- ◉ In-store promotions
- ◉ Consumer PR
- ◉ Trade exhibitions
- ◉ Chef seminars



加州西梅 健康骨质的保证

尽管骨质疏松是老年人的常见病，但随着年龄的增长、不健康饮食和缺少锻炼，现在年轻人也将提前面临这一老年疾病。骨质疏松的成因主要是由于基因遗传和不良生活习惯所致。

研究已表明，加州西梅含有多种对骨质健康极有益处的营养素，包括钾、铜、硼和维生素K1。而最近的生物实验进一步证实加州西梅不仅有效防止了骨质流失，同时还能帮助骨质重塑。不论男女，



每日10颗加州西梅，就可以轻轻松松做到骨质保健的效果。

李丽

美国加州西梅 让孕事更美丽

怀孕的感觉很奇妙，孕育生命，意味着新的生命的开始，另一方面却又对宝宝的到来感到无比的期待。在人生，旅途中，孕妈妈，最好在孕初期，不仅要有过量的照料，生活更应充实“无压力”，自己产后恢复也更快，只有身体棒，营养好的妈妈，才能给宝宝提供最佳的学习环境，享受孕事的每一分钟。 [www.prunes.com](#)

孕妈妈，您知道西梅对您有什么好处吗？

除了大便秘结之外，孕妈妈还常常会遇到其他健康问题，如贫血、低血压、水肿、孕吐、孕酮不足、产后的恢复等。西梅含有丰富的铁、铜、钾、硼和维生素K1，这些矿物质和维生素对孕妈妈的健康至关重要。西梅还能帮助孕妈妈保持水分，防止脱水，这对孕妈妈和宝宝的健康都非常重要。

孕妈妈经常去健身房，又不能用药，该怎么办？

怀孕期间，孕妈妈的身体会变得非常脆弱，运动时需要格外小心。西梅含有丰富的钾，可以帮助孕妈妈保持电解质平衡，防止抽筋。此外，西梅还能帮助孕妈妈保持水分，防止脱水，这对孕妈妈和宝宝的健康都非常重要。

