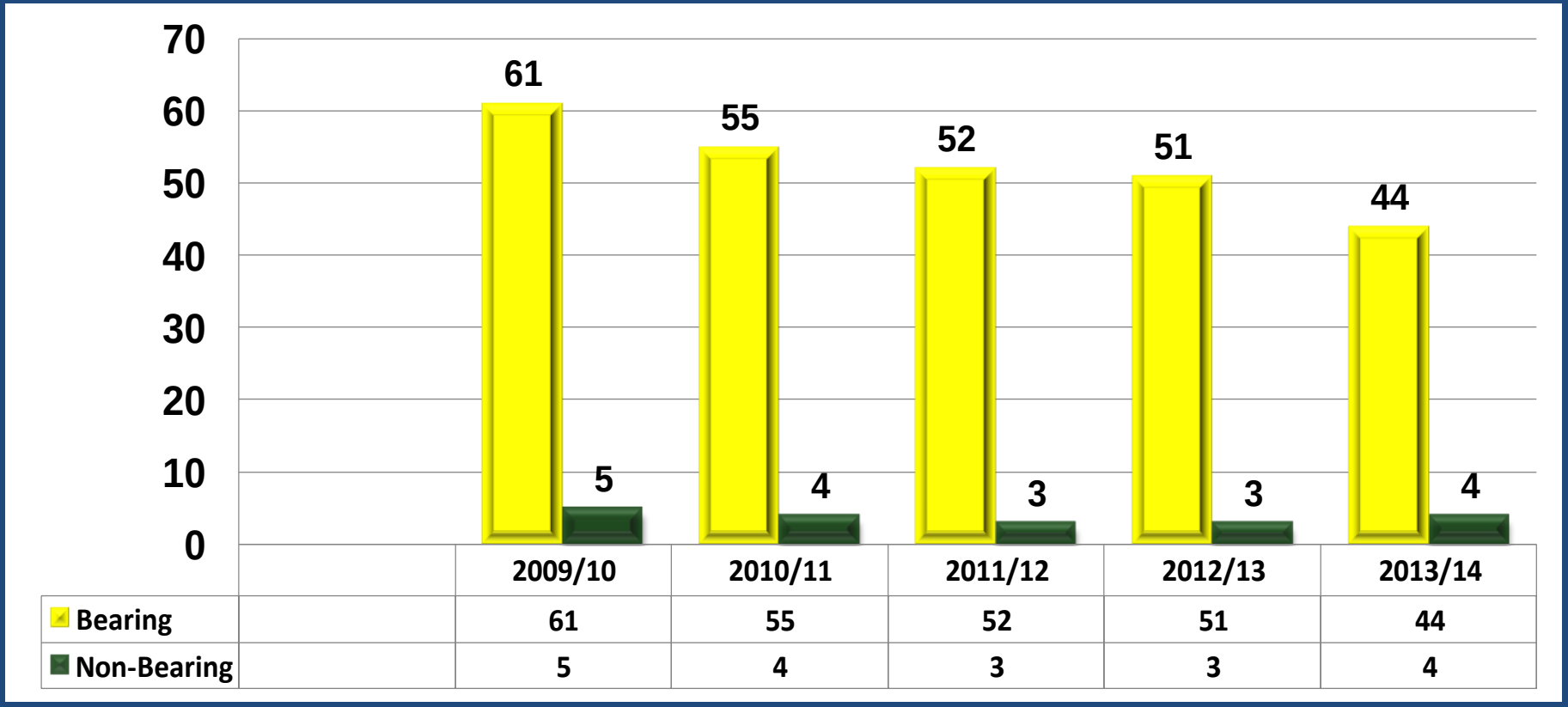
California Dried Plum Board

Tehama Prune Day
2/20/15

Prune Acreage

Acres (000)

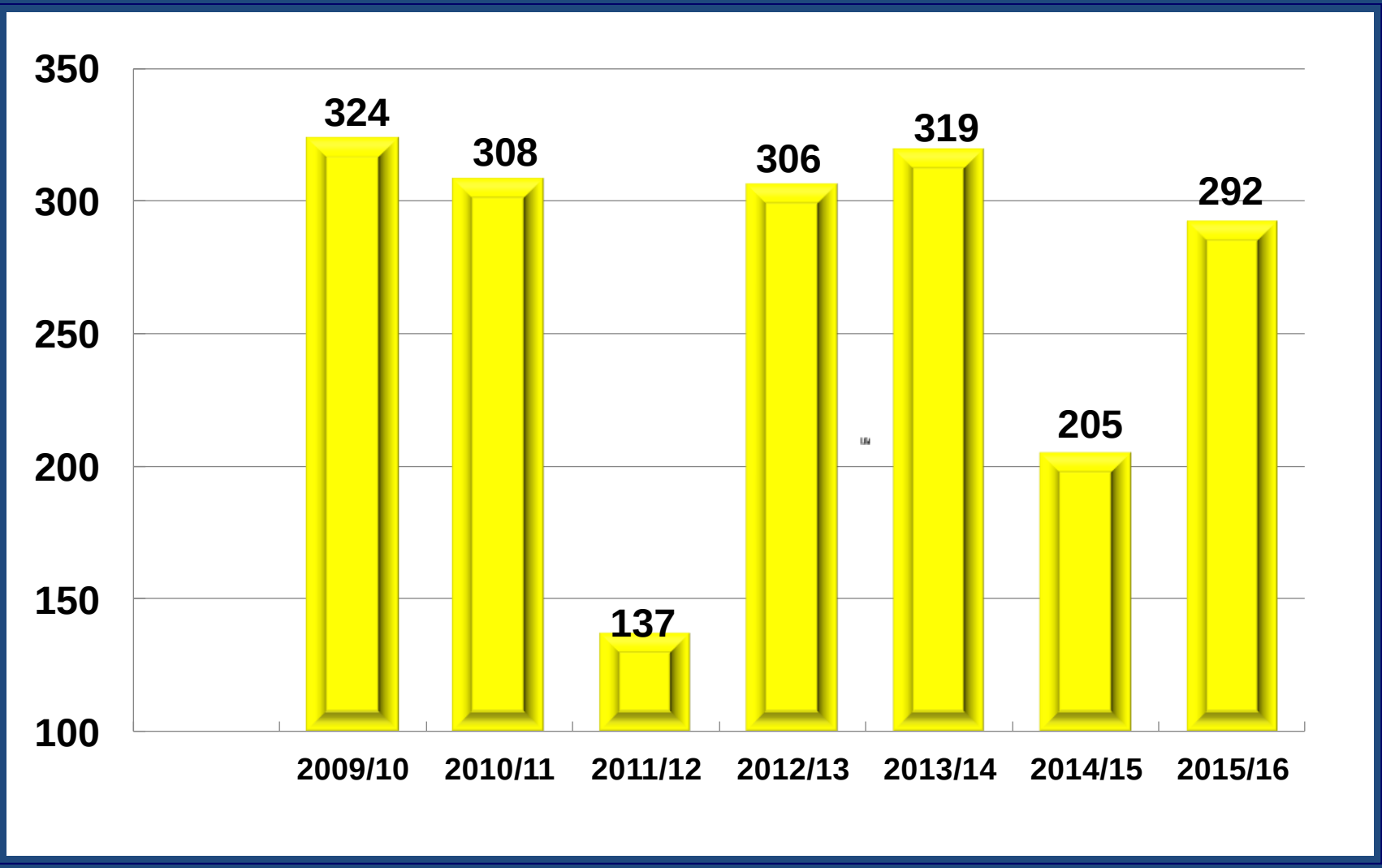


		2009/10	2010/11	2011/12	2012/13	2013/14
Bearing		61	55	52	51	44
Non-Bearing		5	4	3	3	4

