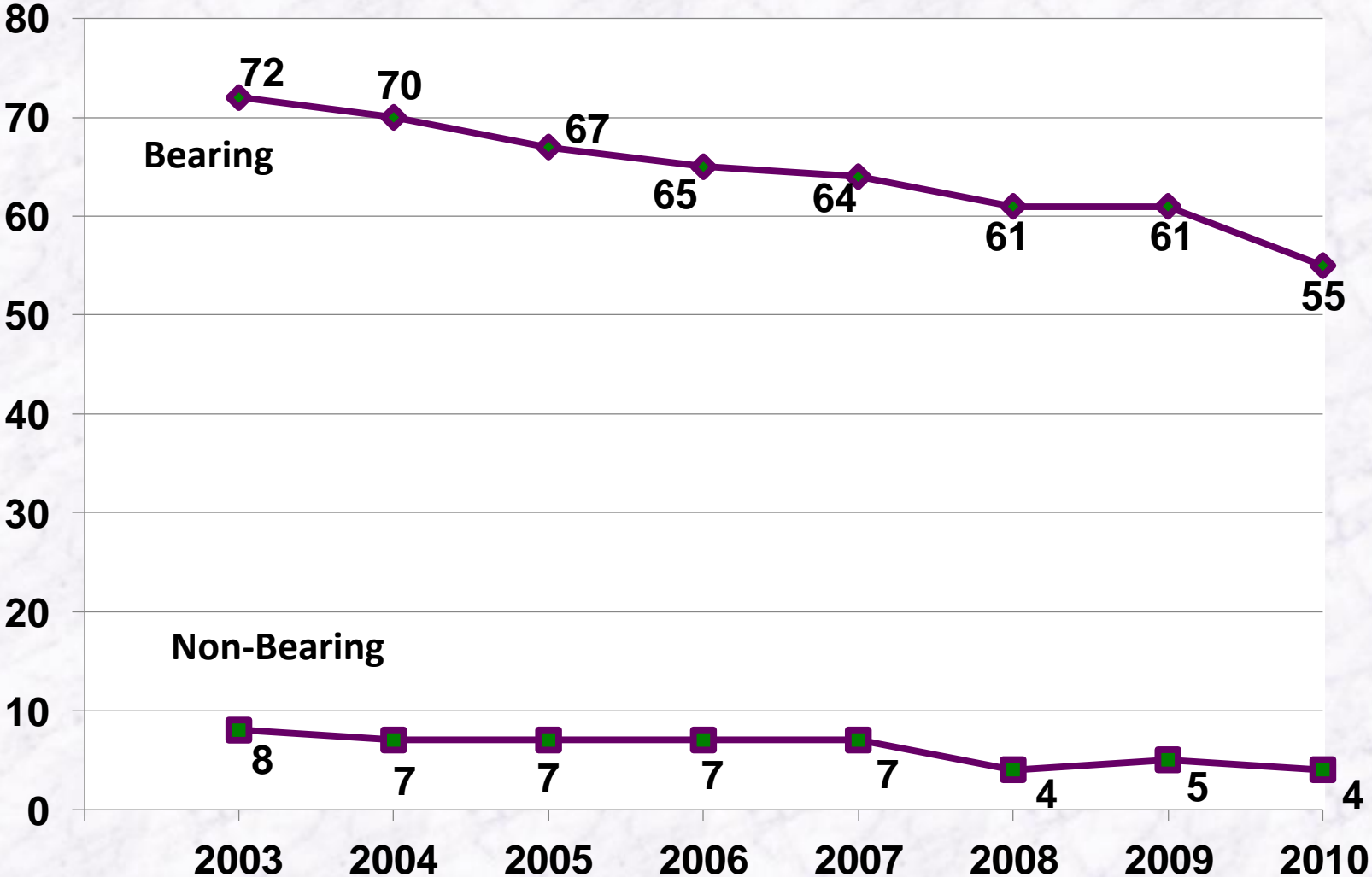


# **CALIFORNIA DRIED PLUM BOARD**



# Prune Acreage

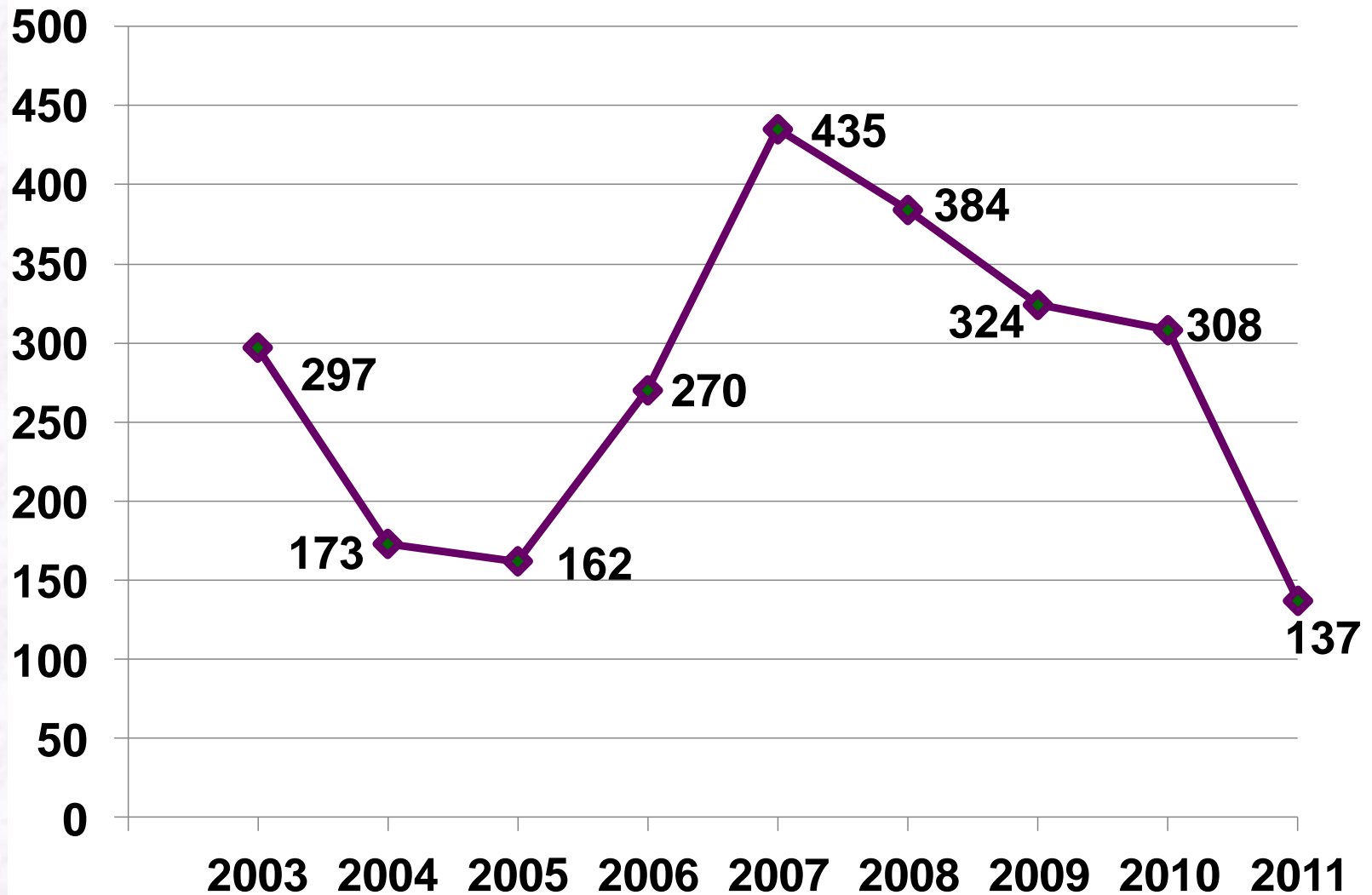
Acres (000)



Sources: CASS thru 2006, Handlers 2007 on

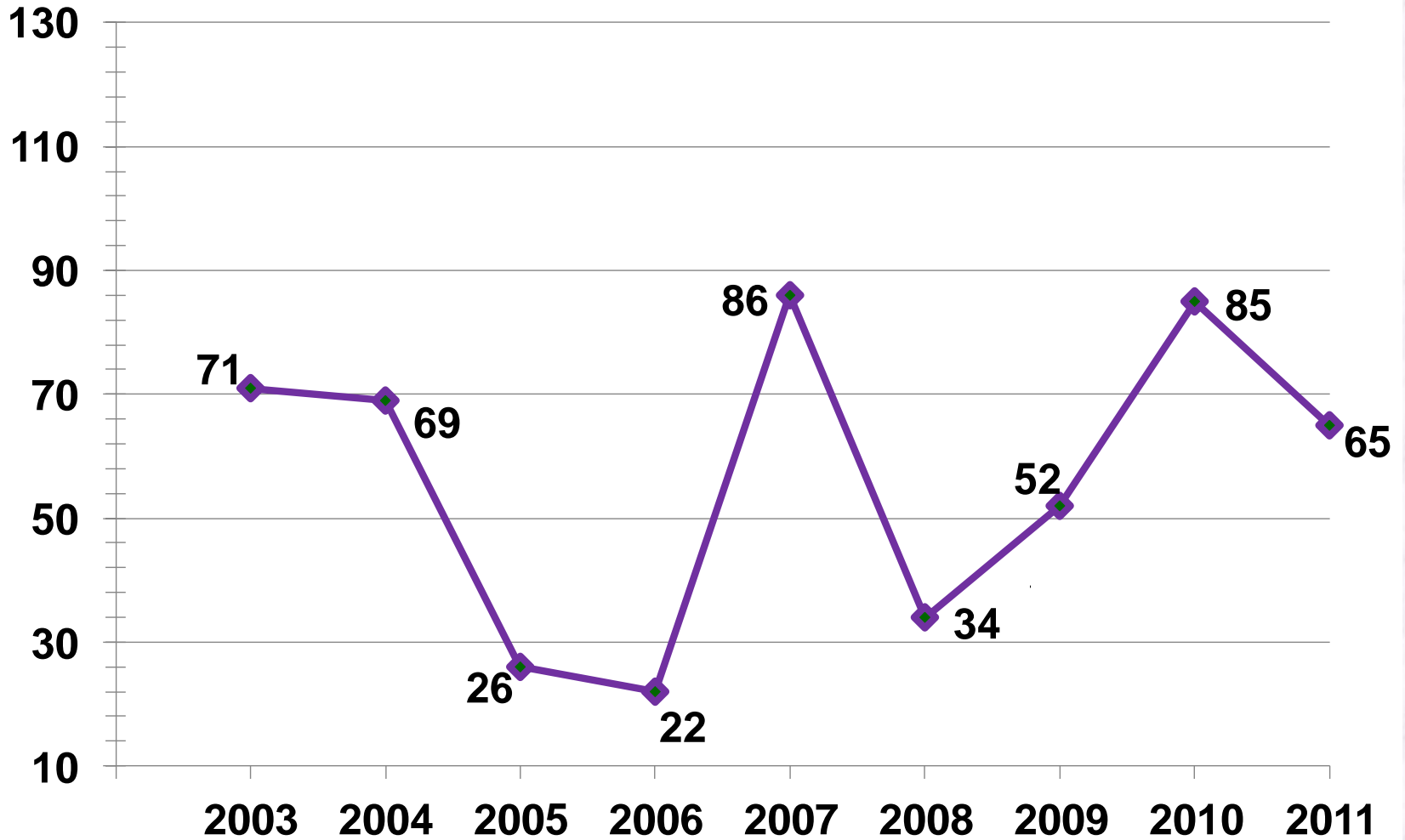
# Prune Tree Sales

Trees (000)



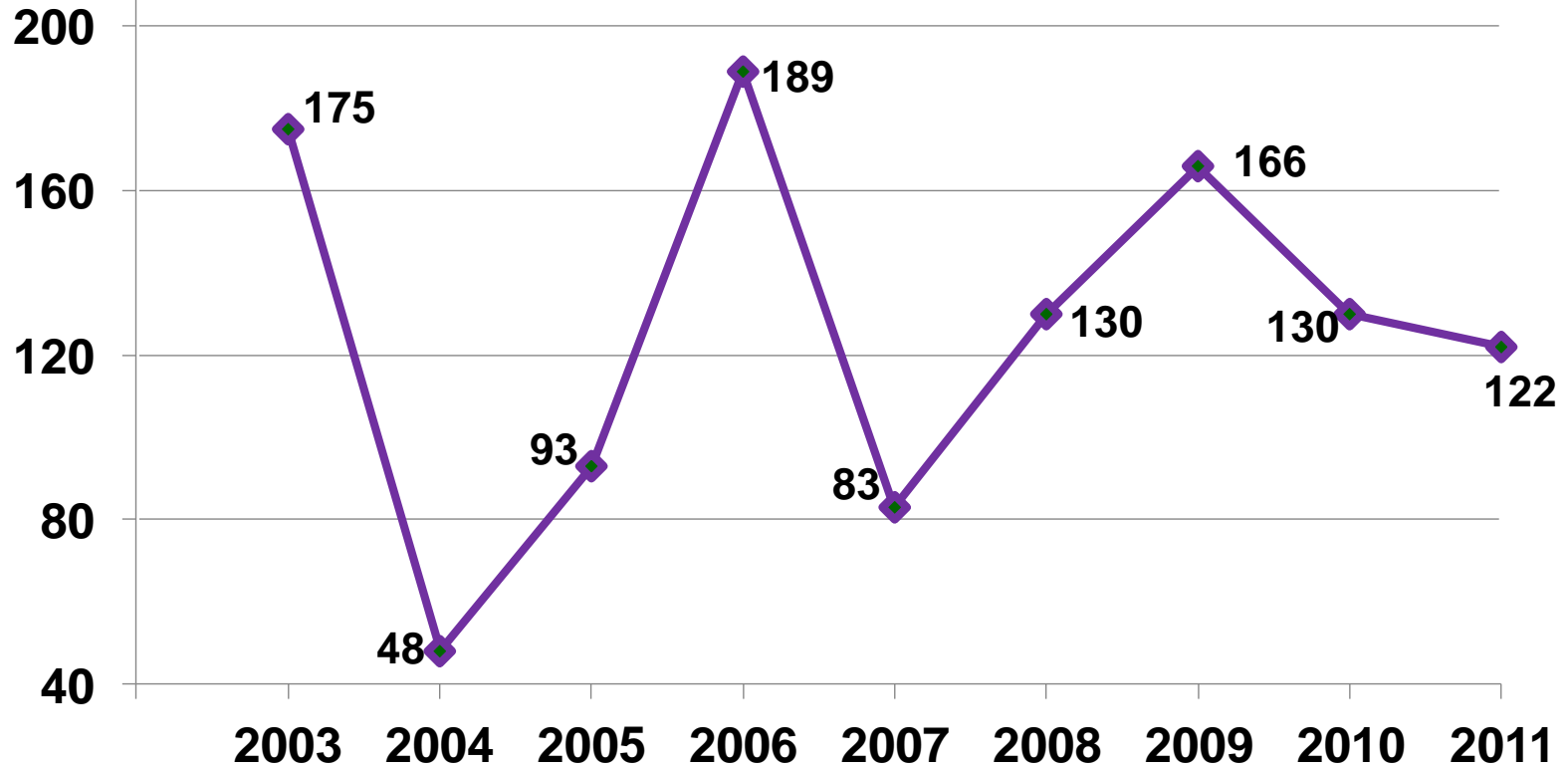
# Carry-In Inventory

Tons (000)



# Total Production & Yield

Tons (000)



2.3

.7

1.4

2.8

1.3

2.1

2.7

2.0

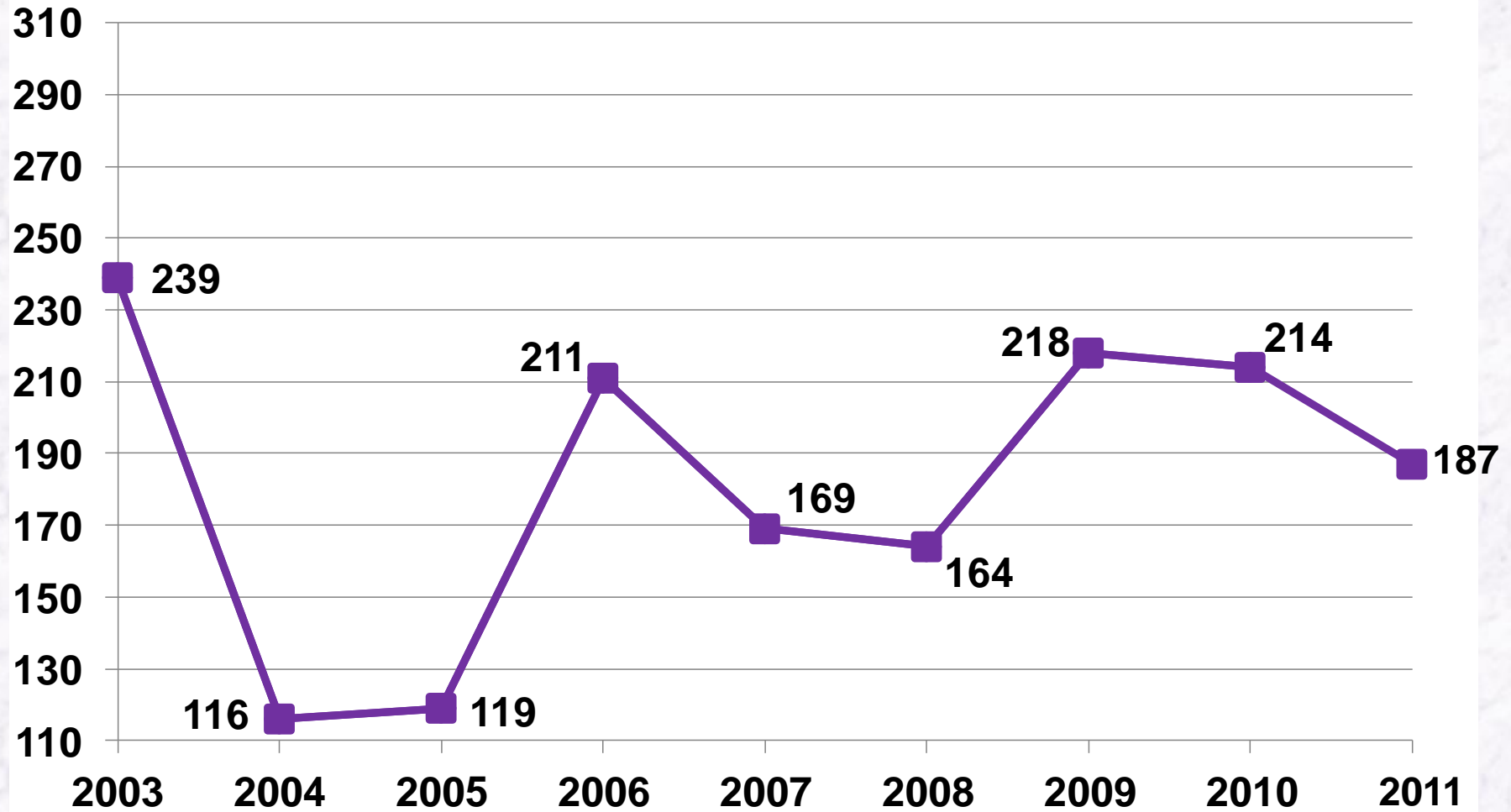
Projected \*

Average Bearing Acre Yield

\* National Agricultural Statistics Service

# Natural Condition Supply

Tons (000)