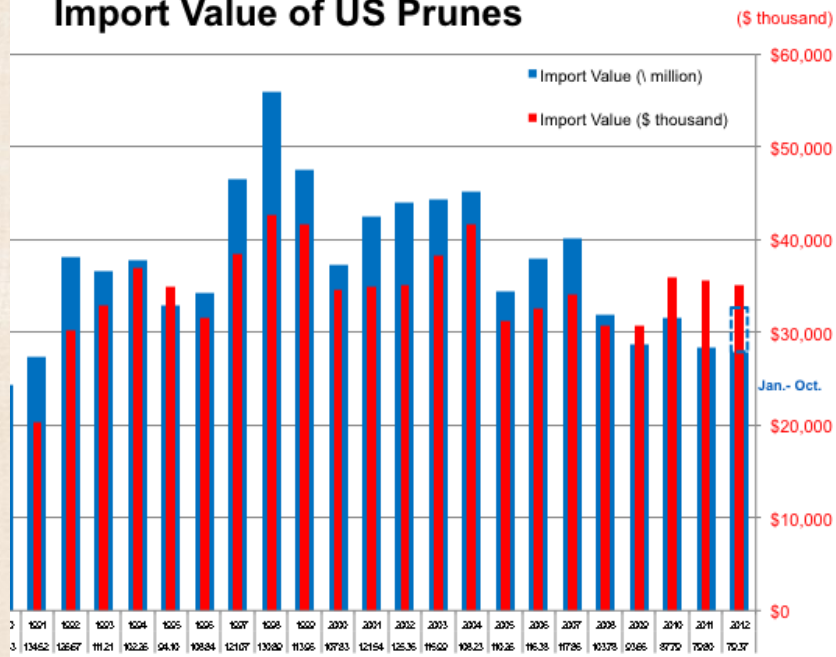
哺乳期，您知道西梅对您有什么好处吗？

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INTERNATIONAL OPPORTUNITIES

JAPAN

Import Value of US Prunes

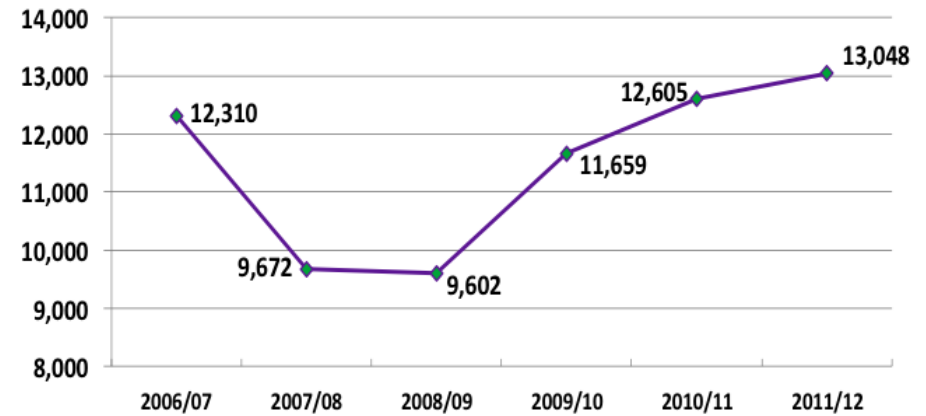


JAPAN

VOLUME(MT)

Market Shares

U.S.	98%
Chile	1%
France	1%



Source: USDA/FAS

August - November	MT
2011/12	2,985
2012/13	3,500

INTERNATIONAL OPPORTUNITIES JAPAN

日本の食事に、
プルーンのカリウム。

プルーンには、体内の塩分(ナトリウム)を体外に排泄する働きのあるカリウムが豊富に含まれています。塩分を摂り過ぎる日本の食事に、じょうずに取り入れたらいい高カリウム・低ナトリウム食品です。