Source: Processor Reports

Prune Tree Sales

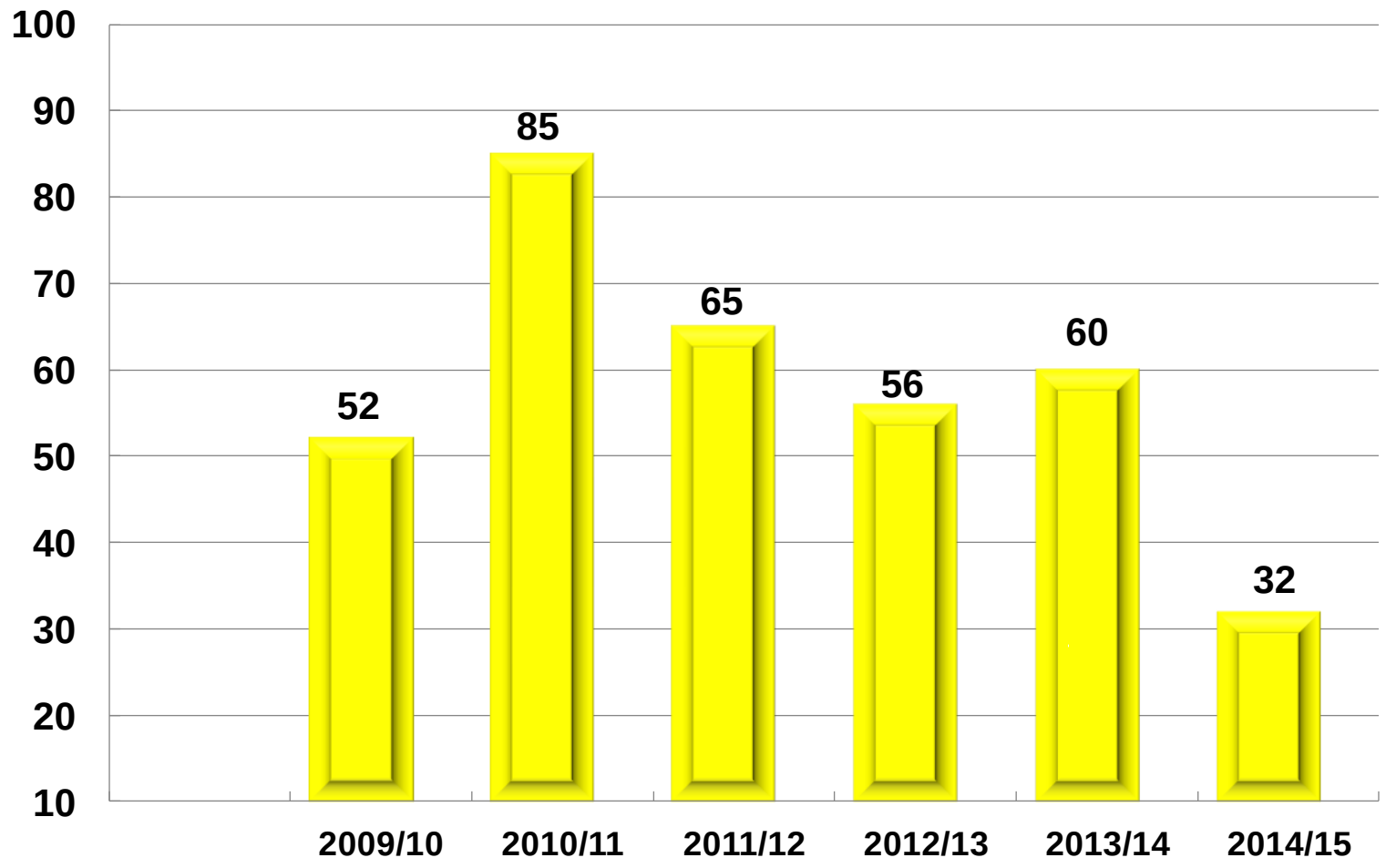
Trees (000)



Source: CDPB Nursery Survey

Carry-In Inventory

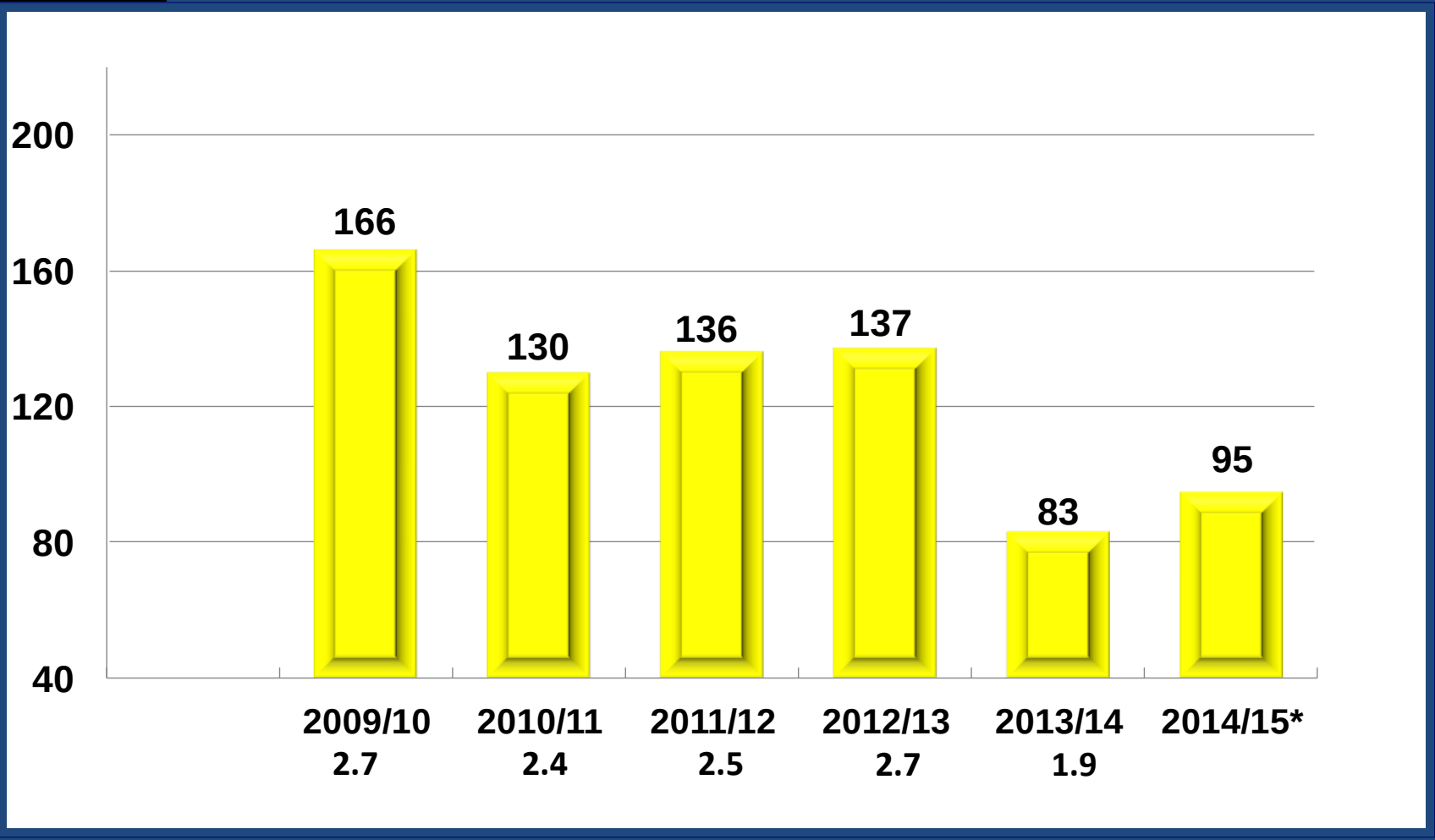
Tons (000)