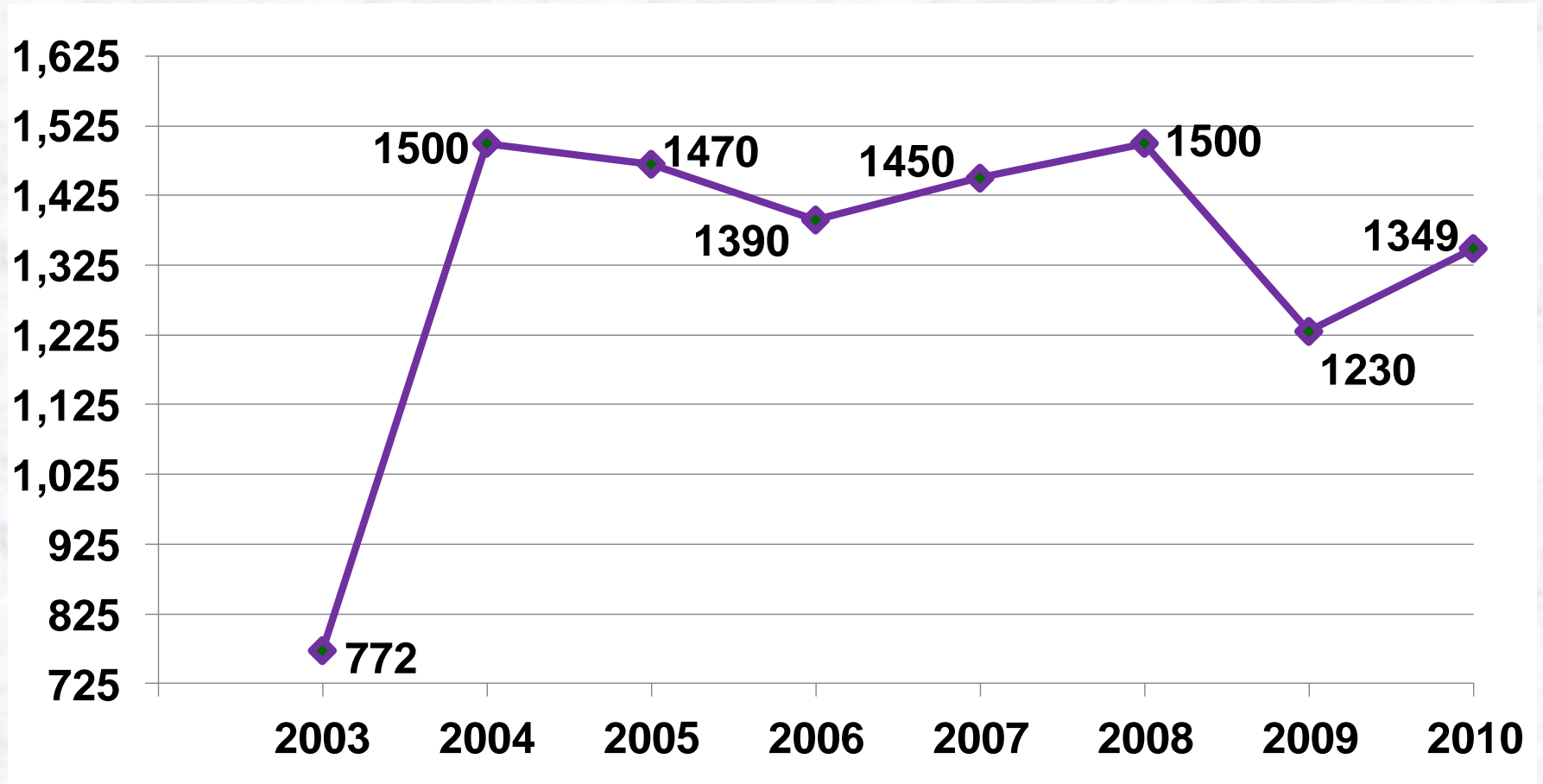


\* NASS estimate plus 2011 carryin

Projected \*

# Average Grower Returns/Ton

\$

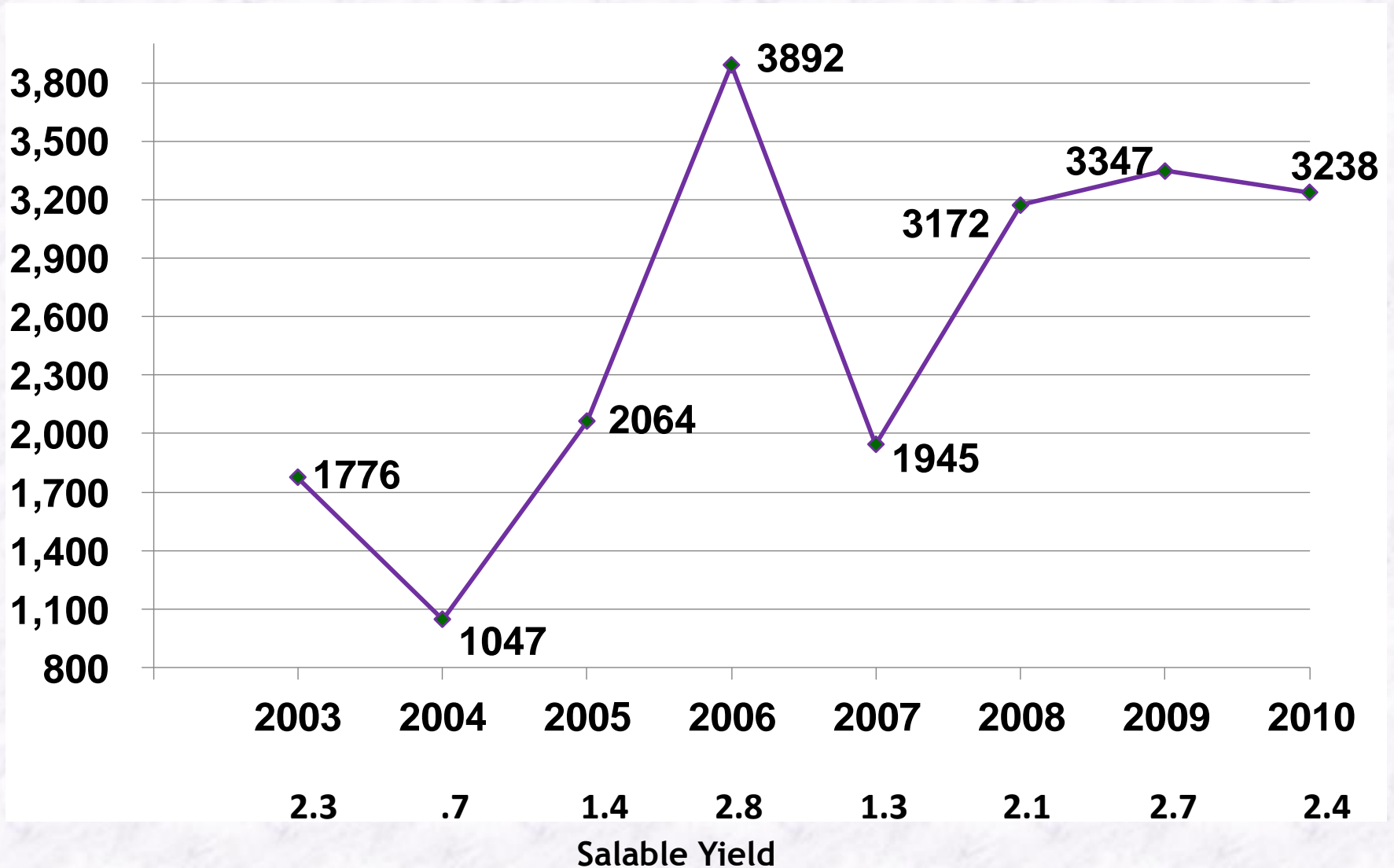


168      47      93      189      83      130      166      130

Salable Production

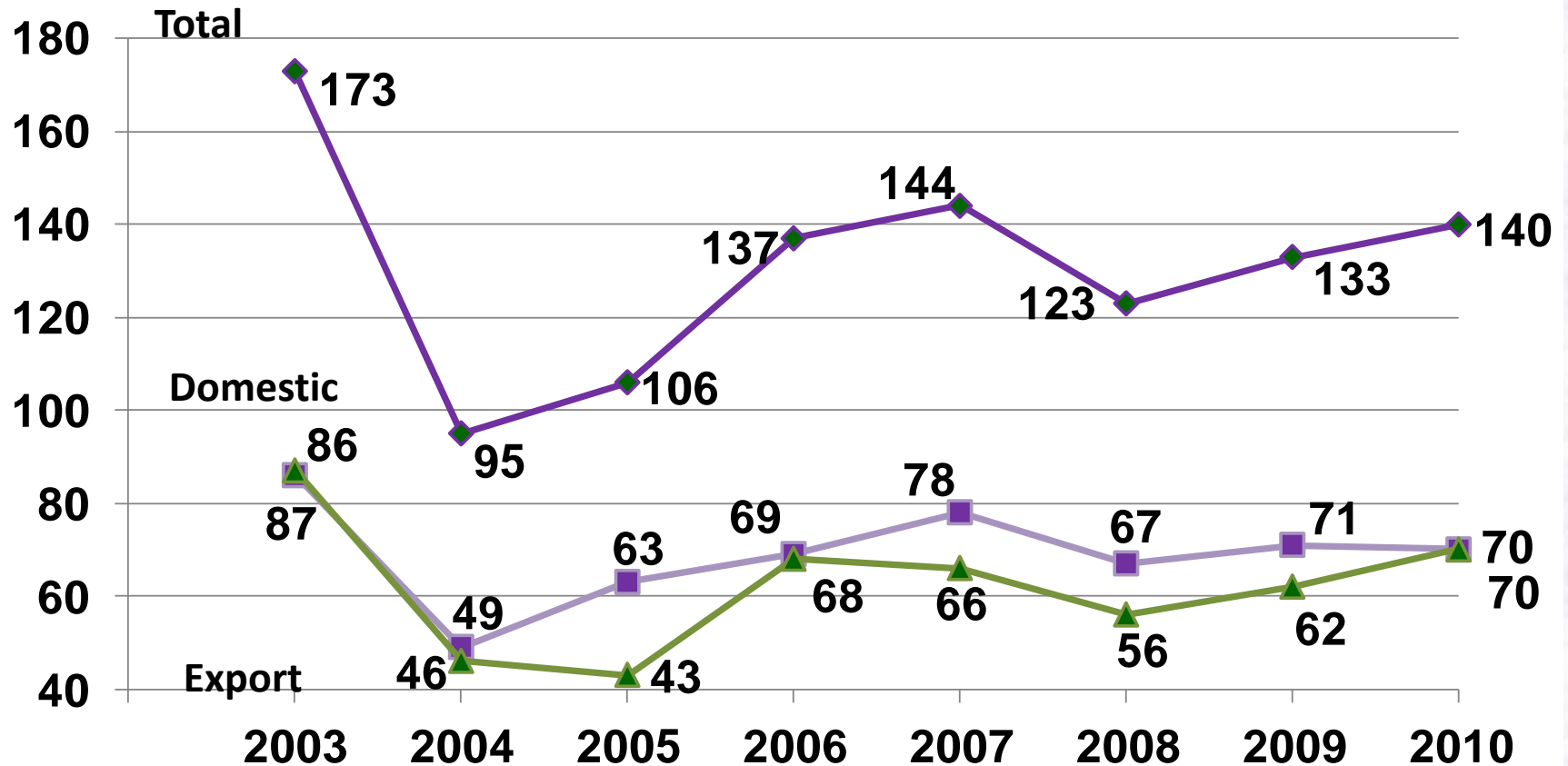
# Average Returns / Bearing Acre

\$



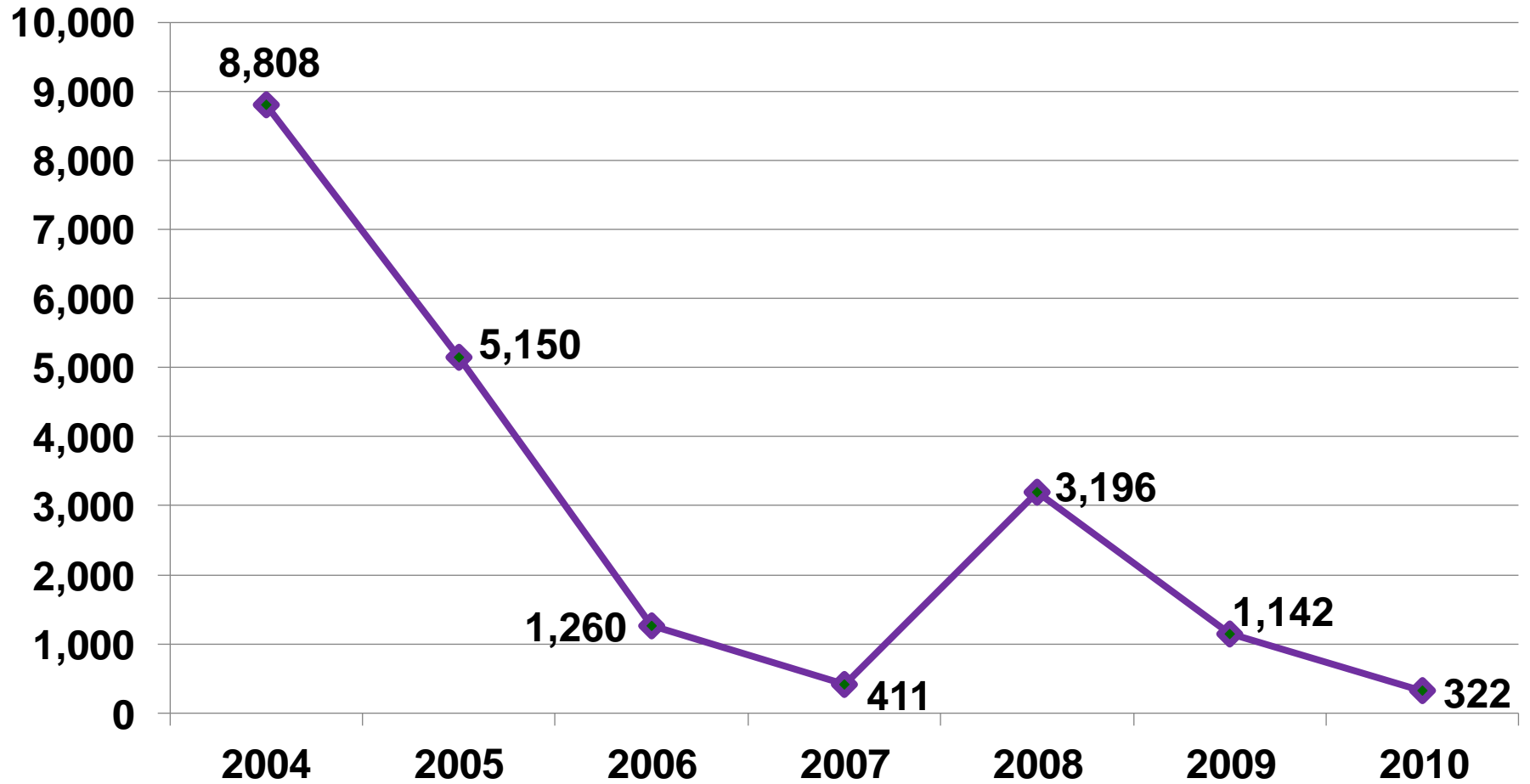
# Total Shipments

Tons (000)



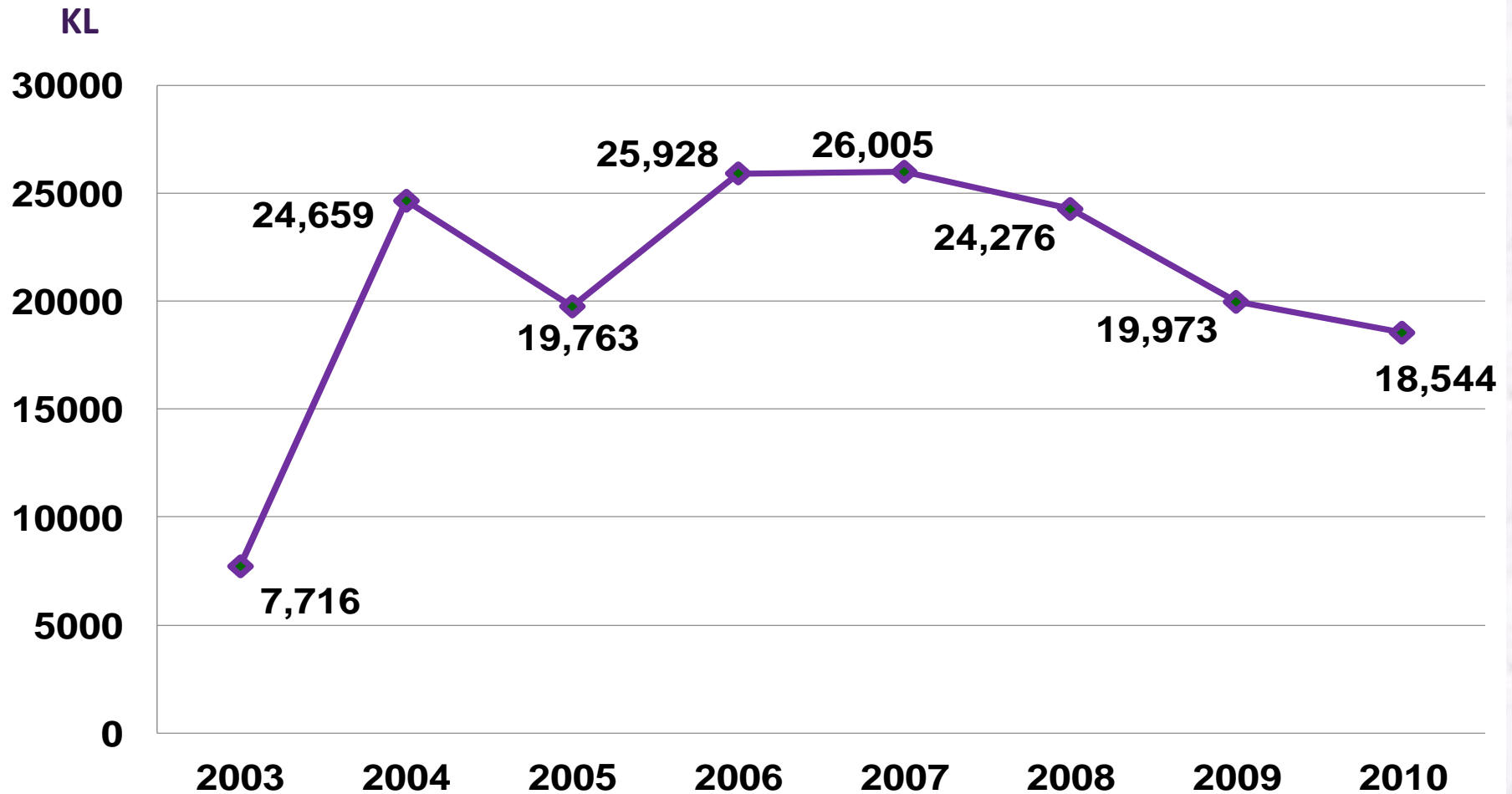
# U. S. Prune Imports

Tons



# U. S. Prune Juice Imports

(Unfermented)



# Total Inventory

## Natural Condition

	<u>2010</u>	<u>2011</u>
Carryin	84,856	65,009
Marketable Production	<u>129,510</u>	<u>122,000</u> *
<b>Total Supply</b>	<b>214,366</b>	<b>187,009</b>

\* N.A.S.S. June 2011 Estimate

# Production Received Vs. Last Year

August – October \*

2010	2011
73,254	83,324

\* Source: Processor Reports

# Shipments vs. Last Year

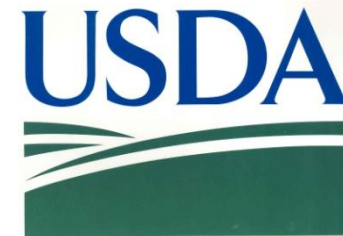
August – October \*

	2010	2011
Domestic	18,996	14,519
Export	18,496	16,398
<b>Total</b>	<b>37,492</b>	<b>30,917</b>