プルーン咲く、
カリフォルニアの春。

世界の果樹王国カリフォルニアが生んだ
キング・オブ・プルーン

鉄分の王は美肌のロースです。

極めて女性のための果物です

鉄分・食物繊維が豊富な
カリフォルニア プルーン

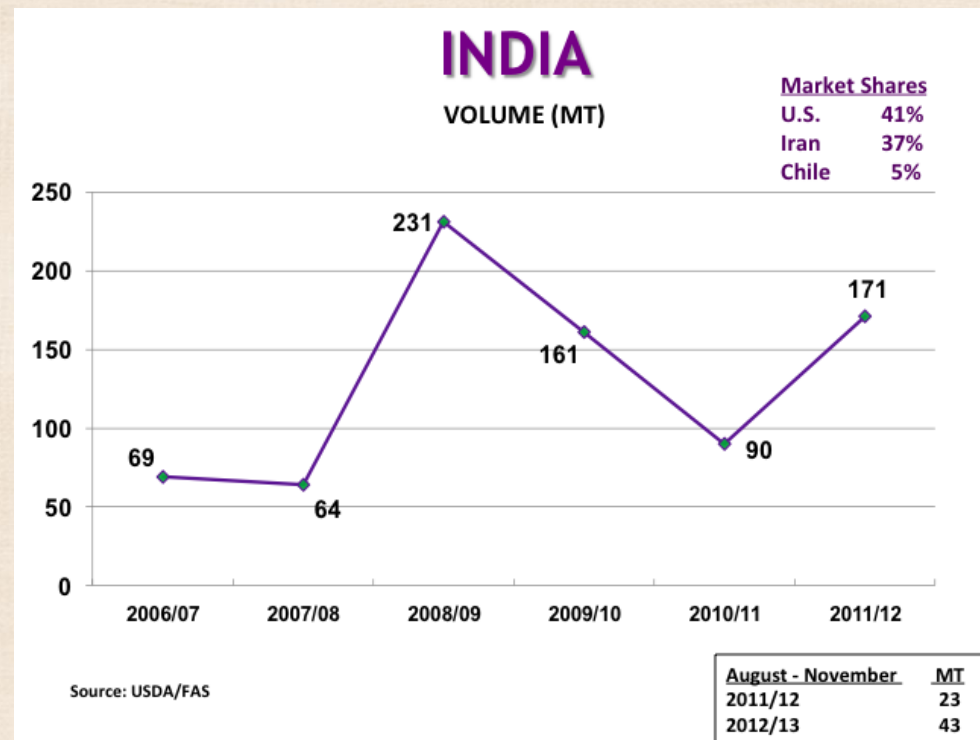


鉄分 食物繊維 抗酸化パワー カリウム

INTERNATIONAL OPPORTUNITIES

INDIA

- **Strong Economy**
 - Resilient to the current crisis
- **200 Million Middle Class Consumers**
 - Troubled by Health Concerns
- **Young population**
 - Part of a global village
- **Families getting smaller**
 - Open to change
- **High disposable incomes**
 - Willingness to spend
- **Retail Growth**
 - Making of a Revolution



INTERNATIONAL OPPORTUNITIES INDIA



INTERNATIONAL OPPORTUNITIES INDIA

- POS material
- Trade Shows
- In-Store Promotions
- Nutrition Seminars
- Institutional Promotions
- Celebrity Chef Cooking Demo
- Consumer PR



INTERNATIONAL OPPORTUNITIES INDIA

Indian Express

Seminar on role of Good nutrition



Hyderabad, May 7: Renowned nutritionist Geetu Amarnani explained the role of good nutrition for a strong immune system in an evening hosted by California Prune Board on 6th May at Saranatik Hall, Secunderabad Club.

blocks daily to ensure a healthy immune system. You need to start eating for health now. Therefore it is essential to make some wise food choices to stay fit. Snacking on prunes—dried plums gives you a healthy and convenient

The healing food

Last Saturday afternoon, Puneites rediscovered the meaning of 'health food' at Sen's restaurant. Called The Cook, Count Connection, the event was a combined initiative by food writer Jyotiee Balani, California Prune Board and Oakwood Premier. The Cook, Count Connection revealed that health food can be delicious too; it's all about using the right cooking techniques — non stick cookware and vital ingredients such as prunes. There is a whole lot to food than meets the eye and the palate as acclaimed nutritionist Naini Setalvad rightfully pointed out during the event.

To add spice to the event, numerologist Swetta Jumaani revealed the connection between numbers and food. Chef Shailendra Singh of Oakwood Premier dem-

onstrated three healthy recipes using prunes. All this made for an exciting afternoon for everyone present in this event. Chopped prunes can be added to pulavs, biryanis, deserts, kheers, custards, cakes and porridges and are a great source of Iron, potassium, Vitamin A, copper and soluble fiber.

Naini also gave a few pointers on healthy eating habits. She said, "Carry food with you instead of purchasing unhealthy quick bites. Prunes are zero in fat, and rich in iron as well as fibre. They also help prevent sweet cravings. Carrying nuts is also a good option. Choose foods that are not fried or laden with white flour or white sugar. Fresh fruits and vegetables are better than processed foods which are laden with preservatives and added flavours."

DISHING OUT HEALTH
Chef Shailendra Singh with a dish prepared by him at the event

Sakaal Times



Healthy Tidings

The Cook, Count Connection was a combined initiative of food writer Jyotiee Balani, the California Prune Board and Oakwood Premier, and it took place at the Senses

restaurant on Saturday, May 19. The event showed that healthy food can be delicious too, if made using the right cooking technique. The event was graced by nutritionist Naini Setalvad, and numerologist Swetta Jumaani, who revealed the connection between numbers and food. Chef Shailendra Singh of Oakwood Premier demonstrated three healthy recipes using California Prunes.