Source: Processor Reports

Total Production & Yield

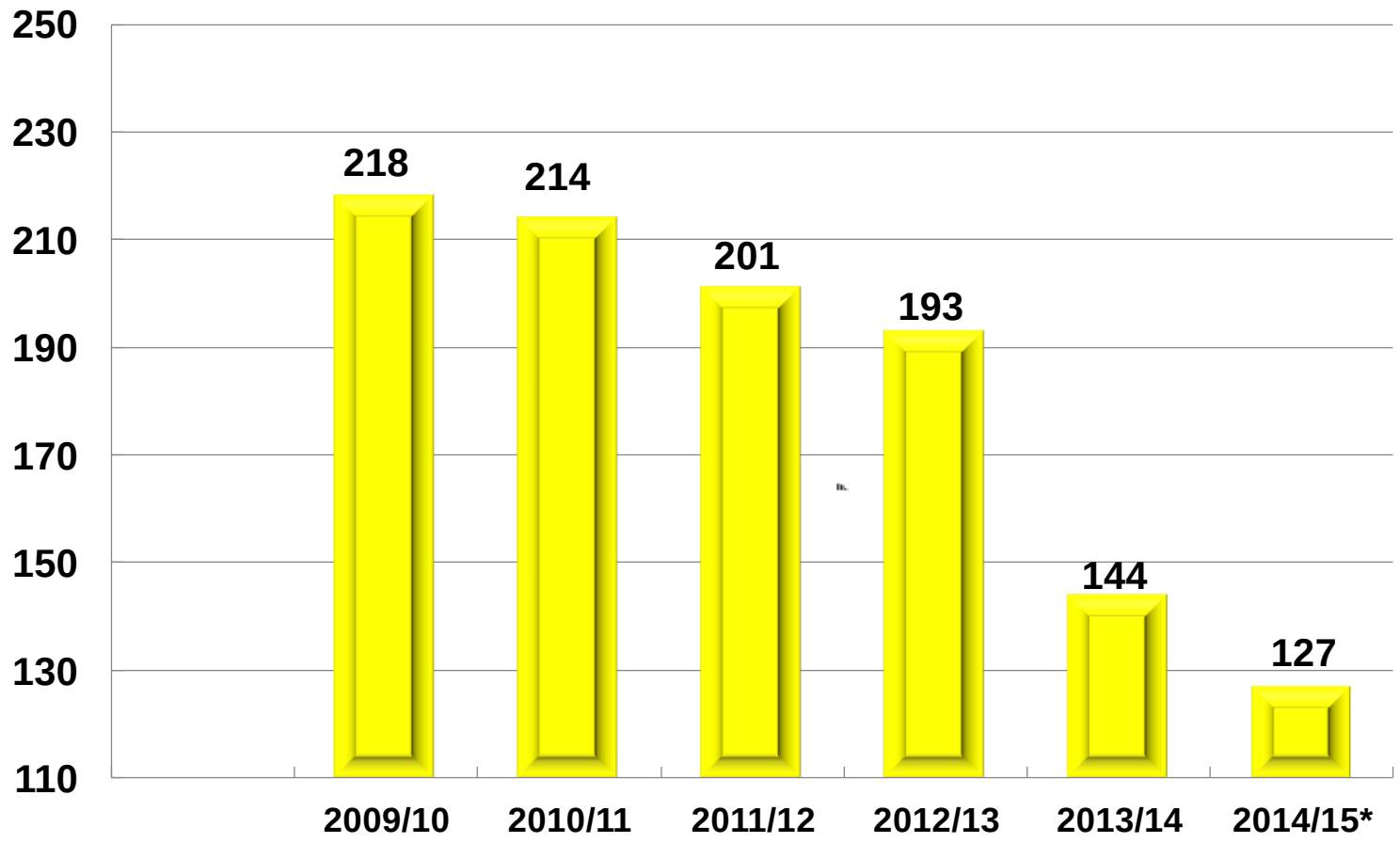
Tons (000)



* National Agricultural Statistics Service (NASS) estimate

Natural Condition Supply

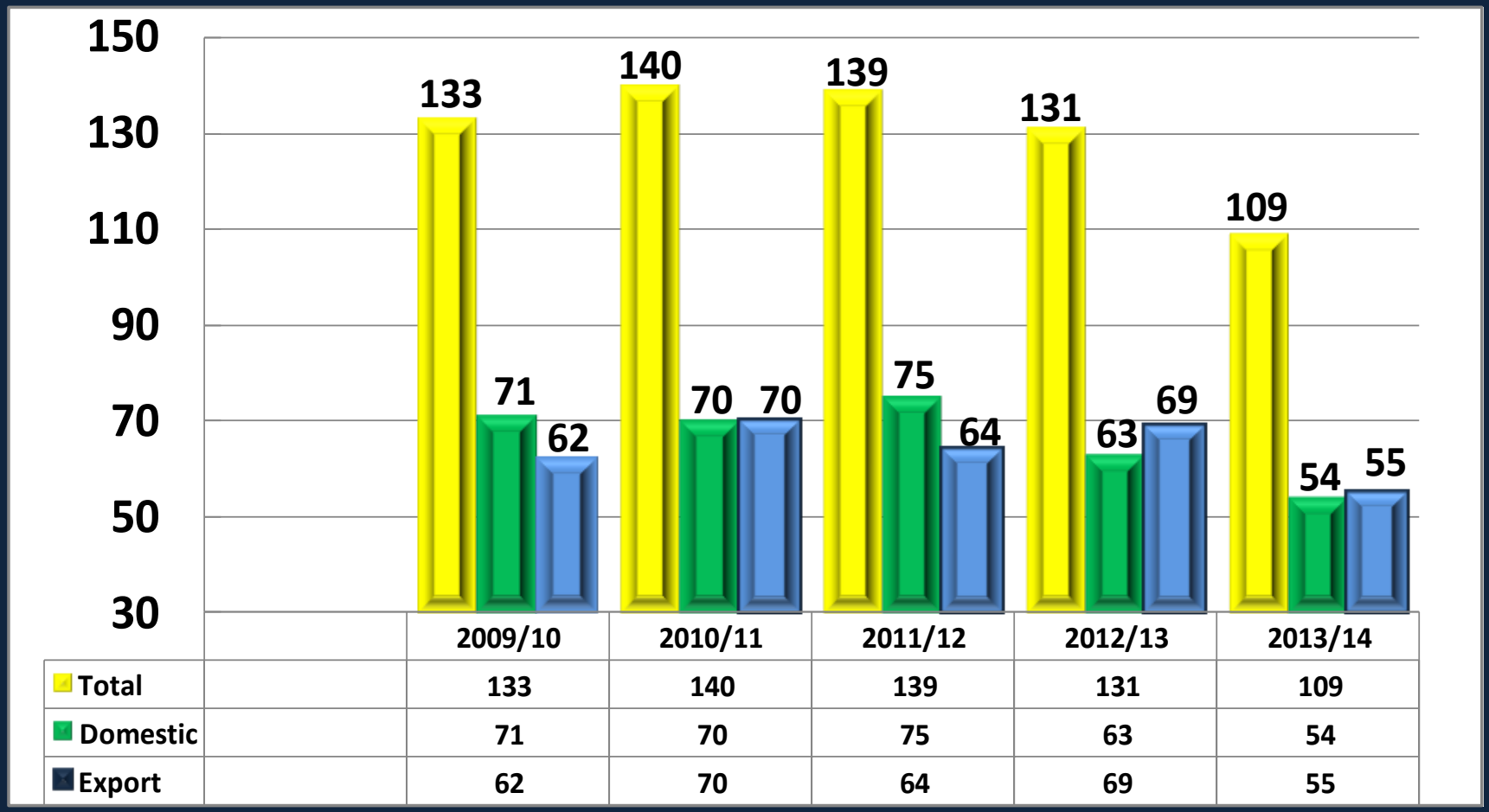
Tons (000)