\* Source: Processor Reports



# USDA Purchases



Date	Offer to Buy	Product	Purchase	Cost
7/19/11	1,540 cs.	25-lb. Dried Pitted Plums	1,540 cs.	\$40,702.20
	6,000 cs.	24/1-lb. Dried Pitted Plums	6,000 cs.	\$154,965.00
9/20/11	1,001,250 cs.	24/1- lb. Dried Pitted Plums	184,500 cs.*	\$4,929,630.00
10/28/11	832,500 cs.	24/1-lb. Dried Pitted Plums	490,500 cs.**	\$15,494,925.00
<b>Total Cost</b>				<b>\$20,620,222.20</b>

\* 816,750 case were not purchased due to price consideration and vendors meeting their maximum constraints

\*\* 342,000 case were not purchased due to price consideration and vendors meeting their maximum constraints

# Delivering Vital Programs

- ❑ Domestic Marketing
- ❑ Nutrition Research
- ❑ Production Research
- ❑ Issues Management
- ❑ Export Marketing

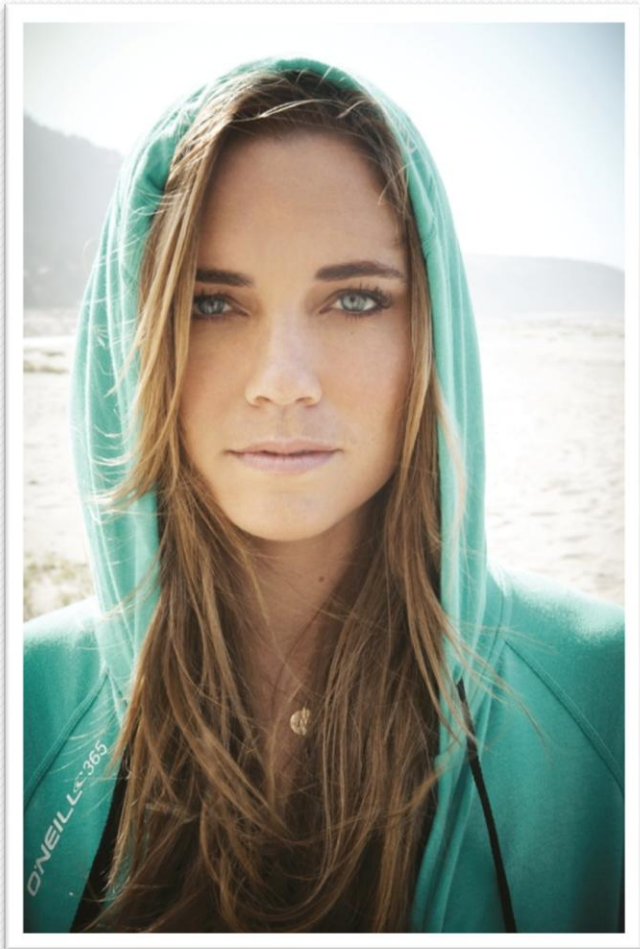
# **DOMESTIC MARKETING**

# Peak Performance Program

## OBJECTIVES:

- Continue to drive awareness of California Dried Plums as a sensational *superfruit*
  - *Women 25-54*
  - *Healthcare Professionals*
- Leverage the star power of our media spokeswoman, Olympian Natalie Coughlin

# Natalie Coughlin, Spokesperson



- Intense training schedule for London 2012
- Sponsors: CDPB, BMW, Speedo, TD Ameritrade, c20 Coconut Water, O'Neill 365, h2o audio
- Featured on *Sports Illustrated's* "Twitter 100" – Top 100 Tweeters in sports

# Olympic Media Day in NYC

**SELF**



**YAHOO!**  
Sports



**DR**  
**STEVE**

*fitsugar*

**About.com**

**AP TV**

**everyday**  
HEALTH

# Natalie's Key CDPB Message Points

*California Dried Plums are:*

- *a superfruit that have nutrition packed into every tasty bite including fiber, antioxidants and potassium.*
- *a convenient, healthy superfruit snack, ideal for active people. I'm always recommending them to my family, friends, teammates and coaches.*
- *a good way to increase antioxidant intake, and also a tasty and natural way to curb appetite.*
- *a healthy way to add flavor and key nutrients to both sweet and savory dishes.*



# Satellite Media Tour



- “Healthier for You” holiday recipes
- 33 radio and TV interviews:
  - Local affiliates: ABC, CBS, FOX
  - FM and AM radio shows
- Total audience: 22 million



# American Dietetic Association FNCE

San Diego, September 24-27



Hosted Peak Performance symposium featuring Natalie and Leslie Bonci, MPH, RD

# Website & Facebook



- Feature Natalie's healthy recipes, cooking videos and coaching tips, with links to Facebook and Twitter accounts
- Enhanced recipe gallery; use search engine optimization for all recipes and videos
- Launched CDPB Facebook page

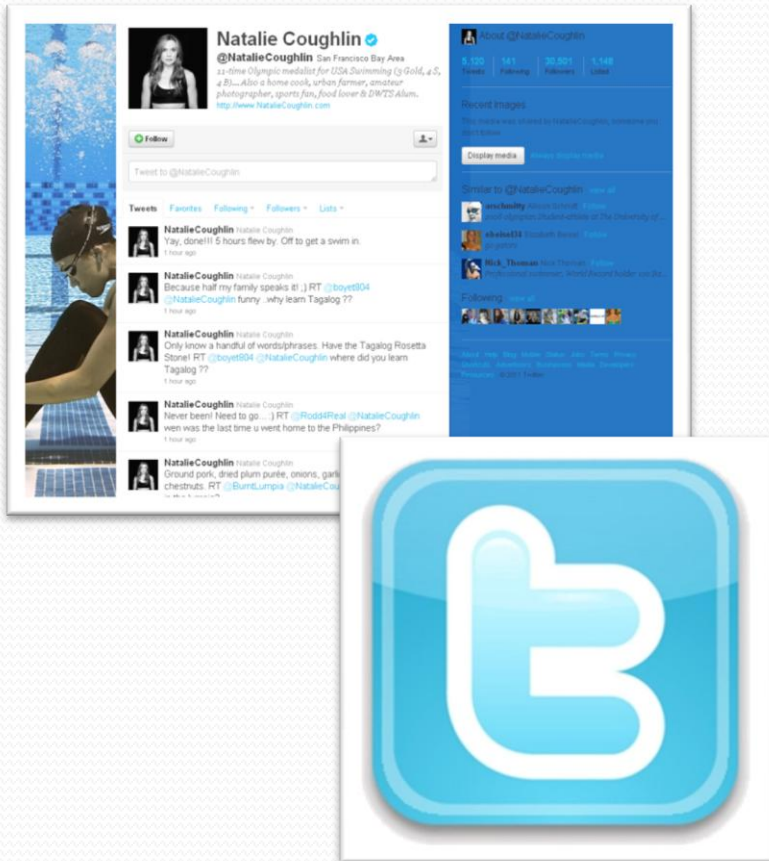
# Facebook

- **Natalie Coughlin:** *“In NYC for a satellite media tour for the California Dried Plum Board. Doing dozens of live television interviews via satellite throughout the country this morning.”*



A screenshot of the Facebook profile page for Natalie Coughlin. The page header shows the Facebook logo and navigation links like 'Keep me logged in' and 'Log In'. The profile section includes her name 'Natalie Coughlin', location 'Athlete · Lafayette, California', and a 'Like' button. Below this is a grid of photos. The 'Wall' section shows a post from Natalie Coughlin: 'In NYC for a satellite media tour (SMT) for the California Dried Plum Board. Doing dozens of live television interviews via satellite throughout the country this morning.' This post includes a link to 'California Dried Plums' and has several comments and likes. A second post from Natalie Coughlin is visible, sharing a link about her favorite things. On the right side, there is a 'Similar Facebook Pages' section listing 'Ryan Lochte' (78,464 likes), 'Ryan Lochte Official Fan Page' (16,510 likes), and 'Rebecca Sorri' (12,949 likes).

# Twitter

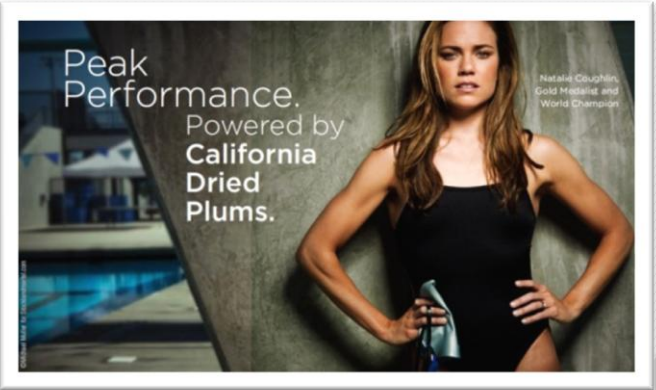
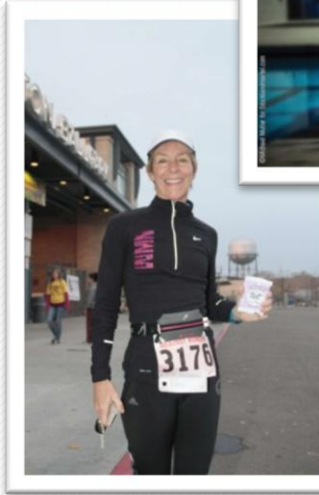


- **@NatalieCoughlin:** “...favorite snacks: fresh fruit, dried plums, nuts & seeds.”
- **@NatalieCoughlin:** “Making my gluten-free snack bars with dried plums. Easy, portable & delicious”
- **@NatalieCoughlin:** “In NYC and just dined at Prune. Fitting because I'm here for the CA Dried Plum Board! :) SMT tomorrow morning. Need to get my beauty rest...”

# Active Marketing

## On-Site Trial

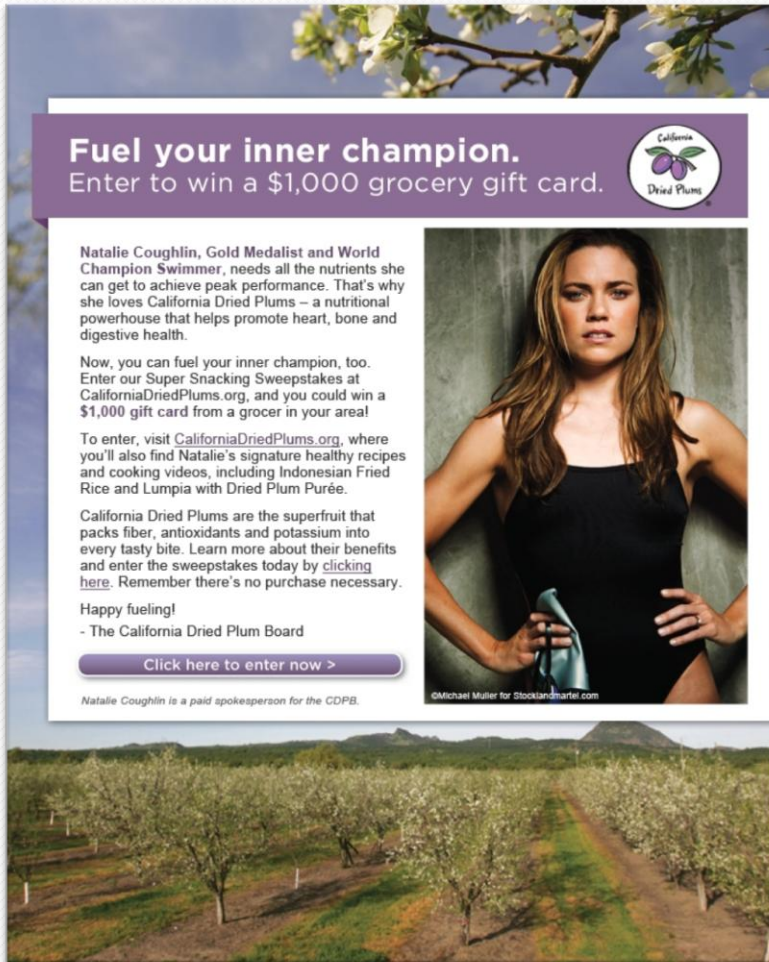
- 200,000 CDPB samples at women-focused events
- Dried Plum samples and Natalie's recipe card distributed and in race bags




*“Many of our participants were surprised to see dried plums on snack distribution table. We encouraged them to read the nutrition facts and learn the benefits of eating dried plums. Packaging attracted them Superfruit - CA Dried Plums and not dried prunes. Yes, we would recommend this product because of the nutritional value and the benefits to one's health when you eat dried plums.”*

- Event Director, 3rd Annual Solano Turkey Trot

# “Super Snacking” Sweepstakes



**Fuel your inner champion.**  
Enter to win a \$1,000 grocery gift card.



Natalie Coughlin, Gold Medalist and World Champion Swimmer, needs all the nutrients she can get to achieve peak performance. That's why she loves California Dried Plums – a nutritional powerhouse that helps promote heart, bone and digestive health.

Now, you can fuel your inner champion, too. Enter our Super Snacking Sweepstakes at [CaliforniaDriedPlums.org](http://CaliforniaDriedPlums.org), and you could win a \$1,000 gift card from a grocer in your area!

To enter, visit [CaliforniaDriedPlums.org](http://CaliforniaDriedPlums.org), where you'll also find Natalie's signature healthy recipes and cooking videos, including Indonesian Fried Rice and Lumpia with Dried Plum Purée.

California Dried Plums are the superfruit that packs fiber, antioxidants and potassium into every tasty bite. Learn more about their benefits and enter the sweepstakes today by [clicking here](#). Remember there's no purchase necessary.

Happy fueling!  
- The California Dried Plum Board

[Click here to enter now >](#)

Natalie Coughlin is a paid spokesperson for the CDPB.  
©Michael Muller for Stocklandartel.com

- Runs from December 15 to March 15
- Promoting through Nourish Network, Active.com, Facebook, Twitter, e-newsletter
- Will reach 100K+ health-minded “foodies”
- **11,910** entries as of January 18

# Sweepstakes Promotion on Active.com

- Conducting promotional activities through Active.com's Facebook Fan Page and targeted e-mail newsletters
  - 2 e-mail newsletters
  - 6 Active.com Facebook posts
- Promotions direct consumers to sweepstakes and California Dried Plum Fan Page
- Resulted in marked increase in traffic to both sites



# “Super Snacking” Sweepstakes Coverage

MarketWatch THE WALL STREET JOURNAL  
January 13, 2012 6:16 PM EST

New York	London	Tokyo	DOW	-48.96	NASDAQ	-14.03	S&P 500	-6.41
After	Closed	Closed	12,422.06	-0.39%	2,710.67	-0.52%	1,289.09	-0.50%

## PRESS RELEASE

Jan. 10, 2012, 8:00 a.m. EST

### The California Dried Plum Board Partners With World Champion Swimmer Natalie Coughlin to Fuel Peak Performance

#### California Dried Plum Board Launches “Super Snacking” Sweepstakes



**PR Newswire**  
United Business Media

SAN FRANCISCO, Jan. 10, 2012 /PRNewswire via COMTEX -- The California Dried Plum Board is partnering with Gold Medalist and World Champion Swimmer Natalie Coughlin for the third year in a row to launch the “Super Snacking” sweepstakes.



Coughlin is a go-to source for nutrition and fitness-related topics, regularly sharing her training tips, healthy recipes and snacking ideas to help others adopt the “peak performance” lifestyle. California Dried Plums are one of her favorite ways to add superfruit nutrition to her food choices--and as a way to get the energy she needs for her intense training regimen.

“California Dried Plums are one of my favorite healthy snacks--I often recommend them to my family, friends, teammates and coaches,” says Coughlin. “They’re also a versatile flavor accent that can enhance both sweet and savory dishes.”

As an avid cook, Natalie creates signature recipes that incorporate California Dried Plums--in addition to her own fresh, home-grown produce--to boost flavor and nutritional

**SweepstakesDaily.com**

HOME PRIZES FREQUENCY EXPIRES TIPS CONTACT ACTIVE SWEEPSTAKES

AdChoices

**Make Money Online**  
Enter simple contests everyday. Take home \$1,000+ cash prizes!  
[www.prizes.org](http://www.prizes.org)

**Enter to Win \$50,000**  
Sign Up For The \$50,000 Sweepstakes From American Family. Enter To Win!  
[AmericanFamily.com](http://AmericanFamily.com)

**Find Grocery Weekly Specials**  
Save Time and Money with Safeway Weekly Specials Online. Save Now!  
[Safeway.com/WeeklySpecials](http://Safeway.com/WeeklySpecials)

**Idaho Winter Sweepstakes**  
Enter to win a winter getaway to one of Idaho's premier snow resorts  
[www.idahowinter.com](http://www.idahowinter.com)

Previous Sweepstakes  
Royal Purple Real Steel VIP Sweepstakes 2012  
Lucky Style Spotter "Rejuvenate Naturally With A Ski Getaway" Sweepstakes 2012

Next Sweepstakes  
California Dried Plum Board Super Snacking Sweepstakes 2012  
Sweepstakes posted January 12, 2012 | 2 Comments

Like 2 people like this.

Win a \$1,000 Grocery Gift Card

**Click Here To Enter Sweepstakes Now!**  
or Click Here For Sweepstakes Rules

**Sweepstakes Prize(s):** One (1) Grand Prize: A \$1,000 gift card for a grocery store near winner's residence (as determined by Sponsor in its sole discretion). Winner will provide Sponsor with the names of preferred grocery stores in his/her area and Sponsor will try (but is not obligated) to accommodate winner's preferences.  
ARV of Grand Prize: \$1,000.  
Sweepstakes Expires: March 15, 2012  
Sweepstakes Minimum Age: 18 years and older (19 or Older where state law requires)

## 2012 California Dried Plum Board Super Snacking Sweepstakes

January 6, 2012 | 0 Comments | [Single Entry](#)

You could win a \$1,000 gift card for grocery!

**Atlanta CBS Atlanta**  
WIN THE BIG GAME PRIZE PACK 50" Big Screen Catering from Moe's and Drinks & Snacks from Kroger!

**Storm Tracker** 37° Atlanta Cloudy  
Weather Alerts School/Other Closings

HOME NEWS VIDEO PHOTOS WEATHER UREPORT WEB LINKS FEATUR

**Montlick & Associates**  
ATTORNEYS AT LAW  
Free Consultation 1-800-LAW-NEED

Click Here to CHAT LIVE! Contact Us 24/7

Recommend! Be the first of your friends to recommend this.

### The California Dried Plum Board Partners With World Champion Swimmer Natalie Coughlin to Fuel Peak Performance

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SOURCE: California Dried Plums  
**California Dried Plum Board Launches "Super Snacking" Sweepstakes**  
SAN FRANCISCO, Jan. 10, 2012 /PRNewswire/ -- The California Dried Plum Board is partnering with Gold Medalist and World Champion Swimmer Natalie Coughlin for the third year in a row to launch the “Super Snacking” sweepstakes.  
(Photo: <http://photos.prnswire.com/pmh/20120110SF33024>)

Coughlin is a go-to source for nutrition and fitness-related topics, regularly sharing her training tips, healthy recipes and snacking ideas to help others adopt the “peak performance” lifestyle. California Dried Plums are one of her favorite ways to add superfruit nutrition to her food choices--and as a way to get the energy she needs for her intense training regimen.  
“California Dried Plums are one of my favorite healthy snacks! I often recommend them to my family, friends, teammates and coaches,” says Coughlin. “They’re also a versatile flavor accent that can enhance both sweet and savory dishes.”

As an avid cook, Natalie creates signature recipes that incorporate California Dried Plums--in addition to her own fresh, home-grown produce--to boost flavor and nutritional benefits. Her latest creations include Indonesian Fried Rice and Saffron Kale with Dried Plums and Coconut, which are perfect for a weeknight dinner and leftovers the next day at work for lunch. Both dishes incorporate nutrient-dense dried plums with other good-for-you ingredients, providing the perfect fuel for your body.