The Indian Express

PERFECT PRUNES

Prunes are simply sun-ripened, juicy plums that have been dried to remove some of the water. They contain similar levels

of an calorie. Prunes are a low fat, low salty snack and a surprisingly versatile cooking ingredient. The Dried Plum was born when agriculturists brought



Prune a good life

DEEBASHREE MOHANTY
NEW DELHI

Alumni from the Faculty of Management Studies, Delhi University.

If you are pining for prunes this summer consider yourself lucky. According to leading nutritionists the world over prunes are one of the best ingredients to keep you fit, happy and glowing. According to research, dried plums or prunes are a magical ingredient which works wonder on the digestive system and leaves an ever lasting impact on the skin making it a great facial too.

"It is essential to make some wise food choices to stay fit. Snacking on prunes gives you a healthy and convenient option," celebrity nutritionist Geetu Amarnani said at the recently held seminar conducted by the California Board of Prunes and Management

Better known for their tender taste and juicy flavour this fruit is a treat for the palate with nutritional qualities that meet every requirement.

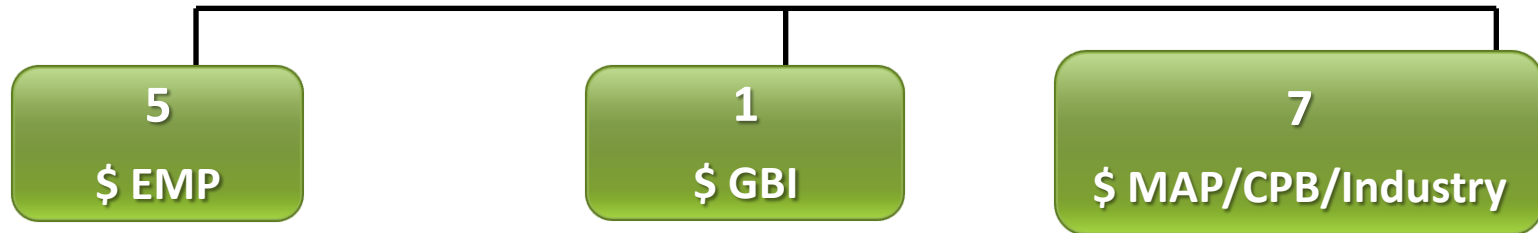
"It is also a great beauty treatment which works wonders in reducing dark spots, reduces wrinkles and helps in reducing tan," beautician Lopez Harmani, who is the first Indian to start a prune facial at her upmarket spa in Defence Colony called the Senses, tells you.

For dieticians it was about time that people realised the importance of this fruit. "Prunes contain no fat, cholesterol or sodium. This makes it a super fruit," Amarnani added.