* NASS estimate plus 2013/14 carryout as reported by processors

Total Shipments

Tons (000)

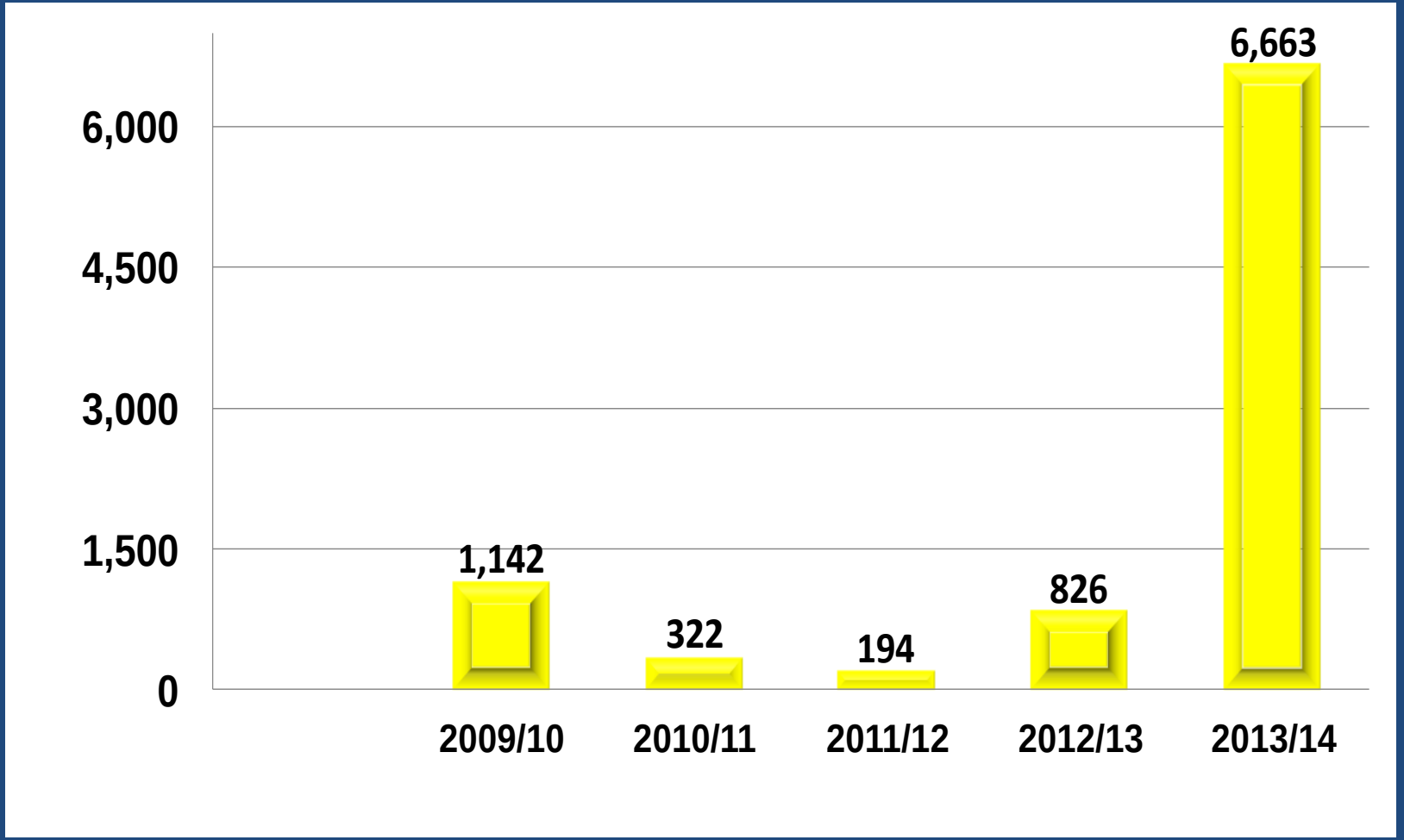


	2009/10	2010/11	2011/12	2012/13	2013/14
Total	133	140	139	131	109
Domestic	71	70	75	63	54
Export	62	70	64	69	55