[Enter Now!](#) [Official Rules](#)

5 million impressions to date

# Media Highlights



**BYE-BYE, BELLY FAT!**  
5 Moves, *Ab-tastic* Results

# fitness

EASY GORGEOUS *Hair* MAKEOVERS



**Go For**  
*Jillian Michaels*  
Her Take-Charge Approach to Confidence, and Life After Loss

**Special Report** Is Your Workout Messing With Your *Fertility*?

**The Dish** **With Natalie Coughlin**  
This Olympic gold medalist in swimming, who loves to cook, appreciates competition in the kitchen as well as the pool: Coughlin was a guest judge on a special episode of the Food Network's *Iron Chef America*.

**Quick breakfast** "Homemade muesli: I soak steel-cut oats, dried fruit, nuts and sunflower seeds in a little apple juice overnight in the fridge. In the morning all I have to do is add yogurt."

**Pantry staple** "Canned tomatoes for quick pasta sauce. And I always have celery, carrots, onions and garlic on hand to enhance the flavor of any dish."

**Go-to recipe** "Right now I'm loving bulgur salad with dried plums, fresh oranges and pistachios." (Find the recipe at [fitnessmagazine.com/natalie](http://fitnessmagazine.com/natalie).)

Got a burning question about food or weight loss? Send us an e-mail at [nutrition@fitnessmagazine.com](mailto:nutrition@fitnessmagazine.com).

- Interview with CDPB spokesperson Natalie Coughlin:

*"[Natalie Coughlin's] Go-to Recipe: 'Right now I'm loving bulgur salad with dried plums, fresh oranges and pistachios.'"*

- Impressions: **3.7 million**

- Interview with Natalie:

*“One of the most rewarding partnerships that I have had over the years has been my partnership with the California Dried Plum Board. I get to develop many healthy recipes with dried plums from sweet to savory.”*

**About.com. Swimming**

Swimming [Workouts for Swimmers](#) [Learn to Swim or Swim Better](#) [Swimming Pool](#)

### Olympic Swimmer Natalie Coughlin Likes Swimming and Plums!

Natalie Coughlin is a Spokesperson for California Dried Plums  
By [Mat Luebbers](#), About.com Guide

See More About: [natalie\\_coughlin](#) [training](#) [nutrition](#)

Olympic swimmer [Natalie Coughlin](#) has been a swimming success at all levels - high school, NCAAs, USA Swimming, World Championships, and the multiple Olympics, and Natalie has taken time to do an interview with About Swimming, sponsored by the California Dried Plum Board.

As a swimmer of the highest level, with success at all levels, now aiming for the 2012 [Olympic Swimming](#) team, are there things you are doing differently to prepare for this games/trials? What kind of things have brought you the best results in the pool (training, nutrition, lifestyle - any area you want to share)?

**What is your favorite workout or training set?**

**Natalie Coughlin:**  
My favorite training set in the weight room is a combination of metabolic work as well as strength work. So not only am I working myself [aerobically but anaerobically](#) also. I love using the sleds and ropes, which make my heart rate to skyrocket.



*Jed Jacobsohn/Getty Images*

**Bicycling** AMERICA'S BEST BIKE SHOPS PAGE 60

**50 YEARS**

**TRAIN SMARTER**

THIS BIKE WILL SAVE THE WORLD WHY DON'T YOU HAVE ONE?

EAT CHOCOLATE LOSE WEIGHT

know HOW

# DRIED AND TRUE

ADD COLOR AND FLAVOR TO YOUR NEXT RIDE WITH THESE TIME-TESTED FOODS. BY MATTHEW KADEY, MS, RD

**PRE-RIDE FUEL**

- RAISINS** Loaded with potassium to aid in muscle function
- APRICOTS** These three have a low-to-moderate glycemic index, so they break down slowly during digestion, providing sustained energy rather than a short blast followed by a midride crash.
- PRUNES** Packed with beta-carotene, which helps optimize immune function
- DATES** Nibble on 4 or 5 of these chewy fruits every hour of saddle time; the fast-digesting carbs will keep you going strong.
- FIGS** Filled with bone-strengthening calcium

**POST-RIDE RECOVERY**

- BLUEBERRIES** Dried berries and cherries provide a payload of the sugars and antioxidants necessary to speed muscle recovery.
- CHERRIES**
- CRANBERRIES** Crammed with pain-relieving, inflammation-quelling antioxidants called

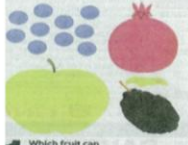
**B**efore you write off wrinkled fruit as a high-sugar, high-calorie grenade and dismiss dehydrated meat as a tsunami of fat and salt, consider this: Dried foods, such as fruit and jerky, offer a welcome change in taste and texture—and are just as portable—as gels and bars. What's more, they're great sources of fuel. Removing the water from fruit concentrates the carbohydrates, vitamins, minerals, and antioxidants, making each piece a nutrient- and energy-packed treat. Likewise for jerky, which is low in fat (often less than a gram per serving) and high in muscle-mending protein, and contains sodium to help replace what you lose through sweating. Use our scale (right) and taste-test results (below) to see why you should give a fig about shriveled food.

• Impressions: 1 million


# PARADE

- “Women’s Health Quiz”:  
“Which fruit can help prevent osteoporosis?  
...Answer: [Prunes] Florida State University researchers found that women who eat 6 to 10 prunes a day have significantly higher bone density than women who nosh on other fruit.”

**Stay Healthy**



**1** Which fruit can help prevent osteoporosis?  
a) Blueberries  
b) Pomegranates  
c) Apples  
d) Prunes  
Answer: d) Florida State University researchers found that women who eat 6 to 10 prunes a day have significantly higher bone density than women who nosh on other fruit. Prunes are rich in potassium and boron, which are known to increase bone mass, says study author Bahram H. Arjmandi.




**2** True or false? After menopause, women should see their dentist more often.  
Answer: True. A new study from Case Western Reserve University found that women in this age group are at greater risk for periodontal disease and need frequent professional cleanings—up to four a year—to remove the hard plaque that can trigger gum disease and weaken jaw bones.

**3** True or false? Snagging a piece of your kids' Halloween candy could help you live longer.  
Answer: True. A study from the Harvard School of Public Health found that those who eat sweet treats a few times a month live longer than those who just say no to sugar. Researchers believe that people who indulge every now and then may be less likely to binge.

**PARADE'S Women's Health QUIZ**

IF YOU OFTEN PUT YOUR FAMILY'S WELLNESS BEFORE YOUR OWN, READ ON: IT'S WHAT YOU NEED TO KNOW TO HELP KEEP YOURSELF IN THE PINK, TOO!  
By Colleen Oakley • Illustrations by Matthew Hollister



**4** Which piece of Mom's advice has been scientifically found to reduce stress in females?  
a) "Eat your vegetables."  
b) "Stand up straight."  
c) "Wear clean underwear."  
d) "Call your mother."  
Answer: d) Recent research from the University of Wisconsin suggests that simply hearing Mom's voice at the end of the line can boost a child's levels of oxytocin, a bonding hormone that helps reduce stress.

**5** How many hours of shut-eye per night do women need, on average, for a long, healthy life?  
a) 6 hours  
b) 7 hours  
c) 8 hours  
Answer: a) A 14-year study by the University of California, San Diego, found that when it comes to longevity, the sweet spot is between five and six and a half hours each night—any more or less could shave time off your life. Scientists say the results should allay anxiety for women who fear they aren't getting enough zzz's.

**6** True or false? Most women who get breast cancer have a family history of the disease.  
Answer: False. More than 75 percent of women with breast cancer have no family history of the disease. It's important for all

- Impressions: **81 million**



- Dr. Arjmandi's bone health research:  
*“Talk about an image makeover. First prune got a new name (they're dried plums, if you please), and now it seems they offer a previously unrecognized benefit: They're good for your bones.”*
- Impressions: **14.1 million**

#### KITCHEN CURES

### What's Best for Bones

Talk about an image makeover. First prunes got a new name (they're dried plums, if you please), and now it seems they offer a previously unrecognized benefit: They're good for your bones. In fact, says nutrition researcher Bahram H. Arjmandi, RD, at Florida State University, midlife women who ate ten prunes daily for a year slowed their bone loss substantially. If ten sounds daunting, even three a day can make a difference, says Arjmandi, who adds that **prunes are the most bone-friendly fruit** he's seen in decades of study. Since women can lose up to 20 percent of their bone mass in the seven years after menopause, that's good news.

It's especially welcome because hopes for a different natural fix were recently dashed. **Soy supplements did nothing for bones** in menopausal women who took a hefty dose for two years. (The supplements didn't cool hot flashes either.) So eat tofu if you like it, but for your bones' sake, start snacking on prunes. Unless the thought makes you feel old. In that case, have some dried plums.

- Dr. Arjmandi's bone health research:

“Eating dried plums (prunes) every day for a year stopped the loss of bone mass and increased the spine and forearm bone density of menopausal women....”

- Impressions: 3.3 million

**INSTANT Ahhh... RESTAURANT-DELICIOUS MEALS AT HOME!** October 10, 2011

**Fast!** **Easy!**

**BEAT STRESS**  
Electromagnetic energy from cell phones can put tension: 3 easy fixes!

**YOUR CLUTTER CURSE**

**FLIP YOUR ENERGY SWITCH**  
90% of American

health extra

## Bone builders that won't backfire

**W**e can't feel our bones getting thinner and weaker. But bone loss starts slowly at age 30, then picks up speed in our 40s and 50s—so much so that we lose up to 20 percent of our bone density in the five years after menopause. “The drop in estrogen levels during menopause causes a sudden increase in the breakdown of existing bone tissue,” says Ronald L. Hoffman, M.D., medical director of The Hoffman Center in New York City and author of *How to Talk With Your Doctor*. In fact, according to a Surgeon General report, 10 million American women suffer from osteoporosis—a disease that makes the skeleton prone to breaks—and more than 34 million have bone density low enough to put them at high risk. Understandably, many doctors rush to ward off this disease: They write more than 27 million prescriptions for bone-boosting medications called oral bisphosphonates (like Fosamax, Actonel and Boniva) each year. But serious concerns about the safety of these drugs are starting to emerge. One recent study in the journal *BMJ* found that women who used oral bisphosphonates for more than three years had a 224 percent increased risk of developing esophageal cancer.

Other research suggests that the drugs can cause heart, jawbone decay and high fractures if taken for five years. “Oral bisphosphonates stop the loss of minerals from bones, but they also damage bone cells called osteoclasts—perhaps permanently,” says Dr. Hoffman. At first glance osteoclasts seem “bad” since they dissolve bone tissue. But they also play a key role in triggering the activity of osteoblasts—the cells responsible for building bone. And if osteoclast function is suppressed, as it is with these drugs, osteoblasts stay dormant and the formation of new bone comes to a halt.



Half of women over 45 have low bone density—a major risk factor for osteoporosis—and research suggests that prescription drugs can pose serious risks. Here, three natural ways to stay strong.

There are new worries about calcium, too. According to researchers in New Zealand, taking more than 1,000 mg a day may increase a woman's risk of heart attack by 24 percent, possibly because the excess calcium migrates into arteries and clogs them. What's more, in a study in *The New England Journal of Medicine* of more than 35,000 healthy postmenopausal women, those who took 1,000 mg of

calcium plus 400 mg of vitamin D daily for seven years gained a slight boost in hip bone density but didn't have fewer hip fractures. They also had an increased risk of kidney stones. Experts still believe calcium and vitamin D are important, but say the best strategy is to get them from food. And they're not the only natural bone boosters. Read on for surprising remedies that are proven to protect bones.

**Bone builder: Dried plums**  
Eating dried plums (prunes) every day for a year stopped the loss of bone mass and increased the spine and forearm bone density of postmenopausal women in a study at the Florida State University in Tallahassee. This research builds on earlier studies that have clearly found that *Prunus domestica*—the small egg-shaped plum that's dried into prunes—boosts the skeletal strength of animals.

“The prunes is dense in bones, potassium and vitamin K, all of which influence bone health,” explains study coauthor Bahram H. Arjmandi, Ph.D. Study participants ate about eight prunes a day—a 230-calorie dose—yet none gained weight. It seems the filling high-fiber fruit helps women naturally cut calories elsewhere.

Prunes are well-known for their laxative effect, which is why Arjmandi recommends gradually working up to eight a day. Try toasting a handful of chopped prunes into quick breads, hot cereal and grain dishes, or eating fresh plums when they're in season.

**Bone builder: Strontium**  
This trace mineral binds tightly to skeletal cells, slowing the loss of old bone while fueling the growth of osteoblasts. In a study in *The New England Journal of Medicine*, postmenopausal women with osteoporosis who took strontium supplements had 41 percent fewer hip fractures than those taking only calcium and D.

“The evidence showing strontium to be an effective treatment for osteoporosis with few—if any—side effects is very strong,” asserts Dr. Hoffman, who recommends that women diagnosed with the disease talk with their doctors about taking strontium supplements as an alternative to oral bisphosphonates. He often prescribes 680 mg of strontium citrate a day, taken before bedtime, to his patients with osteoporosis.

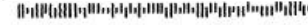
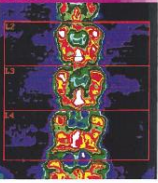
There's not enough evidence yet to advise that women without osteoporosis take these pills, says Dr. Hoffman. Instead, eating foods rich in strontium may be the best strategy. Good sources include Brazil nuts, seabood, legumes, leafy greens, milk and cheese.

**Bone builder: Onions**  
Women who eat at least one onion a day cut their risk of hip fracture by more than 20 percent, according to a Medical University of South Carolina in Charleston study. “Onions contain a compound with a long name—*F-6-glucosyl-mono-S-(propenyl)-L-cysteine sulfoxide*—that early research suggests inhibits the activity of cells that break down bone,” says study author Eric M. Matheson, M.D. The phytochemicals quercetin and kaempferol in onions may also increase bone density. Other evidence lends further support to the idea that onions protect bone health: A population survey found that women from Turkey have the lowest osteoporosis fracture rate in Europe—and the highest per capita consumption of onions in the world. And in a Swiss study, rats fed a diet high in onions had a 17 percent increase in bone mineralization after four weeks compared with a control group. To incorporate onions into everyday meals, mince them and add to omelets, soups or casseroles. ☺

### SHOULD YOU GET A BONE MINERAL DENSITY TEST?

It seems so clear-cut: Any woman over the age of 65 needs a dual-energy X-ray absorptiometry (DXA) screening for osteoporosis, according to guidelines from the U.S. Preventive Services Task Force. But if you're at high risk, you should get tested sooner, since waiting until 65 may cause you to miss earlier diagnosis and treatment, advises Phyllis K. Schneider, M.D., author of *The Complete Book of Bone Health*. That's why she recommends that women at risk get a baseline bone density test during perimenopause or soon after entering menopause.

Earlier screening is especially important if you've broken a bone, take SSRI's for depression or steroids such as prednisone, have a family history of osteoporosis, smoke or consume three or more alcoholic drinks a day, all of which raise your risk, says Dr. Schneider. You can also use the World Health Organization's FRAX (Fracture Risk Assessment) calculator at [shef.ac.uk/FRAX](http://shef.ac.uk/FRAX) to determine your likelihood of breaking a hip or suffering a major osteoporotic fracture. If your 10-year risk of a major fracture is 20 percent or higher, it's a good idea to ask your doctor about screening.



# USA TODAY WEEKEND



## 4 tips to keep your bones strong

It's key to aging well.

*Written by*

The Doctors

4:17 PM, Jan. 19, 2012



*The Doctors* is an Emmy-winning daytime TV show with pediatrician Jim Sears, OB-GYN Lisa Masterson, ER physician Travis Stork and plastic surgeon Andrew Ordon.

Osteoporosis, a condition that causes the bones to become brittle, afflicts about 44 million Americans, and estimates suggest half of women and up to 25% of men over age 50 will break a bone because of it. Some risk factors are out of your hands: Bone density decreases with age, more women than men develop the disease, and heredity plays a major role. But you can control your alcohol intake, quit smoking and take these steps to boost bone health:

**Choose low-fat dairy.**

**Supplement with vitamin D.**

**Eat prunes.**

**They may help slow the rate of bone loss and reduce your risk of developing osteoporosis, a recent study reports. Start with two or three prunes a day and gradually increase to six to 10, suggest researchers.**

**Walk and lift weights.**

# News Bureau

## “Satisfy a Snack Attack”

- Major market placements:
  - New York, NY
  - San Francisco, CA
  - Phoenix, AZ
  - Seattle, Washington
  - Philadelphia, PA
  - Dallas, TX
- Generated 800 news articles in 31 different states
  - Readership: 25,932,976
  - AVE: \$180K+0



### Satisfy A Snack Attack

#### Super Athlete Natalie Coughlin On Superfruits

(NAPSA)—Today's hectic lifestyle makes snacking between meals a necessity, but convenience often wins out over taking the time to find something healthier. Gold Medalist and World Champion swimmer Natalie Coughlin understands the importance of snacking, and with her busy training schedule she needs to make everything she eats count.

“California Dried Plums are one of my favorite healthy snacks. I sometimes nibble on them like candy and I recommend them to my family, friends, teammates and coaches,” says Coughlin. As an avid cook, “foodie” and passionate advocate of healthy eating and lifestyle choices, Natalie is always looking for ways to prepare healthier versions of her favorite snack recipes.

Registered dietitian Leslie Bonci, MPH, CSSD, LDN, author of *Sport Nutrition For Coaches*<sup>1</sup> and team sports dietitian for the Pittsburgh Steelers, says dried plums are bite-size nuggets of superfruit goodness and they're super affordable and easy to fit into your busy life.

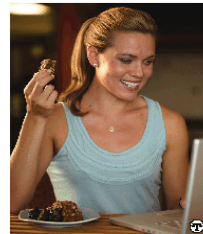
Whether whole, chopped or pureed, adding dried plums is a great way to boost nutritional value in recipes. Dried plums also serve as a substitute for unhealthy fats and sugars while maintaining flavor. Natalie uses this trick to prepare scrumptious snack bars by combining California Dried Plums, whole grains and an assortment of seeds into a good-for-you, portable, gluten-free snack bar—perfect for on the road or at home.

#### Natalie's California Dried Plum Snack Bars

Prep time: 10 minutes  
Cook time: 30 minutes  
Makes: 6 bars

#### Cooking spray:

- ½ cup California Dried Plum puree
- ¼ cup honey
- ¼ cup orange juice
- 1 egg white
- 2 teaspoons grated orange zest
- ¼ cup soy flour
- ½ teaspoon cinnamon
- ½ teaspoon baking powder



CDPB spokesperson Natalie Coughlin's cooking videos feature Dried Plum Snack Bars at [www.californiadriedplums.org](http://www.californiadriedplums.org).

- ½ cup rolled oats
- ½ cup whole almonds
- ½ cup unsweetened shredded coconut
- ¼ cup raw pumpkin seeds
- ¼ cup raw sunflower seeds

Heat oven to 325° F. Spray an 8-x 8-inch baking pan with cooking spray and line with parchment paper, leaving the paper overhanging on 2 sides.

In a large mixing bowl, whisk together dried plum puree, honey, orange juice, egg white and orange zest. In a small bowl, whisk together flour, cinnamon and baking powder. Fold flour mixture, oats, almonds, coconut, pumpkin seeds and sunflower seeds into dried plum mixture.

Press mixture evenly into prepared pan. Bake about 30 minutes or until firm to the touch. Cool on rack; remove from pan, using paper to lift it out. Cut in four, then cut across in half to make 8 bars.

**Nutrition Information Per Serving (1 bar):** 212 calories; 0 mg cholesterol; 12 g total fat; 4 g sat fat; 3 g mono fat; 1 g poly fat; 0 g trans fat; 41 mg sodium; 22 g carbohydrate; 6 g protein; 3 g fiber; 150 mg potassium

For another healthier option that will satisfy your sweet tooth without the empty calories, use

California Dried Plum puree to reduce the amount of refined sugar and fat in a traditional brownie recipe. It keeps the brownies moist and chocolaty and makes them better for you, too. For more recipes and cooking videos featuring California Dried Plums, and for your chance to win a \$1,000 gift card from your favorite grocery store, enter the Super Snacking Sweepstakes at [www.californiadriedplums.org](http://www.californiadriedplums.org).