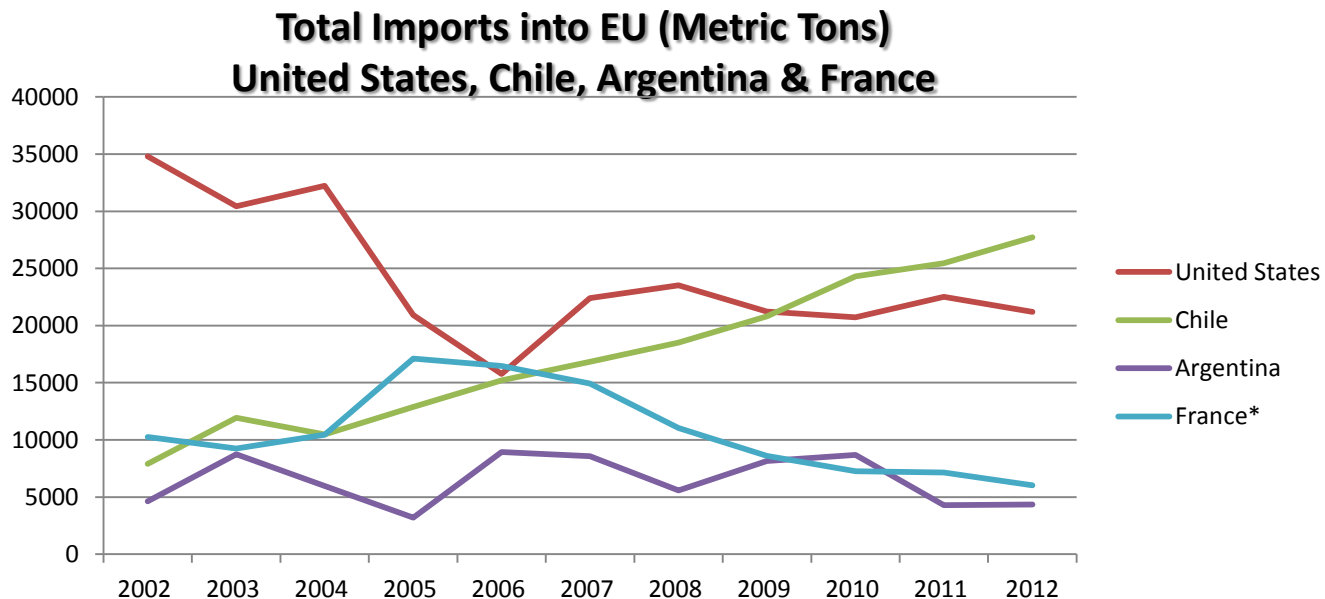
Sunday Pioneer

CPB EUROPE OFFICE

CURRENTLY ACTIVE IN 13 MARKETS



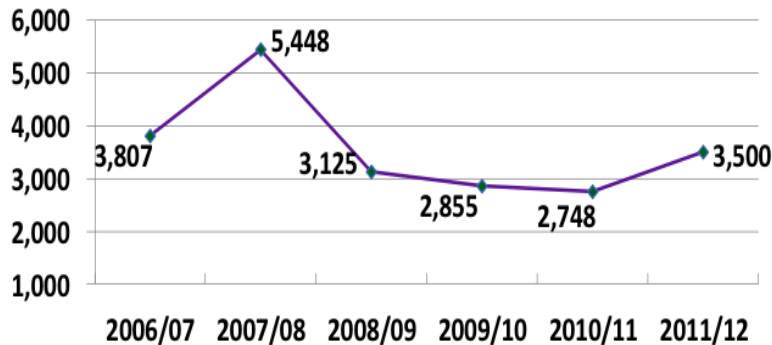
Variety of Government funding sources accessed to provide cost effective marketing budgets to the Industry



INTERNATIONAL OPPORTUNITIES UNITED KINGDOM

UNITED KINGDOM

VOLUME (MT)



Source: USDA/FAS

August - November	MT
2011/12	1,197
2012/13	915

Market Shares

U.S.	41%
Chile	41%
France	7%



INTERNATIONAL OPPORTUNITIES

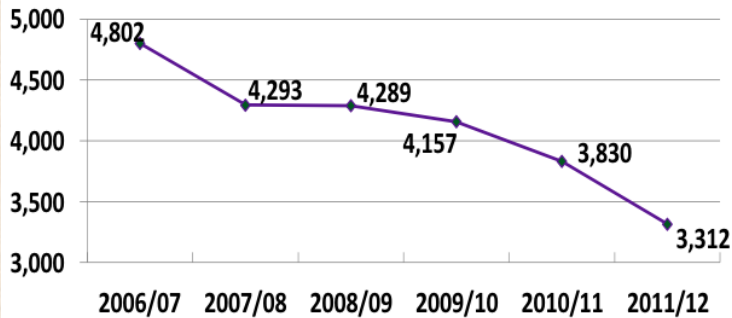
ITALY

ITALY

VOLUME (MT)