Source: Processor Reports

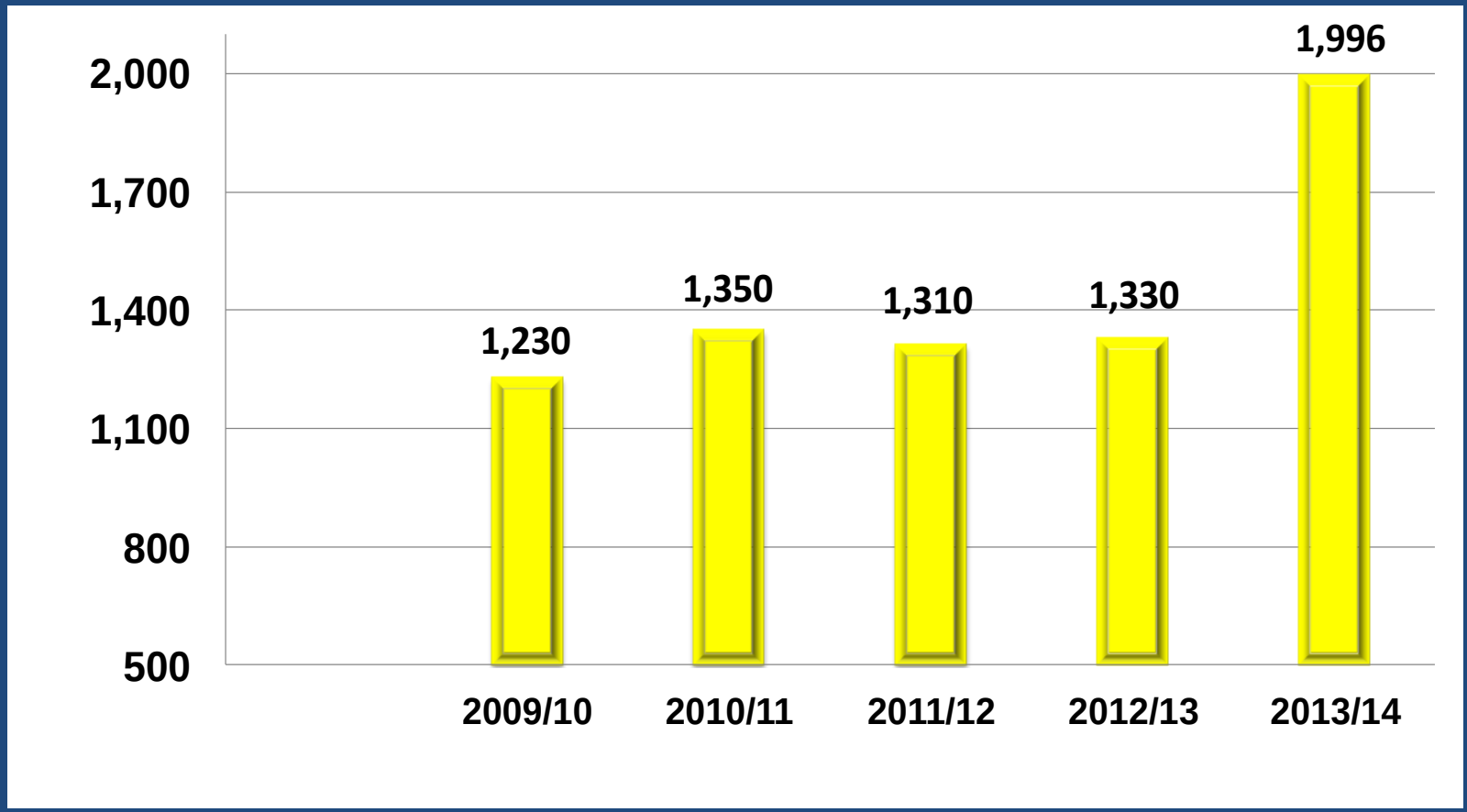
U.S. Prune Imports

Metric Tons



Source: USDA, FAS

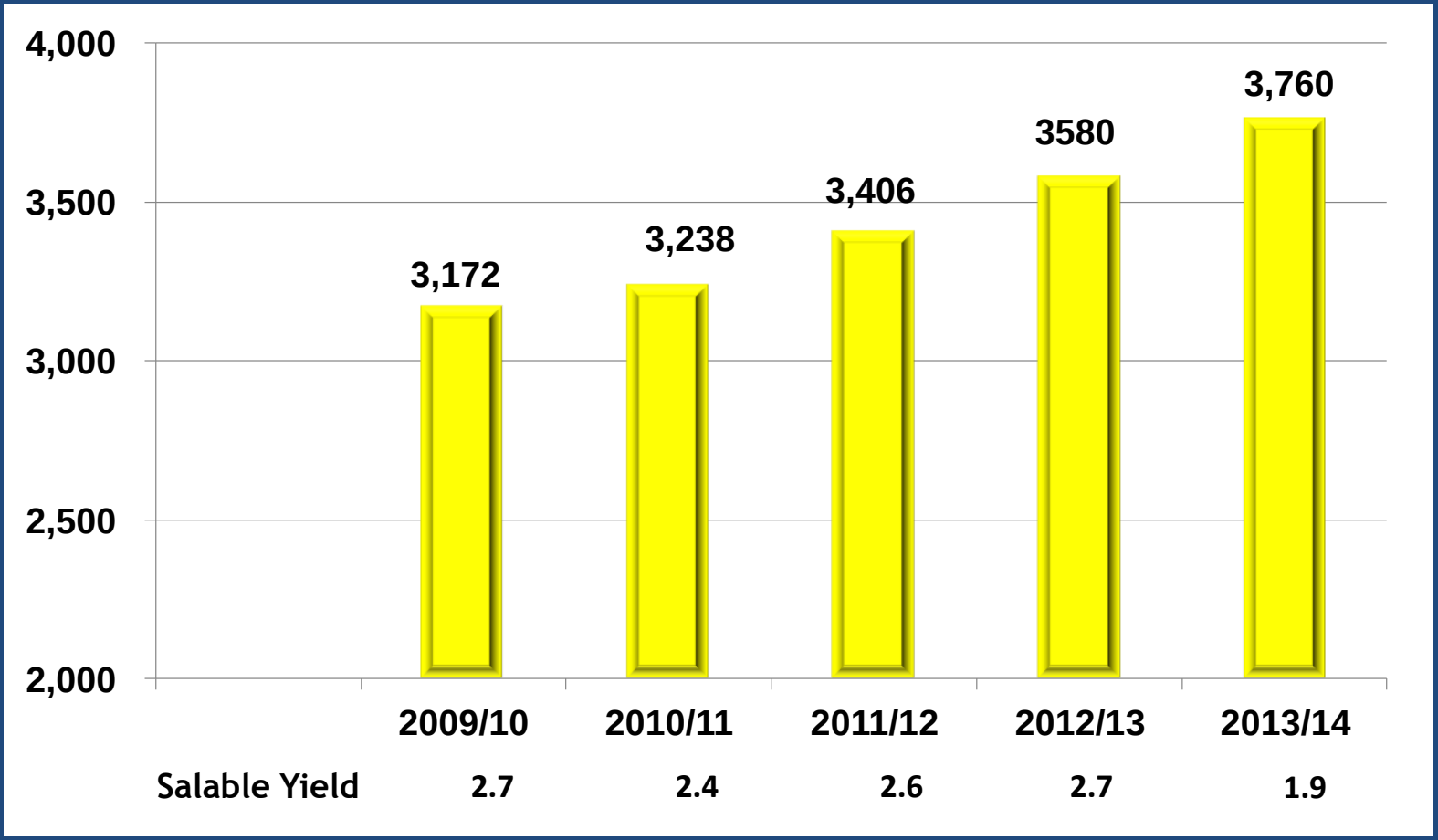
Average Grower Returns/Ton



Salable Production	166	130	136	137	83

Average Returns / Bearing Acre

$



MAP MARKET EXPORT VOLUME

(MT)

AREA/COUNTRIES OF DESTINATION	AUGUST - JULY QUANTITIES		AUGUST - DECEMBER COMPARISON		
	2012/13	2013/14	2013/14	2014/15	% Chg.
China/HK	9,307	5,033	3,077	1,598	- 48
Italy	4,191	4,384	2,077	1,731	- 17
Japan	11,420	11,884	4,308	3,531	- 18
Korea, South	1,526	1,400	433	475	+10
Poland	2,038	1,352	474	428	- 10
United Kingdom	3,759	3,341	1,261	913	-28

Source: USDA – FAS

MAP MARKET EXPORT VALUE

AREA/COUNTRIES OF DESTINATION	AUGUST - JULY ($000)		AUGUST - DECEMBER COMPARISON ($000)			AUGUST - DECEMBER AVERAGE PRICE PER TON COMPARISON ($0)		
	2012/13	2013/14	2013/14	2014/15	% Chg.	2013/14	2014/15	% Chg.
China/HK	16,605	11,340	6,359	4,037	-36	2,177	2,702	+24
Italy	12,530	11,192	5,839	4,688	- 20	2,811	2,709	- 4
Japan	29,465	32,368	11,750	9,639	-18	2,727	2,730	--
Korea, South	3,972	4,039	1,199	1,405	+ 17	2,771	2,956	+ 7
Poland	4,539	4,102	1,336	1,205	- 10	2,820	2,819	--
United Kingdom	8,971	8,727	2,863	2,266	-21	2,270	2,481	+ 9
Grand Total	189,181	175,058	75,525	70,334	- 7	2,812	2,644	- 6
Generic Markets Supported by MAP Funds (overall)			29,346	23,240	-21	2,523	2,679	+ 6

Source: USDA – FAS

Production Research

Working to protect and enhance your prune orchard investments through strategic and cost-effective research and investigation

--Varietal developments that reduce drying and pruning costs, improve fruit bearing variability and enhance quality

-- Furthering understanding and management options to combat disease and insect threats, weather related challenges and drought

-- Assessing our current nitrogen usage and developing best practices for efficient application to meet new state regulatory guidelines

-- Working to foster continuing relationships with leading researchers and farm advisors

NUTRITION RESEARCH
Our Cornerstone

NUTRITION RESEARCH PROGRAM

Accomplishments

Objectives are consistently providing the credible scientific base for consumer marketing messages and health professional relations that position dried plums as a nutritious food-based approach to a healthy lifestyle.