In addition to providing health benefits as a cooking or baking ingredient, dried plums are ready to eat right from the package as a good-for-you snack.

“Dried plums are really an excellent snack for women,” says registered dietitian and lead researcher Mark Kern, Ph.D., School of Exercise and Nutritional Sciences at San Diego State University. “Snacking on dried plums is a good way to increase antioxidant intake and also a tasty way to curb the appetite.” This is supported by recent research presented at the 2010 Experimental Biology meeting.<sup>12</sup> The research was funded by the California Dried Plum Board.

#### California Dried Plums:

What's in 'em for you?

- **Improved digestion:** A single serving (four to five dried plums) has 3 grams of fiber to help you maintain good digestive health.
- **Testy nutrition:** Dried plums are a nutrition powerhouse that includes B vitamins, potassium, magnesium, protective antioxidants, boron and fiber.
- **Antioxidants:** Dried plums have phenolic compounds, which promote good health.
- **Blood sugar control:** Dried plums can help maintain healthy blood sugar levels.
- **Cholesterol management:** Fiber and other compounds in dried plums can help maintain healthy cholesterol levels.
- **A perfect fit for healthful diets:** Dried plums promote satiety and have only 100 calories per serving (four to five dried plums).

1. Kuper S, Kourouk L, Liska R, Dawson A, Patriotic Y, Nemowick T, Hong M Y, and Kim M. Dried plums consumed twice daily increase antioxidant capacity after two weeks in adult women. *PLoS ONE* 2010; 5(4):e125645.  
2. Patriotic Y, Dawson A, Patriotic Y, Kourouk L, Nemowick T, Kim M. Type of snack influences satiety responses in adult women. *Appetite*. 2010; 54:564-569.

# News Bureau

## “Dive into Healthy Eating”

- Major market placements:

- New York, NY
- San Francisco, CA
- Los Angeles, CA
- Miami, FL
- Portland, OR
- Washington, DC

- Generated 448 news articles in 27 different states

- Readership: 12,147,824
- AVE: \$67K+



### Dive Into Healthy Eating With Gold Medalist Natalie Coughlin Superfruit Salads With California Dried Plums

(NAPSA)—It is always a great time to renew your commitment to healthy eating by introducing more fruits and vegetables into your diet. Many people wait until summer to get in shape for bathing suit season, but Gold Medalist and World Champion swimmer Natalie Coughlin stays fit and healthy year-round with a challenging workout regimen and a healthy diet that includes California Dried Plums.

“California Dried Plums are a nutrient powerhouse that help to promote good bone, heart and digestive health. They also support the immune system,” says Coughlin. A study led by Bernard P. Halloran, Ph.D., senior research scientist at the San Francisco VA Medical Center, suggests that dried plums might even be effective in repairing bone loss.

California Dried Plums are a superfruit, rich in antioxidants, nutrients and vitamins, so Coughlin always keeps a bag handy for snacking on the go. As an avid cook, she knows that adding California Dried Plums to one of her favorite recipes, a salad of mixed greens, goat cheese and pecans, is an easy and delicious way to take advantage of the health benefits of dried plums in her diet. “I love to cook with dried plums because they are a healthy way to add flavor and key nutrients to both sweet and savory dishes,” says Coughlin.

Want to give your favorite recipes a healthy California Dried Plum makeover? Mix them into low-fat cream cheese to spread on your breakfast bagel, make moist, reduced-fat meatballs with dried plum purée, or try a whole grain salad with California Dried Plums.



Tender lettuce leaves, sweet, nutrient-rich California Dried Plums and a tangy, citrusy vinaigrette, make this salad sure to be a hit with family and friends.

**Mesclun Salad with Dried Plums, Goat Cheese and Pecans**  
*Prep time: 10 minutes*  
*Makes 4 servings*

- 2 tablespoons extra virgin olive oil
- 2 teaspoons balsamic vinegar
- 1 teaspoon minced shallot
- Salt and black pepper
- 8 cups mesclun lettuce
- ½ cup (about 4½ ounces) quartered California Pitted Dried Plums
- ½ cup crumbled goat cheese
- ½ cup candied pecans

To make vinaigrette, in a small bowl, whisk together oil, vinegar and shallot; season with salt and pepper. In a large mixing bowl, toss lettuce with enough vinaigrette to coat lightly. Divide among 4 salad plates; sprinkle each salad with 3 tablespoons dried plums, 2 tablespoons goat cheese and 2 tablespoons pecans.

**Nutrition Information Per Serving:** 281 calories; 7 mg cholesterol; 19 g total fat; 4 g sat fat; 6 g mono fat; 1 g poly fat; 0 g trans fat; 134 mg sodium; 27 g carbohydrates; 6 g protein; 5 g fiber; 528 mg potassium

For a video of this recipe, as well as other recipes featuring California Dried Plums, visit [www.californiadriedplums.org](http://www.californiadriedplums.org).

#### Dried Plums May Be Effective In Repairing Bone Loss

“As we age, we all lose bone, and over half of all people age 50 and older develop osteoporosis, a disease where the bone becomes weak and easily fractures,” explains Bernard P. Halloran, Ph.D., senior research scientist at the San Francisco VA Medical Center and adjunct professor of medicine at the University of California, San Francisco. In a study led by Dr. Halloran, a diet supplemented with powdered dried plum restored bone lost by mice during the course of normal aging. “What we’ve done is not just prevent the loss of bone with aging, we’ve actually put bone back. Whatever is in dried plum may prove to be an effective therapy for osteoporosis.” The study was funded by the Department of Veterans Affairs and the California Dried Plum Board. (J. Nutr. 140; 1781-1787, 2010.)



©Michael Muller for Stocklandmarket.com  
World Champion swimmer and California Dried Plum Board spokesperson Natalie Coughlin stays fit and healthy with a challenging workout regimen and a nutritious diet.

# News Bureau

## Plum-Perfect Party Cooking World Champion Athlete Natalie Coughlin Celebrates The Healthy Way

(NAPSA)—Gold Medalist and World Champion swimmer Natalie Coughlin is one busy woman. She's training hard for the 2013 summer games—and she'll be cooking up a storm for her family this holiday season. In fact, when she's not in the water, Coughlin can often be found in the kitchen, creating delicious, healthy recipes that work perfectly with her training regime. As an international swimming competitor, Coughlin meets people from all over the world and likes to experiment with the foods of different cultures by developing healthful dishes with flavorful ingredients and seasonings.

Dried plums are an important part of her diet for both cooking and snacking. "I love to cook with California Dried Plums because they are a healthy way to add flavor and key nutrients to both sweet and savory dishes," says Coughlin. Dried plums are a superfruit with nutrition packed into every tasty bite, including fiber, antioxidants and potassium.

For Coughlin, healthy eating doesn't stop with the holidays. Whether it's a Super Bowl party or any festive occasion throughout the year when friends and family get together, she likes to celebrate her Filipino heritage with a platter of lumpia, crisp spring rolls filled with a savory mixture of ground pork and water chestnuts. She uses her grandmother's recipe, but with a few tweaks of her own to make it healthier.

Coughlin's version adds dried plum purée to the ground pork filling to enhance flavor, add moisture and improve texture. (With dried plum purée, you can also use leaner pork, which helps to cut down on calories and fat.) Then she bakes the lumpia instead of deep-frying them, which not only reduces the fat, but also means less mess, fuss and cleanup for the cook. The final touch is a spicy chili dipping sauce made with dried plum purée and diced dried plums.

With her busy schedule, Coughlin is always looking for ways to make entertaining less stressful. Lumpia are perfect, since they can be frozen, then thawed and cooked as needed, so Coughlin suggests making a double batch and freezing half—that is, if you can resist cooking and eating them all at once!



California Dried Plum Board Spokesperson Natalie Coughlin likes to celebrate her Filipino heritage with lumpia.

**Lumpia With Dried Plum Purée**  
*Prep time: 30 minutes*  
*Cook time: 20-25 minutes*  
*Makes 24 lumpia*

1 pound ground pork  
1 (8-ounce) can water chestnuts, drained and chopped  
¼ cup minced onion  
¼ cup California dried plum purée (For purée recipe, visit CaliforniaDriedPlums.org)  
2 tablespoons reduced-sodium soy sauce  
1 tablespoon minced garlic  
1 teaspoon salt  
1 teaspoon white pepper  
1 tablespoon flour  
1 tablespoon water  
24 lumpia wrappers  
Cooking spray  
Dried Plum-Chili Dipping Sauce (recipe below)

Mix together pork, water chestnuts, onion, dried plum purée, soy sauce, garlic, salt and pepper. In a small bowl, mix flour and water to make a paste.

Place one lumpia wrapper on a work surface and place about 2 tablespoons pork mixture near the edge closest to you. Roll bottom edge towards the middle, fold in both sides and continue rolling. Moisten edge with flour paste to seal. Repeat with remaining wrappers and filling.

Heat oven to 425° F. Spray a baking sheet with cooking spray. Arrange lumpia on

baking sheet and spray with cooking spray. Bake 20-25 minutes or until browned and crisp. Serve with Dried Plum-Chili Dipping Sauce.

To make Dried Plum-Chili Dipping Sauce, in a blender, purée ½ cup Thai sweet chili sauce, ¼ cup water and ¼ cup California dried plum purée. Stir in ¼ cup diced dried plums. (Makes 1½ cups)

**Nutrition Information Per Serving (1 lumpia):** 138 calories; 14 mg cholesterol; 5 g total fat; 1.6 g sat fat; 1.3 g mono fat; 0.4 g poly fat; 0 g trans fat; 161 mg sodium; 18 g carbohydrate; 4.6 g protein; 0.7 g fiber; 140 mg potassium

Whether it's a family holiday gathering or a casual get-together, Natalie also likes to serve these goat cheese-filled dried plums because they're easy to make, packed with dried plum nutrition—and delicious!

**Dried Plums Stuffed With Goat Cheese**  
*Prep time: 10 minutes*  
*Cook time: 5 minutes*  
*Makes 24 dried plums*

¼ cup fresh goat cheese, softened  
2 teaspoons garam masala (Indian spice blend)  
24 California pitted, dried plums

Heat oven to 400° F. Mix goat cheese with 1 teaspoon garam masala. Make a slit in each dried plum and stuff with ½ teaspoon goat cheese mixture, leaving slit open on top so that filling is visible. Place in an ovenproof dish and bake in oven about 5 minutes or until hot. Sprinkle with remaining garam masala. Serve warm.

**Nutrition Information Per Serving (3 dried plums):** 67 calories; 2 mg cholesterol; 1 g total fat; 1 g sat fat; 0 g mono fat; 0 g poly fat; 0 g trans fat; 16 mg sodium; 14 g carbohydrate; 1 g protein; 1g fiber; 165 mg potassium.

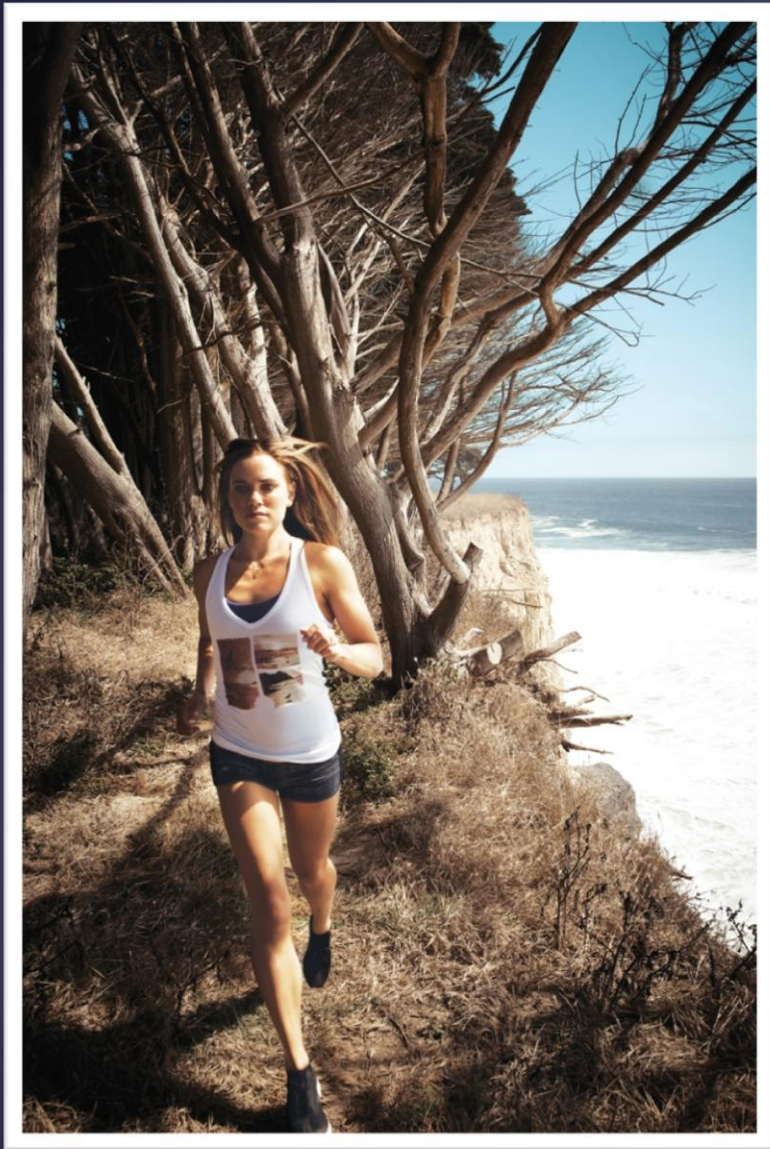
For other great recipes and cooking videos featuring California Dried Plums, visit [www.californiadriedplums.org](http://www.californiadriedplums.org) and Like us on Facebook.com/CaliforniaDriedPlums.

## “Plum-Perfect Party Cooking”

- Major market placements:
  - New York, NY
  - Los Angeles, CA
  - San Francisco, CA
  - Washington, DC
  - Miami, FL
- Generated 96 news articles in 9 different states
  - Readership: 997,952
  - AVE: \$7K



More than ***168 million*** impressions!



# Upcoming Promotions

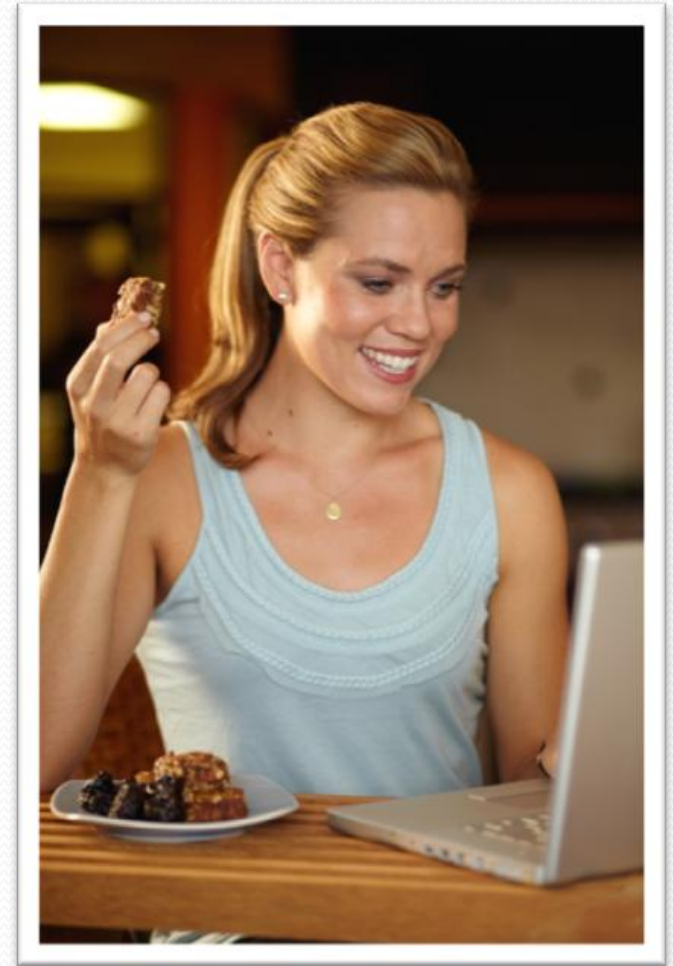
# Online Media Campaign

- 3 phone interviews were conducted on January 31<sup>st</sup> for major online placements
- 09/10 program featured online placements on *The Nest*, *SheKnows.com*, *Women's Health*, *Cosmo Girl*, *RealBeauty.com*, *Crushable*, *Super Healthy Kids Blog*, *PrettyTough.com*



# Twitter Party

- Natalie will interact with bloggers and consumers in real-time
- Community outreach: 30-60 social media-savvy women who run blogs with Facebook or Twitter
- Set for 10AM-11AM/PT on February 28th
- Goal: 5 million impressions and 250 blog posts



# **NUTRITION RESEARCH**

# Nutrition Research

- ❑ Helps to Drive Marketing and Public Relations
- ❑ Over 30 Projects Leading to More than 20 Publications
- ❑ Heart Health, Digestive Health, Weight Management, Bone Health
- ❑ Nutrition Roadmap...

**Be #1 at Something**

**PRODUCTION  
RESEARCH  
&  
ISSUES  
MANAGEMENT**

# Production Research and Issues Management

- ❑ **Facilitating Beneficial Grower and Processor Research**
- ❑ **Methyl Bromide and Alternatives**
- ❑ **TASC Grant**
- ❑ **Industry Coalitions**
- ❑ **Communication to Growers**

# **EXPORT MARKETING**

**EUROPE**

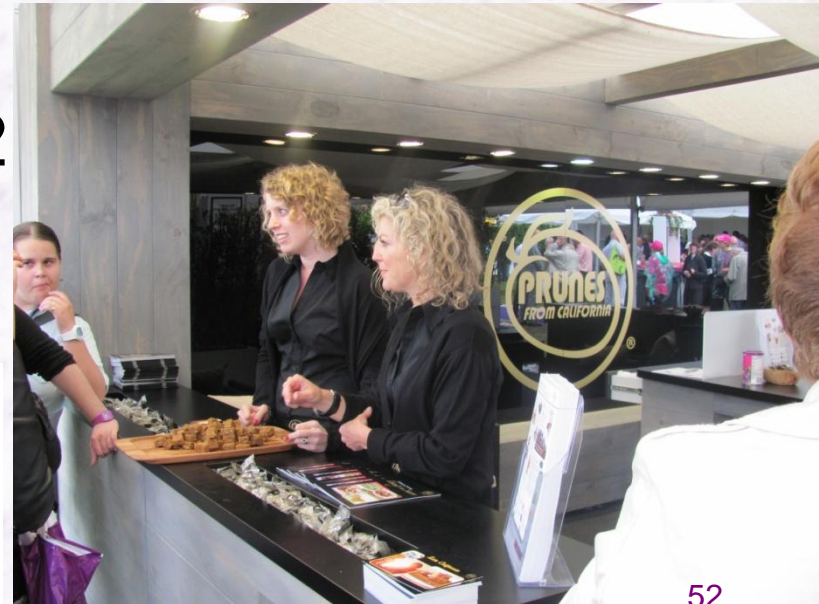
# UK - Consumer Upcoming Activity

## Theme: 'Designed in California'



THE GOLD STANDARD

- Food Festivals
- Joint promotional activity with David Lloyd Leisure Centres – 79 branches nationwide
- CPB Website updated
- Consumer Press Activities
- Sampling Activity June 2012  
*Taste of London - attendance  
40,000 consumers*



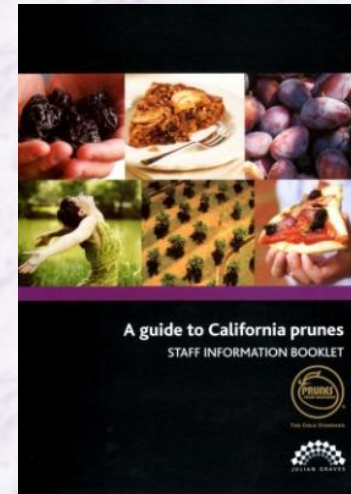
# UK – Trade Activity - Promotional

Julian Graves – 250 stores nationally

- JG converting to California product from Chilean
- 1kg California Prune Pack launched 28 September 2011
- All other prune SKUs will be California from mid February 2012
- A 4 week launch promotion included a staff training booklet to inform store staff of benefits of California Prunes so this can be passed on to consumers
- Launch activity comprised window posters and blip boards. Result was 672% increase in sales (over average weekly sales)



THE GOLD STANDARD



# UK - Trade Activity - Promotional

Holland & Barrett – 570 stores nationally



- 1) 500g Pack Promotion – half price–  
September 2011 – 4 weeks

California Prune Recipe booklets at POS  
and blip boards

Results: +305% (over normal weekly  
average sales)



- 2) 500g pack as part of the Penny Sale  
promotion – October – 4 weeks

National TV advert - California Prunes  
mentioned in voiceover and visible in  
background

Results: + 278% increase in sales (over  
normal weekly average sales).