Market Shares

U.S.	32%
Chile	35%
France	9%



Source: USDA/FAS

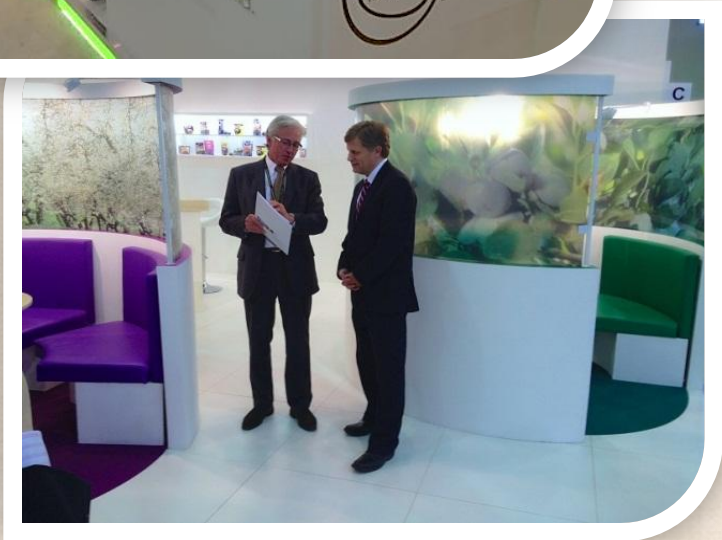
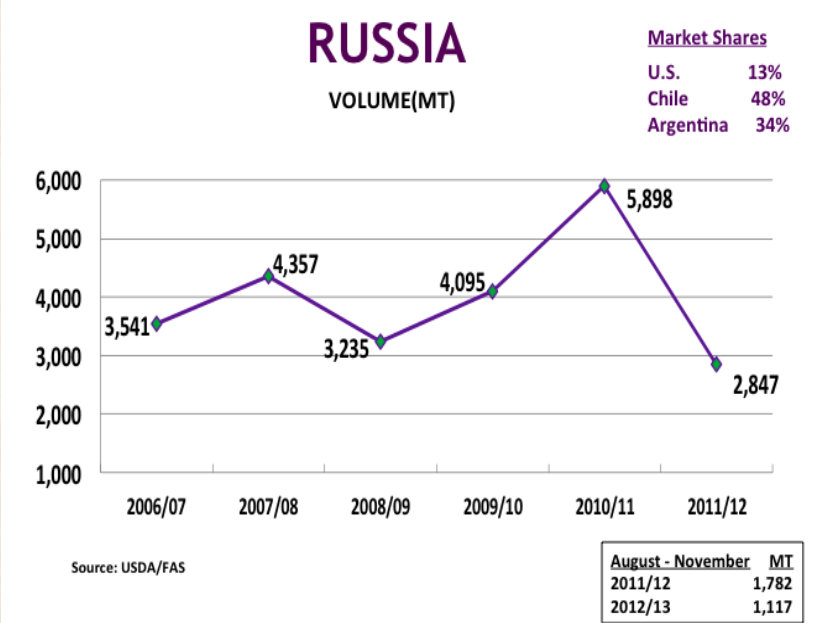
August - November	MT
2011/12	1,181
2012/13	1,558

- Trade focus: In-store
- Trade presentations
- Consumer PR coverage
- Consumer events



INTERNATIONAL OPPORTUNITIES

RUSSIA



International Opportunities Ukraine



**ЗАБОТА О КАЧЕСТВЕ—
ОСНОВНОЙ ПРИОРИТЕТ**

Нигде в мире не производят чернослив более высокого качества, чем в Калифорнии. Богата плодородная почва, теплый солнечный климат и лучшие ирригационные системы—уникальная комбинация для производства чернослива самого лучшего и стабильного качества во всем мире.

ЧЕМ ПОЛЕЗЕН ЧЕРНОСЛИВ?