Priorities Set

The Nutrition Advisory Panel (NAP) recommended that research focus on the role of dried plums/prunes in digestive health to potential prebiotic functions; and bone health.

Structure/Function Claim Documented

A food law firm reviewed data from several years of research in animals and limited clinical trials and considered the general structure/function claim “dried plums help support healthy bones” adequately substantiated .

NUTRITION RESEARCH PROGRAM

Research Published or Presented at Key Scientific Meetings

- " The effect of dried plum on serum levels of receptor activator of NF-kB ligand, osteoprotegerin and sclerostin in osteopenic postmenopausal women: a randomized controlled trial" - *by Hooshmand S, Brisco JRY and Arjmandi B - published in the British Journal of Nutrition.*

- "The effect of dried plum on targeted gut flora and phenotype in a rat model of post infectious irritable bowel syndrome (IBS)" - *Christopher Chang MD, PhD, Cedars Sinai Medical Center, Los Angeles research - presented at the annual meeting of the American College of Gastroenterology.*

- "Impact of carbohydrate rich foods on glucose regulation, serum lipids, blood pressure and adiposity in prediabetes or metabolic syndrome: A novel role for incorporation of dried plums into a healthy diet." - *Mark Kern, PhD, RD, CSSD, San Diego State University, presented three abstracts at Experimental Biology*

NUTRITION RESEARCH PROGRAM

Research Leveraged

Dried plums, dried plum powder or letters of support have been provided to investigators studying arthritis, mechanisms involved in bone health and antioxidant status of smokers and non-smokers.

International Cooperation

The Nutrition Advisory Panel reviewed research undertaken on behalf of CPB Europe at Kings College on the "Effects of prunes on gastrointestinal health (OptiGut Study), and the Liverpool satiety study "Prunes and weight management" (Global Based Initiative).

Bernie Halloran, PhD, University of California, San Francisco, is investigating the "Effects of dietary supplementation with dried plum on attainment of peak bone mass during growth and development" with International Prune Association (IPA) funds.

International Nut & Dried Fruit Foundation (pending approval)
Dried Fruit and Blood Glucose/Cholesterol /Blood Pressure response

Manuscript Anticipated

"The effect of consumption of different doses of dried plum on bone density and bone turnover biomarkers in osteopenic postmenopausal women." Hooshmand S, Kern M, and Arjmandi B.

Research to be Completed

Strategic Communications

Ketchum

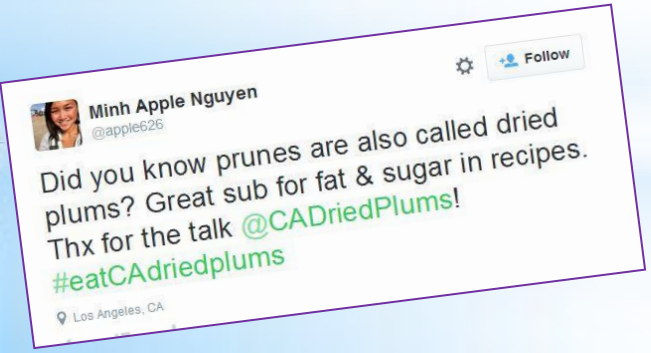
break through

California Dried Plums®

THE WHOLE PACKAGE.

Educational Luncheon with Influencers at UCLA

- **Raise awareness among nutrition opinion leaders of the CDPB's robust nutrition research program and how our results translate into health benefits for consumers**
  - Emphasis on bone health and pre-biotic research
  - Digestive health and heart health and other benefits mentioned
  - Educate about snacking/culinary use
  - Start dialogue and form relationships
  - Elevate dried plums' status



14,206 impressions to date

14 attendees

Upcoming Events

EB 2015
Experimental Biology
BOSTON
March 28 – April 1 • Boston Convention and Exhibition Center

Experimental Biology 2015

International Symposium on the Nutritional Aspects of Osteoporosis - Montreal

Woman's Day

Eat Healthy America: 52 Superfoods

Join WD's initiative to help make healthy eating a lasting part of your everyday

By Karen Ansel, RD

53 Share +1 Like 421 Pin it Tweet 63

› Healthy Eating Tips

ads

52 Superfoods

Fill up on these nutrient packed foods, which can help you fight disease. Feel more energetic and even lose weight.

Photo by: Iain Bagwell

1. Eggs Each egg has 6 grams of protein but just 72 calories. No wonder researchers at Pennington Biomedical Research Center in Baton Rouge, Louisiana, found that eating eggs for breakfast (as part of a low-cal diet) helps you slim down.

2. Tomato sauce It's loaded with lycopene, which makes your skin look younger and keeps your heart healthy. In fact, a Harvard study found that women with the most lycopene in their blood reduced their risk of a heart attack by 34%.

3. Dried plums(prunes) They're packed with polyphenols, plant chemicals that have been shown to boost bone density by stimulating your bone-building cells.

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THE NEW MEASURE OF SUCCESS
MEN'S FITNESS

7 Old-School Fruits You Should Be Eating

These forgotten fruits pack powers that can help keep you healthy.

By Kristin Ambrosino

7 FORGOTTEN FRUITS

Dried Plums: Bone Builders

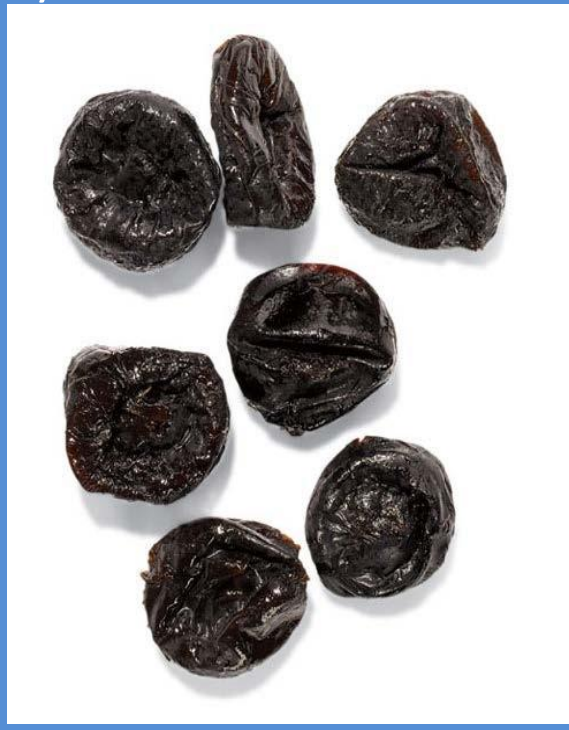
You've probably only associated prunes with their ability to—er—push material through your **digestive system**, but get this: According to a study from Oklahoma State University and the University of Oklahoma, dried plums may also help prevent the deterioration of **bone mass**.

Men's Health

BEST POWERFOODS FOR MEN

Eat these foods often to boost your health and stay lean all year

The 10 Best Powerfoods for Men



8 Prunes

The combination of fiber and carbs in dried plums can prevent blood sugar swings. A study from UC Davis suggests that prunes may also help reduce blood levels of LDL (bad) cholesterol.