UK – Trade – Media  
Interviews with trade press  
Launch activity to create coverage

# GBI Update

## Satiety Study at University of Liverpool



**Phase One complete** – initial short term study human trial to establish dosage

- Abstract has been submitted for presentation at the European Congress on Obesity

**Phase Two** – Commenced after Christmas and due for completion in the summer of 2012

- Final protocol currently being 'tweaked' based on results from acute study ready for ethics approval
- Weight loss program is being finalized for use with subjects throughout study
- Testing of meals & prune dose has been completed for adjustment to include male subjects



UNIVERSITY OF  
LIVERPOOL

# Digestive Health Research

Research at King's College London



**Researchers have full approval from the NHS ethics committee and R&D approval .**

**Subject trials began in the second week of January and will conclude in July**



# Italy - Trade Activity

## In-Store Promotions



**130 days of activity took place in 65 hypermarket stores in North Italy. Samples were distributed to 86,580 consumers.**



# Greece



THE GOLD STANDARD

## Consumer Promotional Activity

300,000 copies of a premium beauty and nutrition booklet by California Prunes Greek Ambassador Eleni Petroulaki were given away with the purchase of a pack of California Prunes at stores in Athens and Thessalonika in December, all stores have converted to California product.

  
THE GOLD STANDARD

**Ελένη Πετρουλάκη**  
ομορφότερη ζωή κάθε μέρα!

*Ομορφιά • Διατροφή • Ευεξία*



*Ευζωία*

10

**ΚΑΘΗΜΕΡΙΝΗ ΑΡΜΟΝΙΑ**

Το άγχος και το στρες των γρήγορων ρυθμών της ζωής η πίεση της δουλειάς οι καθημερινές υποχρεώσεις η πνευματική και οωματική κόπωση είναι παράγοντες που συμβάλλουν αρνητικά στην ομορφιά και την υγεία μας. Οι μυς σφιγγονται και πιάνονται η ένταση συσσωρεύεται σε πολλά σημεία του σώματος αλλά και στο πρόσωπο μας δημιουργώντας ρυτίδες, έχουμε πονοκεφάλους, νιώθουμε κόπωση, το μυαλό μας μπλοκάρει και το δέρμα μας δείχνει θαμπό και κουρασμένο. Εκτός από τη σωστή διατροφή, την άσκηση και τον καλό ύπνο για να είμαστε και να νιώθουμε όμορφοι και υγιείς θα πρέπει να βρούμε χρόνο αφιερωμένο μέσα στην ημέρα για να χαλαρώνουμε να διώχνουμε την συσσωρευμένη ένταση και να υιοθετήσουμε τρόπους ώστε να μπορούμε να ανταπεξέλθουμε στις ανάγκες της σύγχρονης ζωής, μειώνοντας το άγχος ξεμπλοκάροντας το μυαλό και το σώμα κάνοντας το να δουλεύει πιο σωστά και το δέρμα μας να αντανάκλα ομορφιά λάμψη και υγεία.

**ΜΕΤΑΤΡΕΨΤΕ ΤΟ ΜΠΑΝΙΟ ΣΑΣ ΣΕ SPA**

Κάθε φορά που αισθάνεστε κουρασμένη οργισμένη έχετε ανάγκη από χαλαρωτικό μωσαδό και σώματος γεμίστε τη μπανιέρα σας με ζεστό νερό ρίξτε μέσα αιθέρια έλαια και αρωματικά έλαια, ανάψτε κερί βάλτε ένα σαμ με ήχος της φύσης και χαλαρωτική μουσική να παίζει και βυθιστείτε σε ένα απολαυστικό σπράουσο. Κλείστε τα μάτια για δέκα λεπτά τουλάχιστον και χαλαρώστε. Κάντε μασάζ στους κρατάρους με τα ακροδάκτυλά σας με κυκλικές κινήσεις για ένα λεπτό. Με ένα φυσικό σφουγγάρι τρίψτε απαλά το σώμα σας. Σπικωθείτε και κάντε πλινγκ σε όλο το σώμα με ένα body scrub με φυσικά συστατικά απομακρύνοντας τα νεκρά κύτταρα που κόβονται στην επιδερμίδα. Ξεπλύντε καλά. Ρίξτε όρθια ζεστό νερό αφήστε το να τρέξει αρκετή ώρα πάνω σας και τυλιχτείτε με ένα μπλουσούζι. Τελειώνοντας απλώστε άθροισμα ενυδατικό κρέμα σε όλο το σώμα. Η διαδικασία θα σας ανταμείψει απόλυτα αφού θα αισθάνεστε απόλυτα χαλαρή και το δέρμα σας θα λάμψει.

**ΑΝΑΠΝΕΥΣΤΕ ΣΩΣΤΑ**

Κάθε φορά που αγχωμάστε η αναπνοή μας γίνεται κορφή και διακεκομμένη και ανανέουμε λάθος μεταφέροντας την εισπνοή φηλά στο στήνα. Αν παρατηρήσετε τον τρόπο που αναπνέει ένα μωρό θα καταλάβετε ποιος είναι ο σωστός τρόπος αναπνοής. Επιπλέον υπάρχουν και πολλές ασκήσεις που μπορείτε να κάνετε με την αναπνοή σας για να χαλαρώσετε το σώμα και να ηρεμήσετε το πνεύμα σας.

- 1) Πάρτε βαθιές εισπνοές από τη μύτη αργά φυσικά κάνοντας κοιλιά στομάχι και θώρακα και εκπνεύστε βιάζοντας απότομα τον αέρα από το στόμα. Επαναλάβετε 10 φορές την άσκηση.
- 2) Εισπνεύστε από τη μύτη απλώνοντας τον αέρα χαμηλά στην κοιλιά και εκπνεύστε αργά από το στόμα με ένα ήχο. Επαναλάβετε 10 φορές.
- 3) Εισπνεύστε αργά με τον παραπάνω τρόπο κρατώντας τον αέρα για μερικά δευτερόλεπτα και βγάλτε τον αργά με μικρές κορτές εκπνοές. Επαναλάβετε 5 φορές.

*το μυστικό μου*  
ΜΟΝΟ ΓΙΑ ΕΙΣΑΣ

Όσο και αν σας εζηνηρετεί ένα σύντομο και αποτελεσματικό πριναή ή θραινό ντους μία φορά την εβδομάδα οφείλετε να κακομαθαίνετε τον εαυτό σας με ένα χαλαρωτικό μπάνιο τριάντα λεπτών.

11

# Ukraine - In-Store Promotions



Prune samples and flyers distributed within a major supermarket chain in Kiev post Christmas. All materials promoted the quality of California product.



# Russia - World Food Moscow 2011



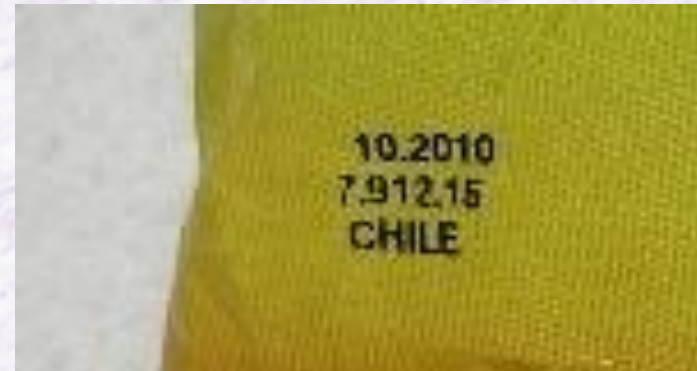
THE GOLD STANDARD



# Poland Mislabelling of Prunes

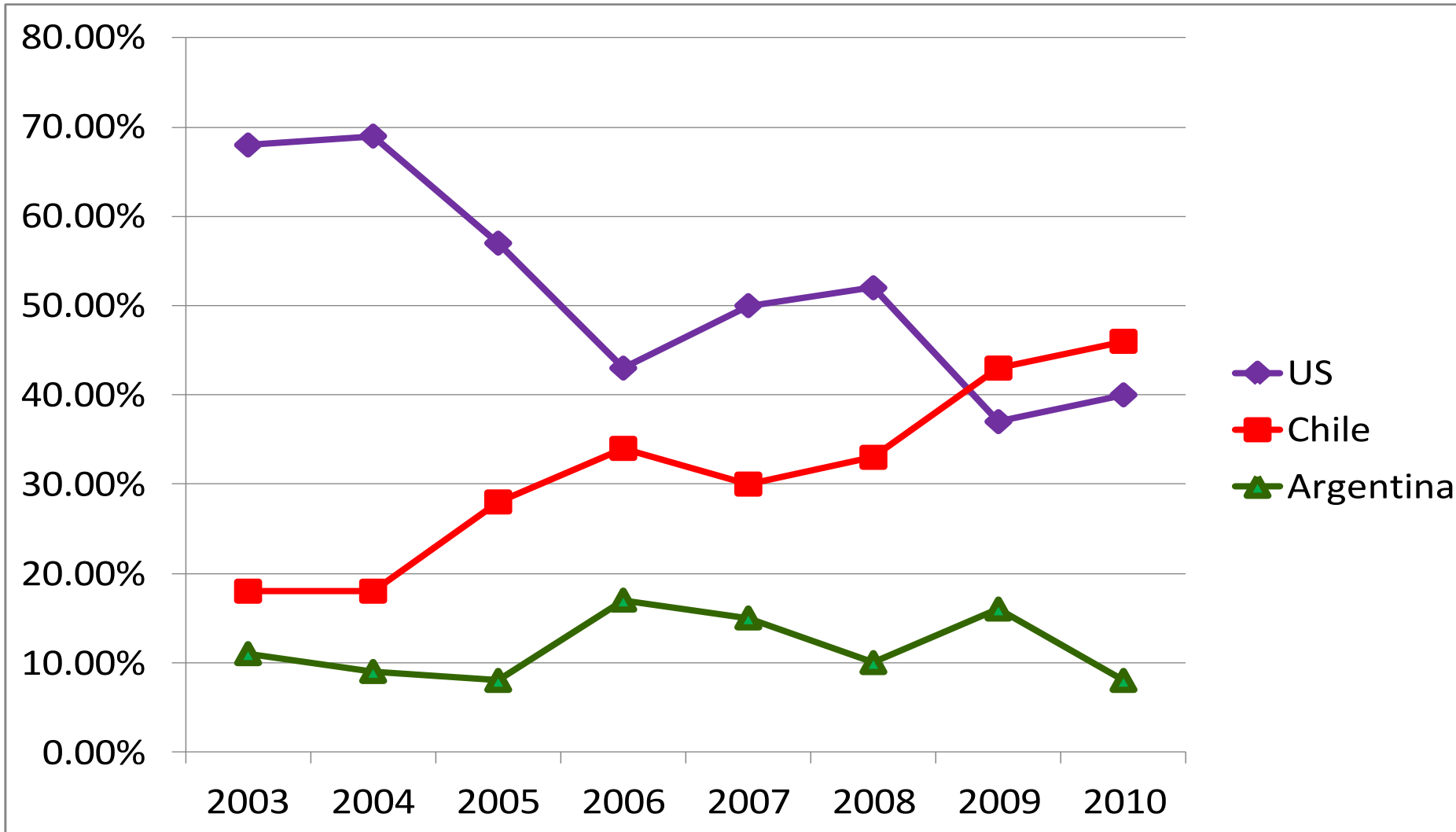


Further meeting with solicitors held  
First writs anticipated to be issued  
February 2012



# Imports into the EU from US, Chile, Argentina

Market Share % Value  
Years Ending July 31



# Anuga 2011

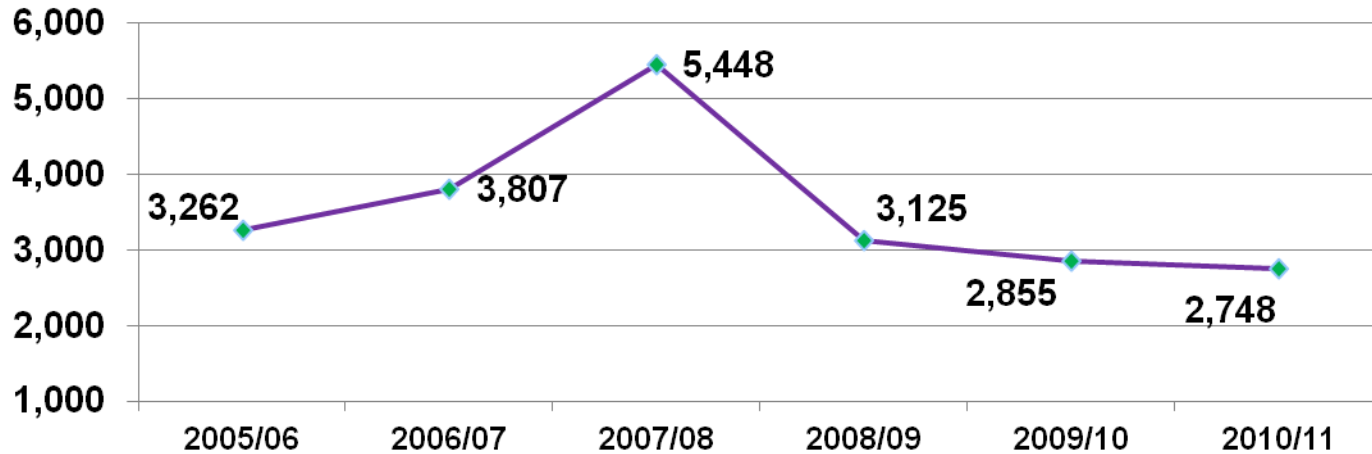


# Brussels - Continuing Work to Reduce the EU 9.6 Tariff

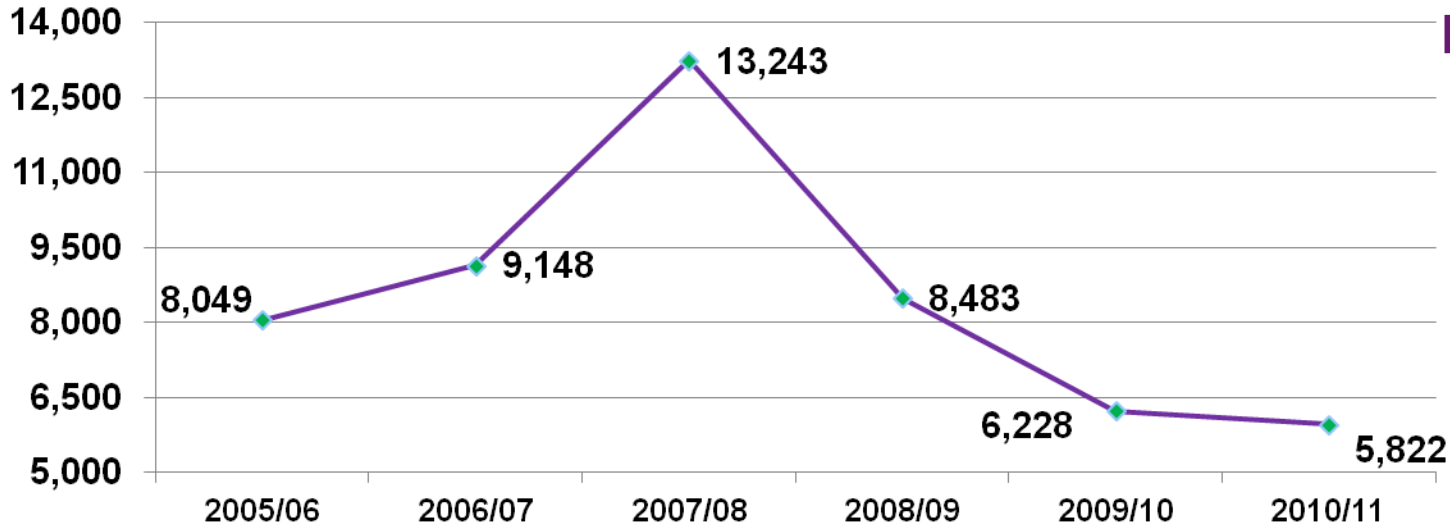


# UNITED KINGDOM

VOLUME (MT)



VALUE (\$000)