- Содержит углеводы и практически не содержит жиров.
- Содержит только природный сахар, который абсолютно не вреден для зубов и расщепляется в кишечнике.
- Диаметр поршня чернослива (24—примерно 3 года) содержит всего 0,1 жира.
- Богат клетчаткой. В 4–5 годах чернослива содержится примерно одна норма ежедневной нормы потребления клетчатки для взрослого человека.
- Не содержит соли. В отличие от соевых бобов, чернослив фактически не содержит соли и идеально подходит для сердца.
- Чернослив—прекрасный источник калия. Сто грамм чернослива (10–12 ягод чернослива) обеспечивает 1/5 (20%) рекомендуемой суточной потребности в калии взрослого человека.
- Чернослив—отличный источник меди, которая положительно влияет на здоровье кожи и придает волосам насыщенный цвет, а также осуществляет транспортировку железа внутри вашего организма.
- Чернослив богат витамином К.
- В отличие от других закусок (фрукты, печенье) не влияет на повышение пЛ на зубах, приводящего к кариесу.
- Одна ягода чернослива (8 г) содержит всего 20 кал.

**ПОЛНОЕ СОДЕРЖАНИЕ
НЕОБХОДИМЫХ
ДЛЯ ОРГАНИЗМА
ПИТАТЕЛЬНЫХ ВЕЩЕСТВ
В ЧЕРНОСЛИВЕ**

Содержание витаминов и минералов	Чернослив (100 г)
Витамин С	0,6
аскорбиновая кислота (мг)	0,051
Тиамин/витамин В1 (мг)	0,186
Рибофлавин/витамин В2 (мг)	1,882
Ниацин/витамин В3 (мг)	0,422
Пантотеновая кислота (мг)	0,205
Витамин В6 (мг)	4
Фолиевая кислота (мкг)	10,1
Холин (мг)	0,4
Бетаин (мг)	781
Витамин А (ПН)	0,43
Витамин Е (мг)	39,5
Кальций (мг)	43
Железо (мг)	0,93
Магний (мг)	41
Фосфор (мг)	69
Кальний (мг)	732
Натрий (г)	0,002
Цинк (мг)	2,44
Медь (мг)	0,281
Марганец (мг)	0,299
Фторид (мг)	4
Селен (мг)	0,3

MAP MARKET EXPORT VALUE

AUGUST – JULY (\$000)

	<u>2010/11</u>	<u>2011/12</u>	<u>% Change</u>
United Kingdom	5,822	7,432	+ 28
Italy	11,691	10,308	- 12
Greece	1,011	1,004	- 1
Russia	<u>11,814</u>	<u>6,046</u>	- <u>49</u>
Sub-total	30,338	24,790	- 18
Japan	32,645	33,600	+ 3
China	6,141	8,048	+ 31
Hong Kong	6,837	6,928	+ 1
India	<u>293</u>	<u>540</u>	+ <u>84</u>
Sub-total	45,916	49,116	+ 7
Total MAP	76,254	73,906	- 3
Total WORLD	174,953	171,802	- 2

KEY INTERNATIONAL ISSUES

- ◉ EU tariff - Renewed Energy
- ◉ China - Application for Relief
- ◉ Russia - Valuation and Tariff Challenges
- ◉ European Food Safety Authority Ruling

THE WHOLE PACKAGE



CALIFORNIA DRIED PLUMS



Recipes

Nutrition

About Prunes and Dried Plums

In The News

Natalie
Coughlin

The Whole Package

Nutrition Composition

Ask the Dietitian

Digestive Health

Heart Health

The Whole Package - Prunes and Dried Plums

Why Are Dried Plums The Whole Package?

Whether you're exploring healthier alternatives to satisfy a sweet craving, or in search of an easy and flavorful ingredient, California Dried Plums (prunes) are The Whole Package. They have unique health benefits and are so versatile; they can be used in your favorite recipes or alone as a tasty snack.



Like No Other!