Great for: Heart, Metabolism

BY THE EDITORS OF MEN'S HEALTH, APRIL 02, 2014
PHOTOGRAPH BY LEVI BROWN, PHOTOGRAPHS BY MITCH MANDEL

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University of California, Berkeley

Wellness Letter

News and expert advice from the School of Public Health

SPECIAL FALL ISSUE

Healthy eating, A to Z

A sampler of favorite food and nutrition topics

Dried plums: bone up with them

Dried plums (that is, prunes, before marketers changed the name) are good for promoting digestive regularity. They may also enhance bone health, according to a study in the *British Journal of Nutrition* of postmenopausal women, which found that consuming 3.5 ounces of prunes a day for one year significantly increased bone density in the spine and forearm. That's about 10 prunes, admittedly a lot, with about 20 calories each. According to the researchers, prunes may help suppress bone breakdown. They are especially rich in vitamin K (an important bone nutrient), as well as antioxidants (which may help shield bones from oxidative damage). And they have more boron—which also plays a key role in bone health—than most fruits. If you're not used to eating prunes, add them gradually to your diet.

U.S.News & WORLD REPORT

Sept. 4, 2014

Kristin Kirkpatrick, MS, RD, LD, manager of Wellness Nutrition Services at the Cleveland Clinic Wellness Institute.

Stock Up On the Good Stuff: Surprising Staples in a Dietitian's Pantry

Get ready for prunes, seaweed, pea protein powder and more. By Kristin Kirkpatrick

Pantry Item: Prunes

Full of fiber and antioxidants, prunes provide more than just relief from constipation. Research indicates that eating prunes may assist in weight loss and weight management. Studies also show that prunes are beneficial for bone health; a study by Florida State University found that prunes significantly increased bone mineral density in postmenopausal women.

FitMamas

9/11/2014

4 Healthy Snacks to Always Have on Hand

August 27, 2014 **By: Erin** Leave a Comment

After sharing her tips on eating by trimester recently, Anita Mirchandani, M.S, RD, CDN, is back today to talk post-pregnancy nutrition — specifically, a few snacks that are great for new moms! Anita is a registered dietitian and maintains current fitness certifications in indoor cycling, kickboxing, group exercise and personal training. In 2012, Anita co-founded FitMapped, a platform to help users find fitness and connect with fellow enthusiasts. Starting June 2014, Anita will be representing the New York State Dietetic Association as media spokesperson. Follow @FitNutAnita or @FiTMAPPED for fitness and nutrition updates.

Whether you work 80-hour weeks, manage a family and a career, or perhaps you've just had a baby, finding time to eat right may not be in your favor. Sometimes we just grab whatever we can get our hands on because of our crazed schedules. As a dietitian and mom-to-be, I figured why not offer some healthy snack suggestions so that when you do reach out for them, it's a win-win?

4. Dried plums. Recent research provides evidence that naturally sweet, dried plums support bone health, digestive health and heart health. Also to note, they could help manage weight through improved satiety perhaps by producing lower-glucose and/or appetite-regulating hormone concentrations. Dried plums contain potassium, soluble and insoluble fiber, and antioxidants. In fact, a serving of ¼ cup contains 100 calories, 26 grams of carbs and 0 ggrams fat. In my opinion, an overall smart snack suggestion for just about anyone!

I can also vouch for dried plums for any new mama! The prune gets a bad rap, but it's delicious (and helpful!)! —*Erin*

San Jose Mercury News

Incorporate winter superfoods for optimal health

POSTED: 01/20/2015

Illnesses seem to peak during the winter months. A tapped-out immune system as well as dry, cold air may encourage the spread of common viruses and bacterial infections more easily. As a result, it's important that men, women and children take every step possible to ward off sickness when the temperatures drop. Dietary changes can make a world of difference, and more and more people are including these proven superfoods in their winter diets.

Avocado: Avocado has high levels of essential fatty acids and vitamin B6, which is important in the biosynthesis of important neurotransmitters. Foods high in B vitamins may be able to counteract some of the symptoms of winter-related depression.

Pomegranate: This quirky fruit has vitamins C and K, folate and potassium and is a good source of fiber. Pomegranate has anti-inflammatory properties, which can help in reducing joint pain and preventing strokes. Pomegranate may also help the body fight viruses.

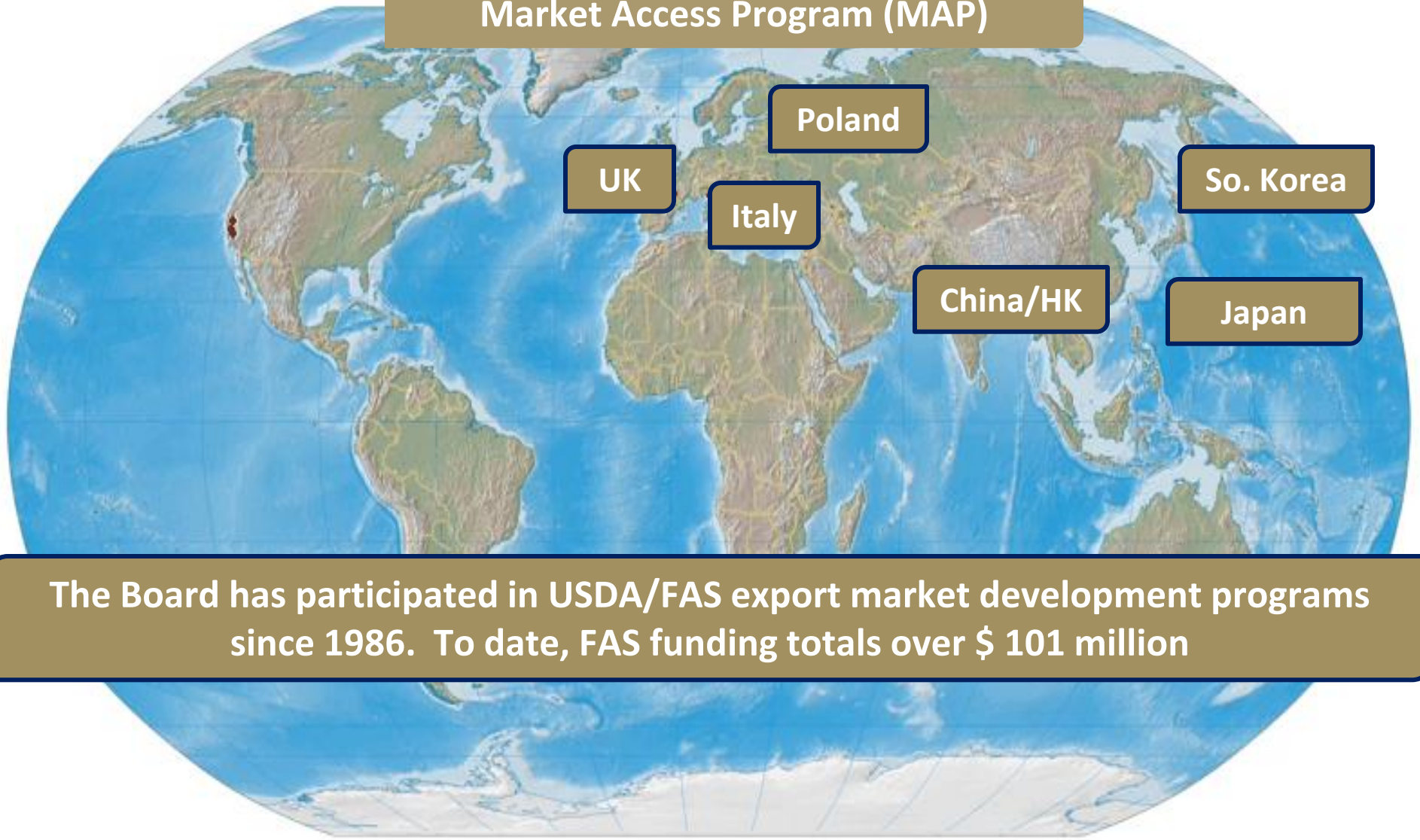
Cinnamon: Cinnamon has high levels of antioxidants, and some studies point to cinnamon as a natural antibacterial agent. Cinnamon also can help regulate blood-glucose levels, which is beneficial for those with diabetes.