## Market Shares

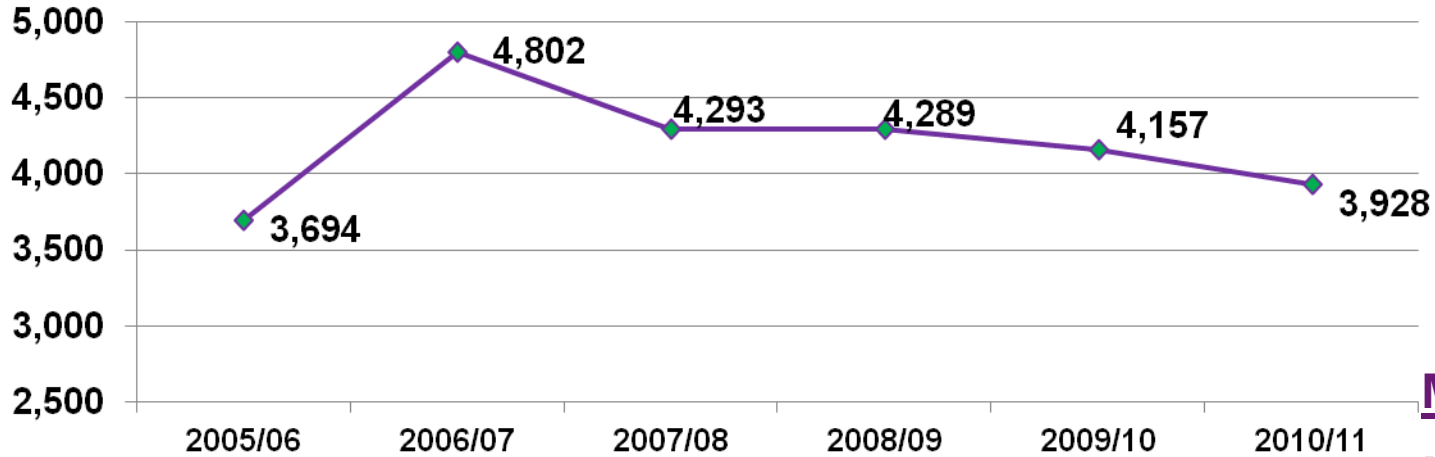
**U.S. 44%**

**Chile 36%**

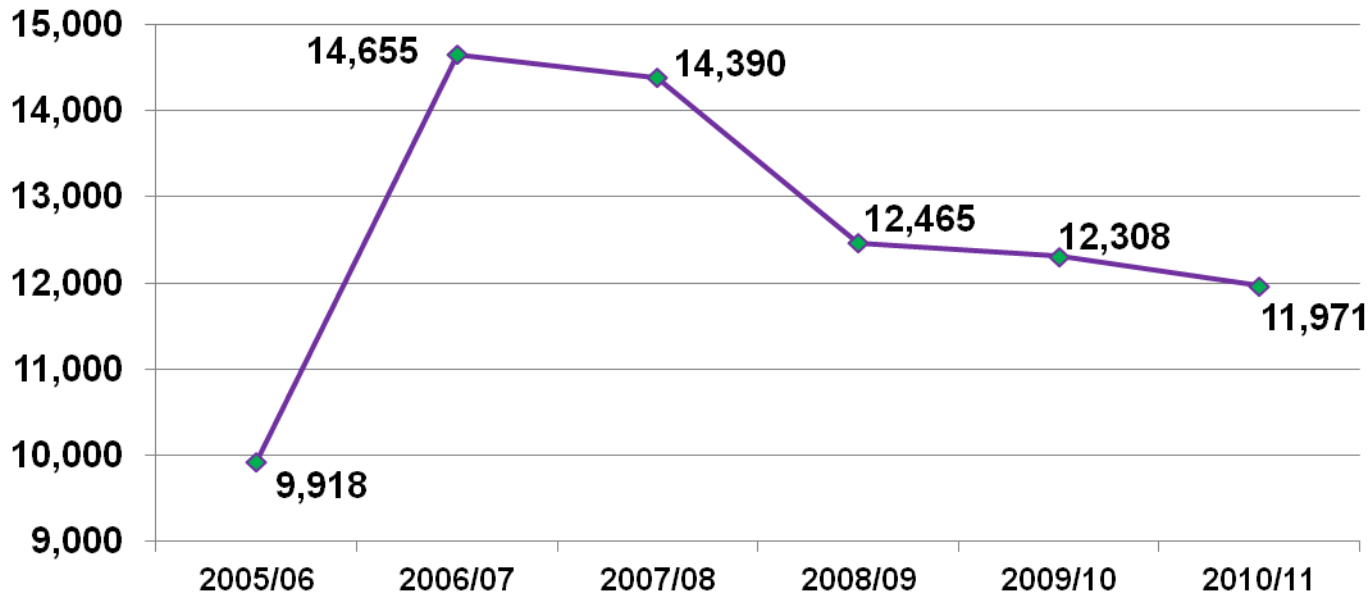
**France 10%**

# ITALY

## VOLUME (MT)



## VALUE (\$000)

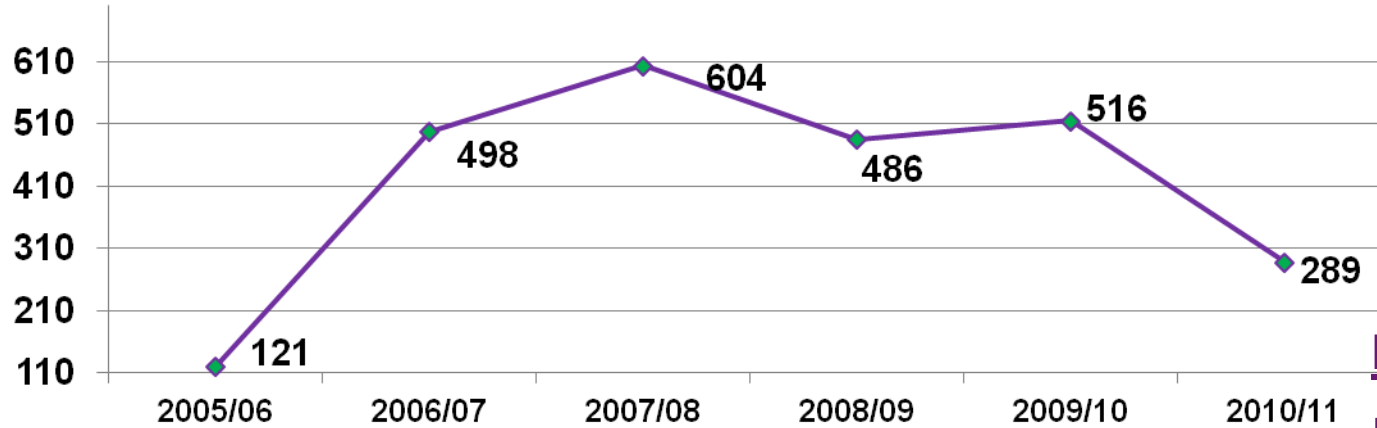


## Market Shares

<b>U.S.</b>	<b>36%</b>
<b>Chile</b>	<b>41%</b>
<b>France</b>	<b>10%</b>

# GREECE

VOLUME (MT)



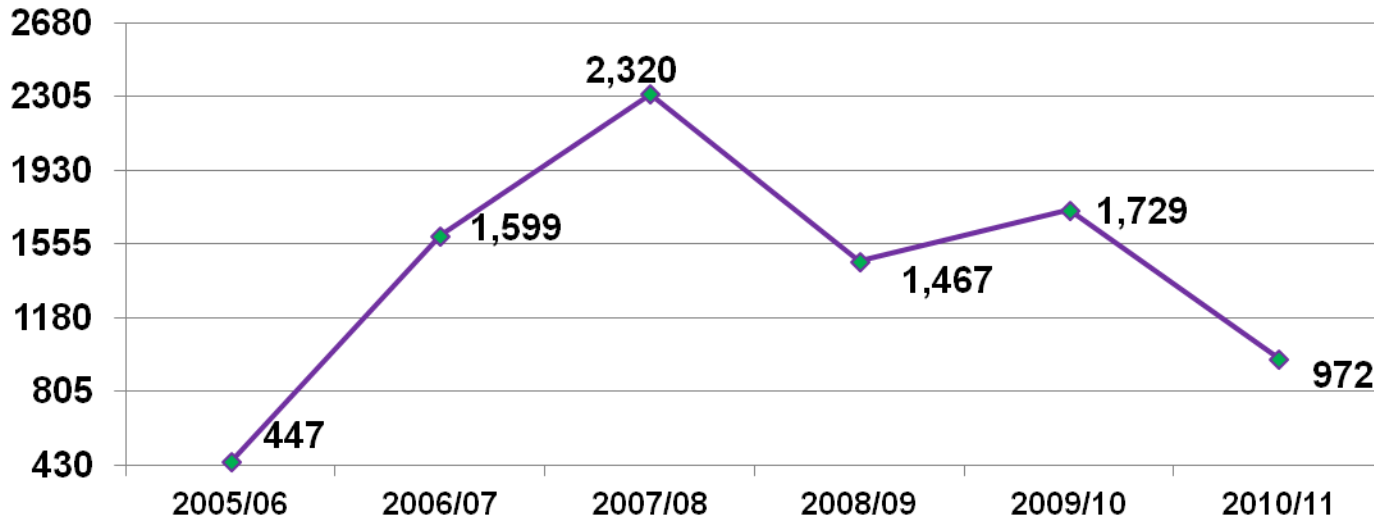
## Market Shares

**U.S.** 12%

**Chile** 7%

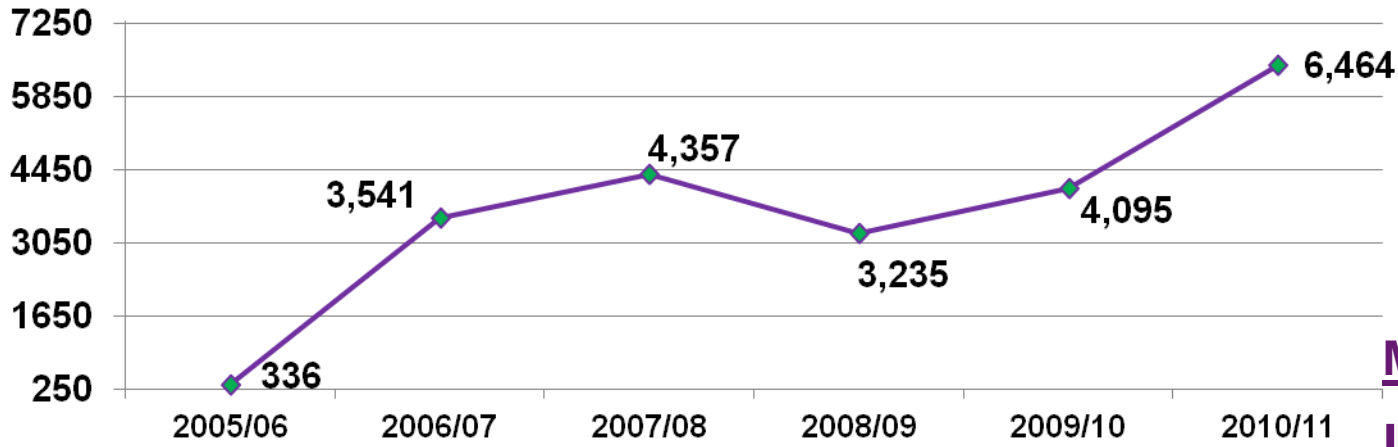
**France** 39%

VALUE (\$000)



# RUSSIA

VOLUME (MT)



## Market Shares

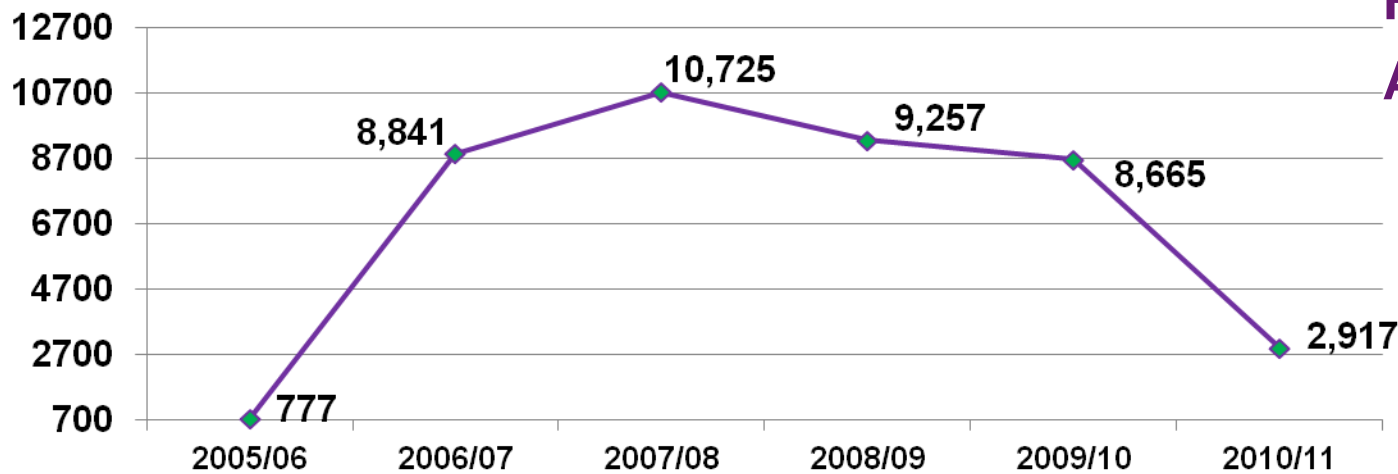
**U.S.** 20%

**Chile** 37%

**France** 1%

**Argentina +20%**

VALUE (\$000)



**JAPAN**

# Media Exposures & Clipping Highlights

(July 2011 – October 2011)

Media	# of Articles	Circulations	Ad Value
TV	5	170.1 million Households	\$670,000
Consumer Print	78	34.0 million copies	\$406,000
Trade Print	56	5.6 million copies	\$20,000
On-line	27	8.3 billion PV	\$33,000
TOTAL	166		\$1,129,000

# National TV Publicity

## TX “Lady’s 4”

Doctor introduced “Prune iced tea” as a healthy & effective drink for promoting female hormone.

2 celebrities who overcame breast cancer tasted the tea.

# of Household Covered: 39.2 million

Media Value: \$183,360 (\$1=75 Yen)

## NHK “Kirei no Mahou (Magic for Beauty)”

Foods that are recommended for promoting female hormone.

# of TV Subscribers (ground wave): 24.1 million

Media Value: \$61,900 (\$1=75 Yen)





# On-line Publicity

Dr. Arjmandi's Bone Study Coverage - 27 Sites posted; PV 8.3 billion / AVE \$33,000

The image shows two screenshots of a news article. The left screenshot is from msn.com, dated 2011年9月8日 13:00. The headline reads: 【カリフォルニアプルーン協会】フロリダ州立大学にて「プルーンが骨粗しょう症や骨折の予防に役立つ」という研究成果を発表. The article text states that the California Plum Association (California State University) has published research on the effects of plums and dried plums on bone health. It mentions that the study found that plums can help improve bone health in postmenopausal women and that eating plums is a simple and effective strategy. A video player is embedded in the article, showing a man in a suit holding a glass of water. The right screenshot is from QLife.com, showing the same article. The QLife.com page has a search bar and navigation tabs for '病院を探す' (Find Hospital), '処方薬・市販薬を探す' (Find Prescription/OTC Drugs), '役立つ記事を読む' (Read Useful Articles), '漢方をくわしく学ぶ' (Learn More About Herbal Medicine), and 'がんがわかる映像集' (Video Collection on Cancer). The article on QLife.com includes a video player and a list of related topics: F35不具合, 「走るスマホ」, Wii U向け3A, 清武氏、提訴, and 紅白大トリ.

Florida State University Reveals Dried Plums Help Prevent Fractures and Osteoporosis; A Research Published

# Sales Promotion – Display Contest



# New Products



**Prune Bread with  
Brown Rice Whipped Cream  
(diced prunes)**



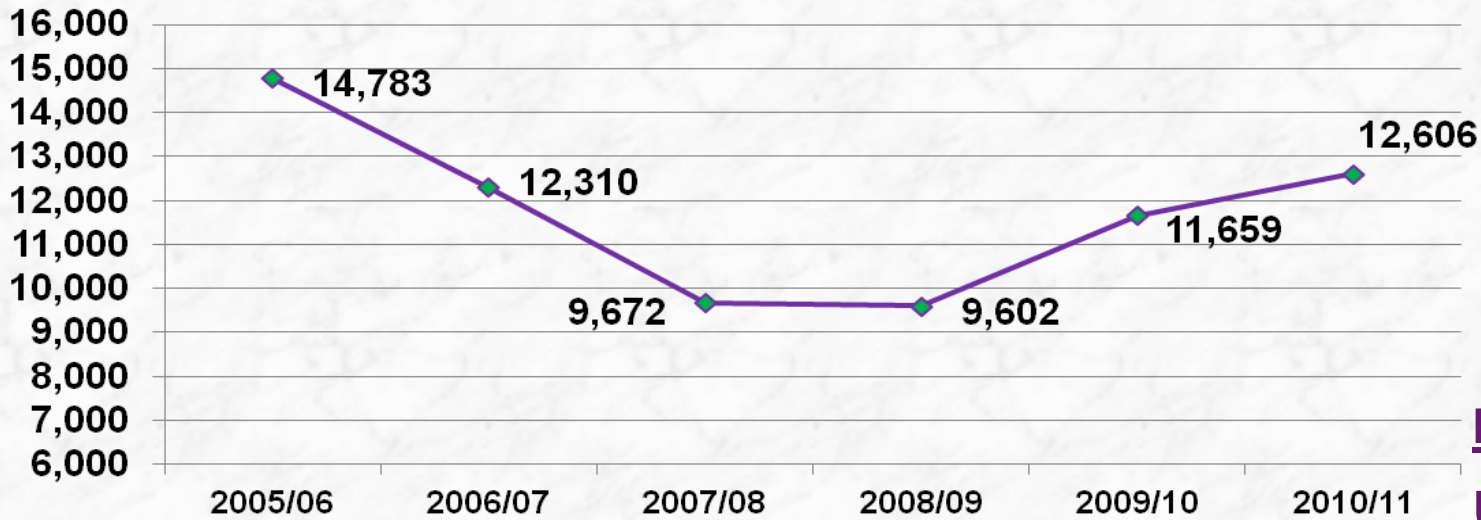
**Demiglace Cheese Curry (prune puree)**



**Prune Flavored  
Low Fat Yogurt for  
Iron & Folic Acid  
EAR (prune juice)**

# JAPAN

VOLUME (MT)



## Market Shares

**U.S.** 98%

**Chile** 1%

**France** 1%

VALUE (\$000)



**CHINA**

# Trader Gathering@ Guangzhou



**Attendee:** 55 traders, retailers and bakery chefs in Southern China

## **Details:**

- Showcase retail-pack CA prune and CA prune bakery item
- Update traders on market trend and CPB programs
- Identify 2 new buyers for CA prunes



# Nutrition Seminar @ Guangzhou



**Attendee:** 120 nutritionists

## **Results:**

- Establish CA prune's image as a healthy food among nutritionists
- Introduce CA prune's dietary applications to attendees successfully
- Expect to reach more target consumers through recommendation of participating nutritionists.



# Bakery Chef Training

## Details: 3 Training Sessions

- Lecture from guest chefs on CA prune application
- Onsite demo by guest chefs
- Hands-on practice by attendees

## Results:

- CA prunes were introduced to 200 bakery chefs
- Relationship was established with the local bakery chains



# Pastry Chef Competition

## Details:

- Online registration (100 chefs)
- Qualify round & 2<sup>nd</sup> round competition
- Final: 12 chefs, each with live demo of 4 courses using CA prunes as ingredients



## Awarding Ceremony

**PM**

1. Welcome speeches from ATO & CPB rep
2. Award the trophy to the medalists
3. Live demo from the champion

- Over 100 buyers, chefs, HRI operators and journalists attended the ceremony
- Exposure of CA prunes as value-added ingredients with diversified applications was increased.



