

CALIFORNIA PRUNE PROMOTION

Nutrition research and generic public relations continue to be the cornerstones of the Board's U.S. marketing programs.

Public Relations

2007/08 marks the fourth year of the California Dried Plum Board's public relations program designed to position California Dried Plums as the #1 fruit for digestive health. The first three years were spent building a foundation of scientific knowledge, health professional endorsement and credibility for California Dried Plums' role in digestive health and communicating this information to consumers.

In this fourth year, our communication goals will be to build awareness that:

- Digestive health is important
- Dried Plums are the #1 fruit for digestive health because of their fiber, sorbitol, antioxidants and potassium
- Dried Plums are the "essential" solution for wellbeing and an active lifestyle

The target audiences will be:

- Women 25 – 54 years old
- Media
- Health professionals

To achieve these goals, the CDPB will use a panel of expert spokespersons to build credibility, address different wellness issues and position dried plums as the essential solution for good digestive health. These experts include Ms. Leslie Bonci, Director of Sports Nutrition at the University of Pittsburgh Medical Center and Dr. Leo Treyzon, fellow with the Division of Digestive Diseases and a clinical instructor in the Department of Medicine at the University of California, Los Angeles.

The Digestive Health Organization was formed to raise awareness of digestive health for scientists and health professionals. New research results related to digestive health will be summarized on www.digestivehealthorg.com.

The CDPB will expand its outreach to health and nutrition professionals through exhibiting and sponsoring symposiums at national conferences like the American Dietetic Association, the American Academy of Nurse Practitioners and Healthy Kitchens, Healthy Lives sponsored by the Harvard Medical School and the Culinary Institute of America.

The Tummywise website (www.Tummywise.com) will be expanded as a resource for consumers interested in learning about digestive health. The CDPB's redesigned website (www.CaliforniaDriedPlums.org) and targeted health and nutrition websites will be cross linked to drive traffic to Tummywise.com which will again carry Leslie Bonci's digestive health blog and digestive health tips.

A :30 second video featuring Leslie Bonci will run during the heavy travel period in November and December 2007 on American Airlines, US Airways and United Airlines reaching an estimated 8.9 million travelers. Generic dried plum snack packs will be distributed during this period in airline lounges of the participating airlines in San Francisco, Los Angeles, New York, Chicago and Washington D.C.

Nutrition Research

The California Dried Plum Board sponsors nutrition research to discover, characterize and/or quantify nutrient and non-nutrient components and health promoting functions of dried plums/prunes. The Nutrition Research Program works directly with scientists at major research institutions to develop the objective research database to support credible consumer public relations programs and marketing efforts.

New projects include “Dried plums for promotion of satiety, weight management practices and a healthful diet”, “Short and mid-term effects of prunes on satiety in normal weight individuals” and “Investigation of dried plums in the treatment of adults with constipation”.

Year 3 Results

Media Coverage: Combined broadcast, print and internet audience impressions were more than 123 million and had an advertising equivalency of over \$2.4 million.

Dietitian Survey: Over 60% of dietitians were recommending dried plums to their patients in a survey of 1,200 ADA Conference attendees.

Consumer Survey: 20% of all respondents recalled seeing advertising or publicity for dried plums/prunes, and 50% were aware of dried plums’ digestive health benefits. 47% of recallers intend to purchase dried plums more often in the future compared to just 16% of non-recallers.

Credit-Back

A new program designed to stimulate increased promotional spending by California prune packers by reimbursing them a portion of their assessments for eligible market promotion activities was launched in 2006/07. Packers must spend \$2.00 to get a \$1.00 reimbursement of that portion of their processor assessments that were contributed for generic CDPB promotion.

Examples of activities eligible for at least partial reimbursement are advertising, public relations, consumer promotions, POS materials, in-store sampling and trade shows.

In 2006/07, seven of 21 packers received credit-back with a total reimbursement equal to about 50% of the available credit-back funds. This program was continued for 2007/08.

CALIFORNIA DRIED PLUM PROMOTION



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PUBLIC RELATIONS



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DIGESTIVE HEALTH CAMPAIGN

- ❑ Building scientific knowledge
- ❑ Obtaining health professional endorsement
- ❑ Communicating to consumers



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COMMUNICATION GOALS

Build awareness that:

- ❑ Digestive health is important
- ❑ Dried Plums are #1 fruit for digestive health because of their fiber, sorbitol, antioxidants and potassium
- ❑ Dried Plums are the "essential" solution for wellbeing and an active lifestyle



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TARGET AUDIENCES

- ❑ Women 25 – 54 years old (63+ million)
- ❑ Media
- ❑ Health professionals



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SPOKESPERSONS



Leslie Bonci



Dr. Leo Treyzon



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The screenshot shows the Digestive Health Organization website. At the top, there is a navigation menu with links for Home, About Us, What We Do, What We Do, What We Do, and Contact Us. The main content area features several articles:

- WHAT'S YOUR SCORE?**: An article about the Bowel Code Score, which is a self-assessment tool for digestive health. It lists symptoms like bloating, constipation, and diarrhea, and provides a score key: 0-10 (Good), 11-20 (Fair), 21-30 (Poor), and 31-40 (Very Poor).
- BUILDING GOOD DIGESTIVE HEALTH**: An article about the importance of a healthy diet and lifestyle for maintaining good digestive health. It mentions that the digestive system is the largest organ in the body and that a healthy diet can help prevent digestive problems.
- About the Digestive Health Organization**: A brief overview of the organization's mission and goals.
- About Our Sponsor, the California Dried Plum Board**: An article highlighting the benefits of dried plums for digestive health.

At the bottom of the page, there is a small logo for the California Dried Plum Board.

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AMERICAN DIETETIC ASSOCIATION



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CULINARY INSTITUTE OF AMERICA

Healthy Kitchens, Healthy Lives Symposium



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www.tummywise.com



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AIRLINES SHOWING VIDEO



U·S AIRWAYS®
Fly with us.



UNITED



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SAMPLE PACK



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NUTRITION RESEARCH



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NEW PROJECTS

- Satiety
- Weight Management
- Constipation



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RESULTS

- ❑ 123 million consumer impressions
- ❑ \$2.4 million advertising equivalency
- ❑ 60% of dietitians recommend dried plums to patients
- ❑ 20% of consumers saw dried plum advertising or publicity and 50% were aware of dried plum's digestive health benefits



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CREDIT-BACK

Must spend \$2.00 on eligible marketing activities to get \$1.00 reimbursement of processor assessments



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