Prunes: Now widely referred to as "dried plums," prunes are an important source of boron, which could prevent osteoporosis. High in antioxidants, prunes help the body fight a variety of illnesses.

INTERNATIONAL MARKETING

2014/15 USDA/FAS

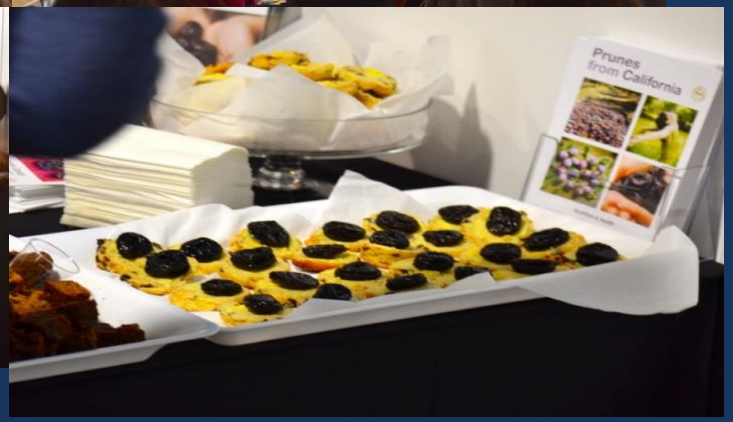
Market Access Program (MAP)



The Board has participated in USDA/FAS export market development programs since 1986. To date, FAS funding totals over $ 101 million

EU HEALTH AND NUTRITION

food matters live...

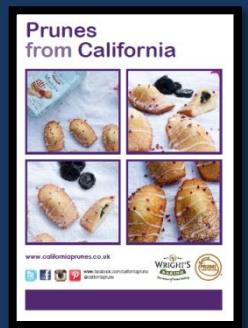


Cake & Bake 2014

California prunes were headline sponsor of the Cake and Bake's prestigious Competition Theatre which saw high profile media cooking celebrities demonstrating California prune recipes during an interactive, competitive demonstration programme across the 3 day show

This drew crowds of up to 750 consumers for each show
X 6 shows per day = 4,500 reach

The sponsorship package included highly visible branding either side of the stage, the opportunity to air the harvest video on a loop on a live feed throughout the show. A new recipe card was developed and was given out during each demonstration



California Prune
Most Effective Marketing Initiatives in Japan

California Prune Puree as a Fat Substitute

Moist and Springy Prune Bread Supports Your Health

California Prune Board
Japan Marketing Office

TRADE ACTIVITIES

1. Baking Seminar

- Developed formulae (recipes) of breads using prune puree as a fat substitute.

2. California Prune Baking Product Development Contest

TRADE ACTIVITIES

3. New Product Launch Support

Grand Prize Winning Product
"Prunes and Nuts Galore with Wheat Germ"
324 Yen (3 slices)

Kobeya Baking
4th largest baking company

"Croissant"
(Circulation:133,730)- Lifestyle women's biweekly magazine

CONSUMER ACTIVITIES

1. How-to Video on YouTube

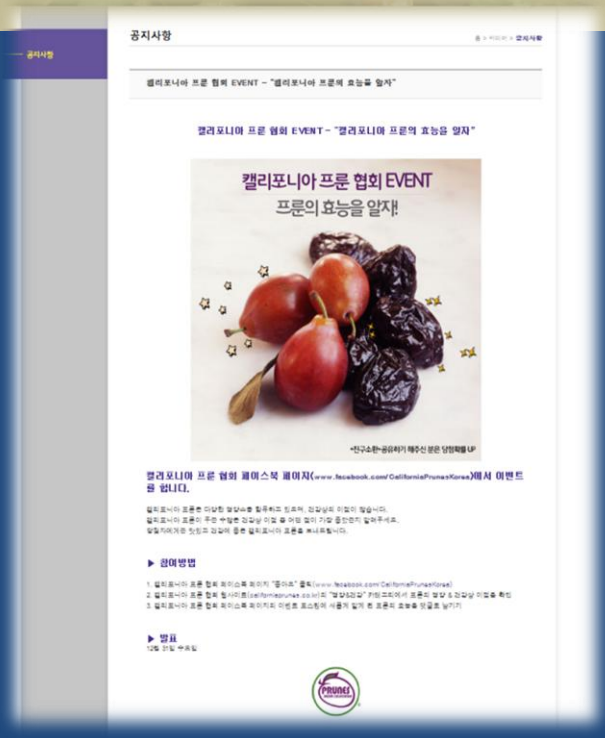
- Over 10,000 views at the present.

2. Recipe Books

SOUTH KOREA

Developing a new market

Website Development and Social Media



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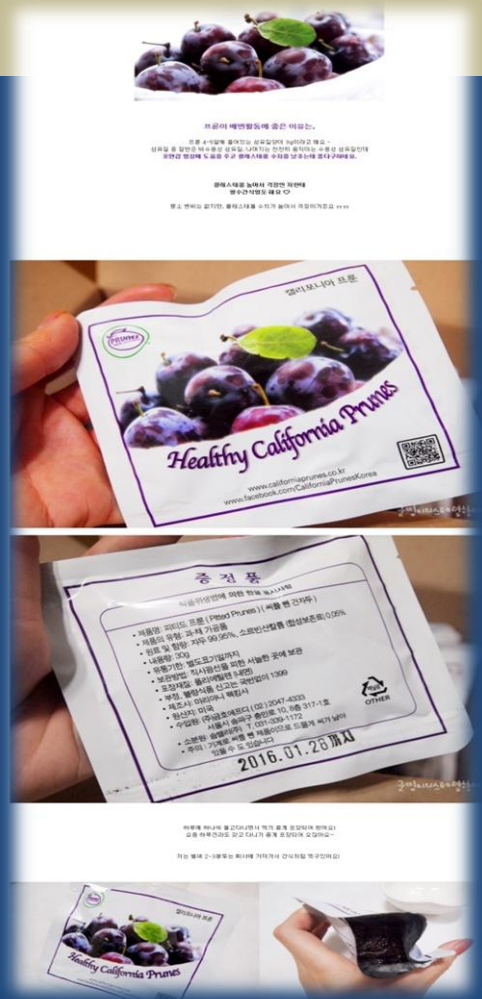
Blogger Promotion
– "virtue of California prunes"



CPB - Korea

PRUNES FROM CALIFORNIA®

Media Outreach & Social Media Communications

6. 캘리포니아 프룬 협회

프룬Prune을 식단에 추가하는 것이 과체중을 줄여주고 허리 둘레를 감소시키는 데 도움을 준다는 리버풀 대학교University of Liverpool연구팀의 연구결과가 나왔다. 프룬은 섬유질의 훌륭한 공급원으로, 영양이 풍부하고, 석탄산을 함유해 항산화 기능에도 도움을 준다. 캘리포니아 프룬 협회의 한국 지사 홈페이지와 페이스북 오픈 등의 활동으로 더욱 소비자와 가까워질 예정이다.

Tel. 02-543-9380

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Questions?

Thank you!