# In-store Promotion

**Venue:** Northern & Southern China

**Results:** Increasing sales (compared to same period before promotion)

- Northern China: 22 stores **198%**
- Southern China: 25 stores **219%**



# Media Campaign

Media coverage (50) targeting young women and the elderly



Themes emphasized on:

- High nutrition
- Health benefits on diseases
- Nature flavored
- Beauty & skincare



加州西梅  
——骨质疏松新克星

美国研究者帮助绝经后妇女和老年人预防骨折和骨质疏松症。经研究，终于在不久前佛罗里达州国立大学的研究者在对比了无花果、椰子、葡萄干、



加州西梅——爱美人士的绝佳选择



美国农业部曾给出这样的数据：每百克加州西梅含抗氧化剂接近每百克橙子含抗氧化剂量的2倍，是每百克苹果的26倍多。此外还有研究表明加州西梅有自然保水动物蛋白质的功效。此功效可以归功于西梅其自然含有的纤维素和山梨醇。再加上加州西梅天然所含的苹果酸和高抗氧化能力，使它成为天然的美容圣品，有利于保持肌肉弹性并维持人体电解质平衡，对于每个爱美人士而言都是绝佳选择。



加州西梅

——心血管疾病患者的福音



在诸多水果之中，加州西梅的抗氧化成分位居榜首，此外丰富的纤维素还能帮助阻止胆固醇的吸收，从而保护血管，防止高血压。美国近期的实验恰恰也证明了这一点：

# US Food Festival @Shanghai



**Cooperator:** Shanghai 1st Food Mall

**Venue:** 5 Stores in Shanghai

**Results:**

- Introduction of new brand, Champion
- A further increase of 43.2% in sales compared with promotion last year



Sun-Maid



Champion



Hill View



CA prune brands participated in the promotion

# CPB @ FHC 2011



**Venue:** Shanghai

## **Details:**

- Tasting of natural flavored California prunes and prune cookies
- Showcase of retail packages

## **Results:**

- Generate 150 trade leads including 30 serious buyers
- Increase exposure of California prunes to the market

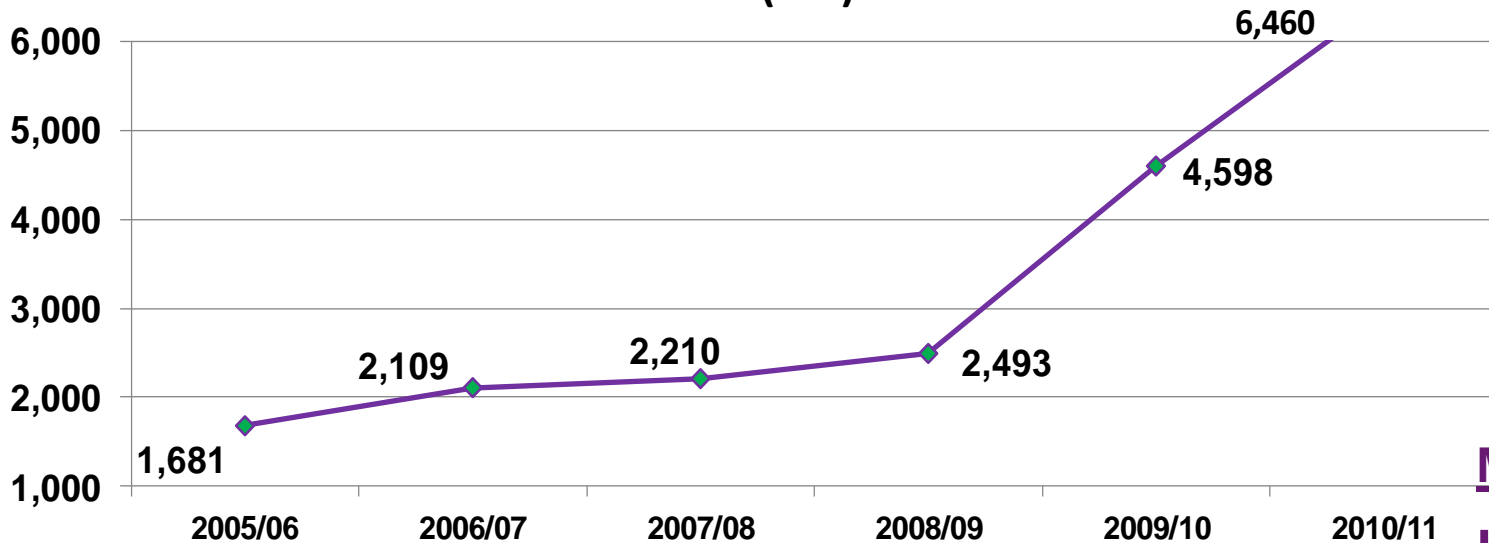


## *CPB Booth @ FHC 2011*



# CHINA/HONG KONG

## Volume (MT)



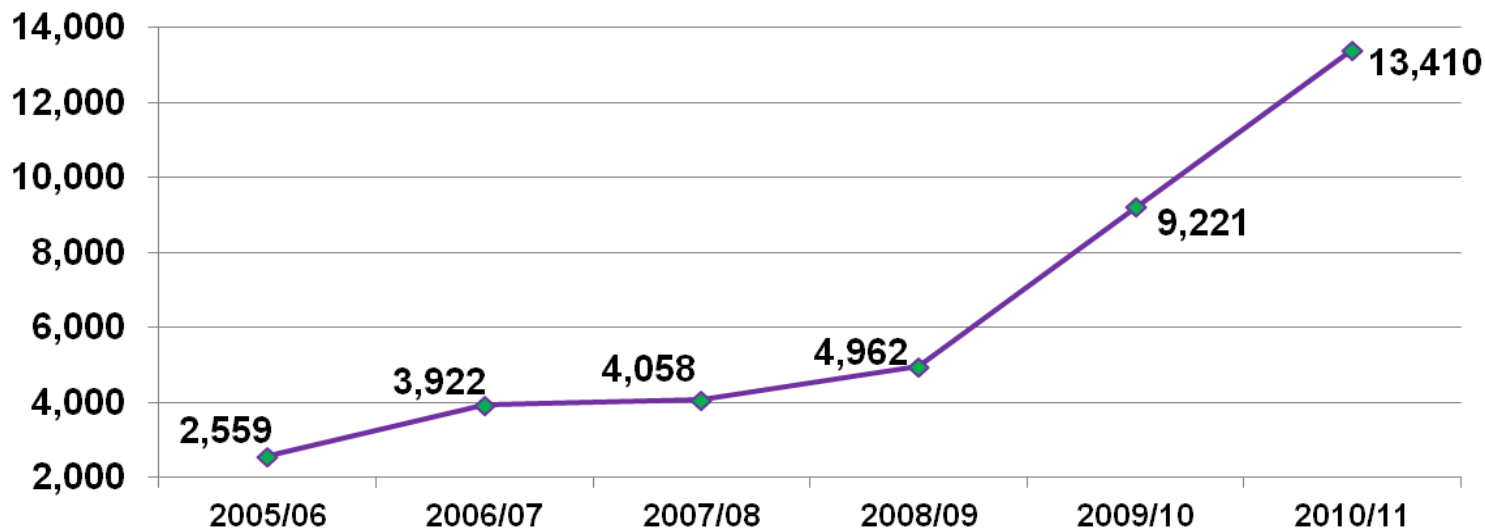
## Market Shares

**U.S.** 87%

**Chile** 1%

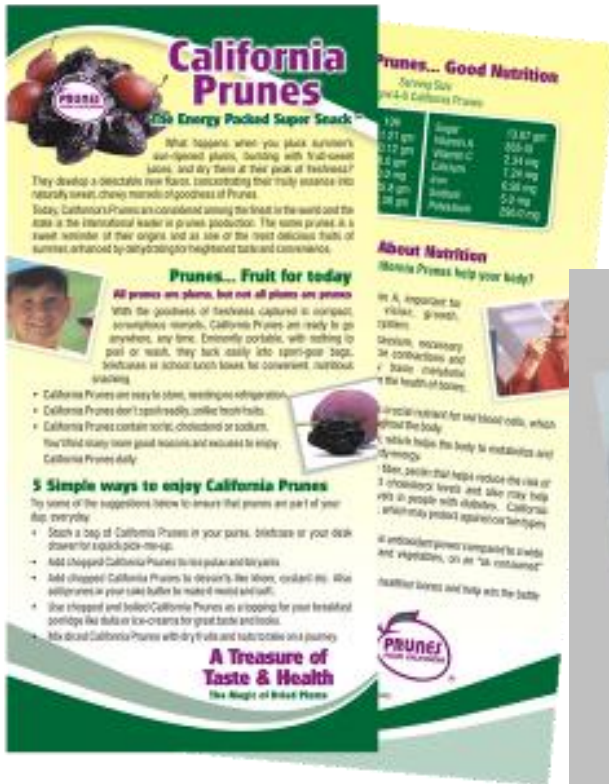
**France** 1%

## VALUE (\$000)



**INDIA**

# POS MATERIALS



**California Prunes**  
The Energy Packed Super Snack™

What happens when you pick nature's sun-ripened plums, bathing with 14-sweet tones, and dry them at their peak at harvest? They develop a delectable new flavor, concentrating their truly essence into naturally sweet, chewy morsels of goodness of Prunes.

Sweet, California Prunes are considered among the best in the world and the state is the international leader in prune production. The same prunes, it's a taste reminder of their origin and as one of the most delicious fruits of summer, enhanced by drying to its heightened natural convenience.

**Prunes... Good Nutrition**  
Serving Size: 1/4 cup (4 California Prunes)

1/4 cup	Energy	10.87 gms
1/4 cup	Fiber	1.21 gms
1/4 cup	Iron	0.2 mg
1/4 cup	Calcium	2.34 mg
1/4 cup	Protein	0.2 mg
1/4 cup	Phosphorus	0.06 mg

**About Nutrition**  
How Prunes help your body!

It's important to drink, green, green, green, green, necessary for cardiovascular and bone metabolism, the health of bones.

It's important to drink, green, green, green, green, necessary for cardiovascular and bone metabolism, the health of bones.

**Prunes... Fruit for today**  
All prunes are plums, but not all plums are prunes. With the goodness of freshness captured in compact, convenient morsels, California Prunes are ready to go anywhere, any time. Easily portable, with nothing to peel or wash, they pack easily into spin-gear bags, lockers or school lunch boxes for convenient, nutritious snacking.

- California Prunes are easy to store, requiring no refrigeration.
- California Prunes don't spoil readily, unlike fresh fruits.
- California Prunes contain no fat, cholesterol or sodium. You'll find many more good reasons and reasons to enjoy California Prunes daily.

**5 Simple ways to enjoy California Prunes**  
To some of the suggestions below to ensure that prunes are part of your day, everyday.

- Snack a bag of California Prunes in your purse, briefcase or your desk drawer for a quick pick-me-up.
- Add chopped California Prunes to rice, pasta and for salads.
- Add chopped California Prunes to delectable, like above, contain the 100% natural in your cake batter to make it moist and soft.
- Use chopped and dried California Prunes as a topping for your breakfast porridge, oat balls or ice-creams for great taste and texture.
- Mix dried California Prunes with dry fruits and nuts to make your journey.

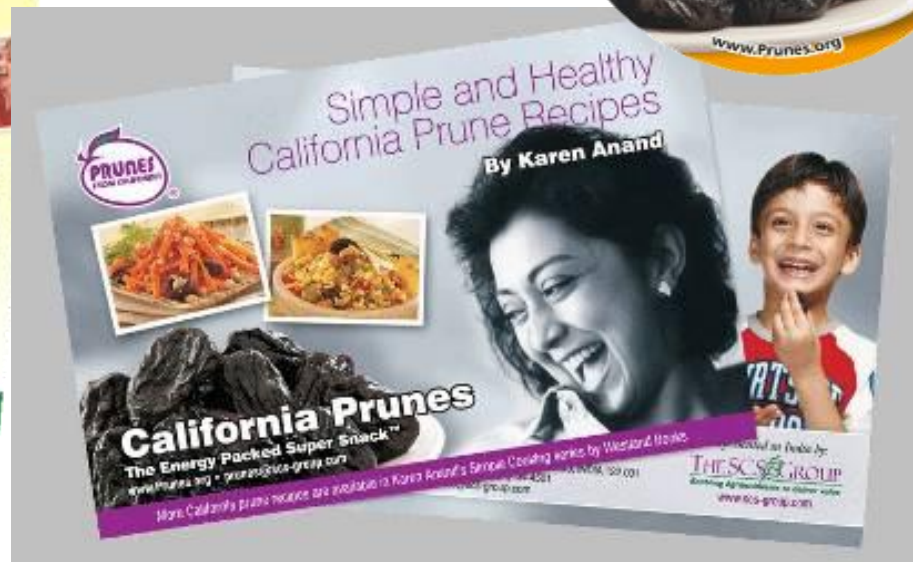
**A Treasure of Taste & Health**  
The Magic of Dried Plums

[www.Prunes.org](http://www.Prunes.org)



**California Prunes**  
The Energy Packed Super Snack™

[www.Prunes.org](http://www.Prunes.org)



**Simple and Healthy California Prune Recipes**  
By Karen Anand

**California Prunes**  
The Energy Packed Super Snack™  
[www.Prunes.org](http://www.Prunes.org) • [prunes@csa-gro.com](http://prunes@csa-gro.com)

More California Prunes are available in Karen Anand's Recipe Cooking books by Westland, Irvine.

Produced in India by THE CSA GROUP  
Baking All ingredients in natural water  
[www.csa-group.com](http://www.csa-group.com)

Information Flyers, Recipe Cards, Danglers

# TRADE SHOWS



# IN-STORE PROMOTIONS



# NUTRITION SEMINAR



# INSTITUTIONAL PROMOTIONS



# CELEBRITY CHEF COOKING DEMO



# CONSUMER ADVERTORIALS



California Prunes are sweet and juicy dried plums which offer a number of health benefits. California Prunes are considered among the finest in the world and the state is the international leader in prunes production. Prunes can be eaten as a snack at any time of day or easily incorporated into your meals. They are easy to store, don't spoil readily like fresh fruits and are ready to eat anywhere, anytime.

#### **How do prunes keep me healthy?**

Prunes are a rich source of fiber, minerals and vitamins. Besides lowering blood cholesterol and risk of heart disease, prunes also provide the following benefits:

**Promotes Digestive Health:** Prunes provide both soluble and insoluble dietary fiber. Insoluble fiber helps speed food through the digestive tract while the slow-moving soluble fiber is good for enhancing satiety, lowering cholesterol and regulating blood-sugar levels. They both add up to a very healthy gut.



**Powerhouse of Antioxidants:** Prunes have the highest antioxidant power of all fruits. Antioxidants are special compounds that help protect cells from damage caused by free radicals.

Prunes are high in antioxidants called phenols which are believed to be beneficial to the tissues of the body.

**Builds Healthier Bones:** Prunes are a rich source of several micronutrients involved in bone metabolism, including potassium, vitamin K, and boron. In fact, a recently-published study conducted by researchers at University of Oklahoma Health Science Centre University indicated that prunes prevent hormone related deterioration of the bones, preserving bone mass.

#### **How do Prunes help in weight management?**

A serving of 4-5 prunes provides about 3 grams of dietary fiber for about 100 calories. The high fibre in prunes leaves you feeling fuller for longer, so you won't feel the need to snack on high calorie treats. They are low in fat too. Therefore, California Prunes make a perfect snack for those trying to lose weight.

#### **Where can I buy California Prunes?**

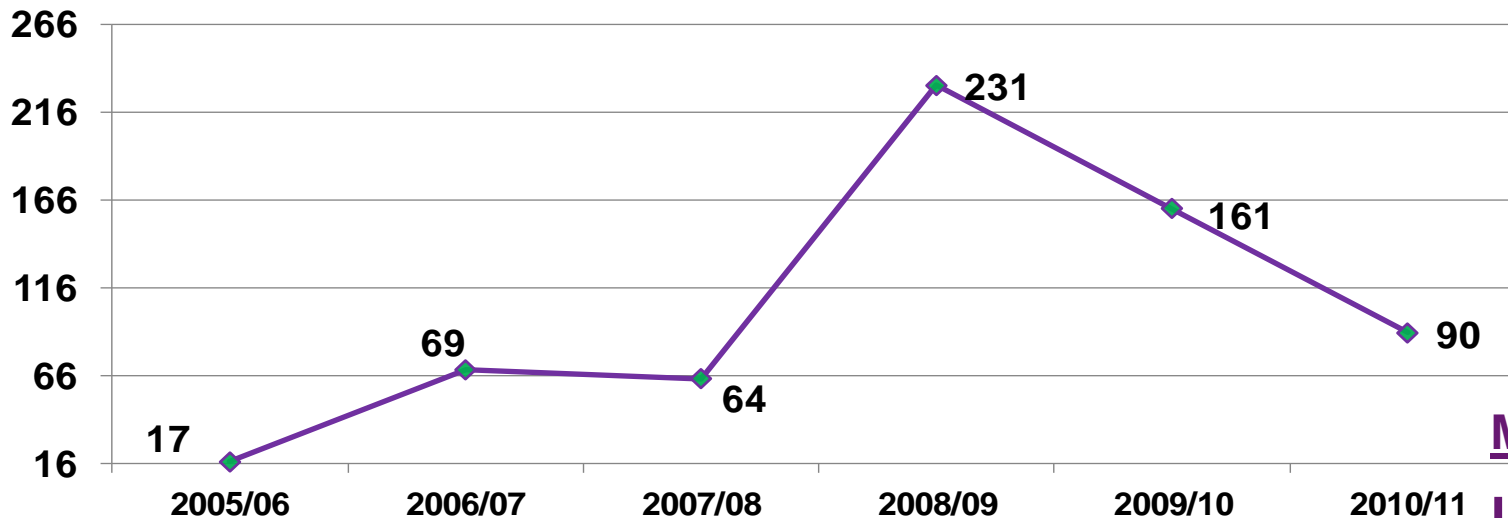
California Prunes are available at all leading retail stores and supermarkets across India. Go and grab your pack of California Prunes today!

[www.Prunes.org](http://www.Prunes.org)  
[prunes@scs-group.com](mailto:prunes@scs-group.com)

Represented in India by:  
**THE SCS GROUP**  
Food Marketing Solutions... Delivered.  
[www.scs-group.com](http://www.scs-group.com)

# INDIA

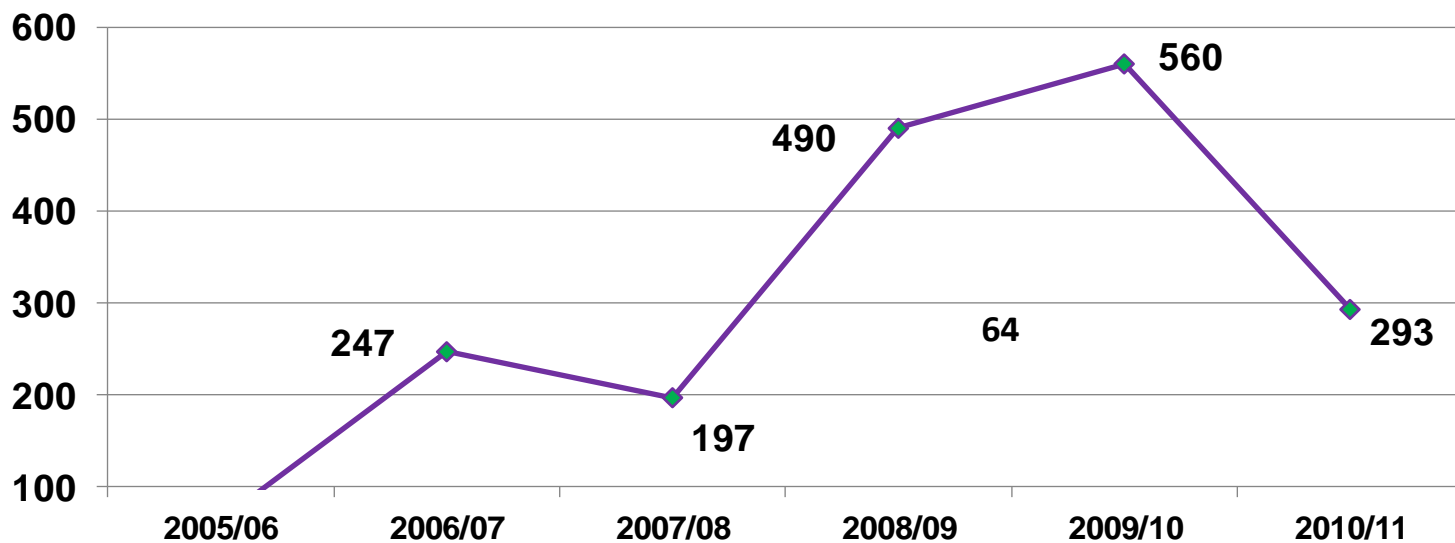
## VOLUME (MT)



## Market Shares

<b>U.S.</b>	<b>37%</b>
<b>Iran</b>	<b>43%</b>
<b>Chile</b>	<b>4%</b>

## VALUE (\$000)



# Partners with the USDA/ Foreign Agricultural Service

## □ Unified Export Strategy

Total dollars received  
since 1986 = **\$90 Million +**

# **IPA CONGRESS**

**May 21 - 27, 2012**

**Davis, California**



# Activities & Recreation Center (ARC)



# **INTERNATIONAL SOCIETY FOR HORTICULTURAL SCIENCE**



**The world's leading  
independent organization of  
horticultural scientists**

**INTERNATIONAL  
SYMPOSIUM  
ON  
PLUM AND PRUNE  
GENETICS, BREEDING  
AND TECHNOLOGY**

# **JOINT IPA AND ISHA**

## **Tuesday, May 22**

- Ralph Scorza research**
- Sharka report**
- New Variety Breeding report**

# **IPA CONGRESS**

## **Wednesday, May 23**

- Secretary General report**
- Country reports**
- South India Marketing Campaign report**
- Prune nutrition research overview –  
Mary Jo Feeney**
- Report on prunes and osteoporosis  
research –  
Bernard Halloran,  
MD**
- Food science opportunities for prunes**

# PLANNING FOR THE FUTURE

- ❑ **Update of the 2006 Comprehensive Industry Strategic Plan**
- ❑ **Realigning Program Priorities with Budgets**
- ❑ **Assessing Messages and Markets**