

CALIFORNIA PRUNE INDUSTRY

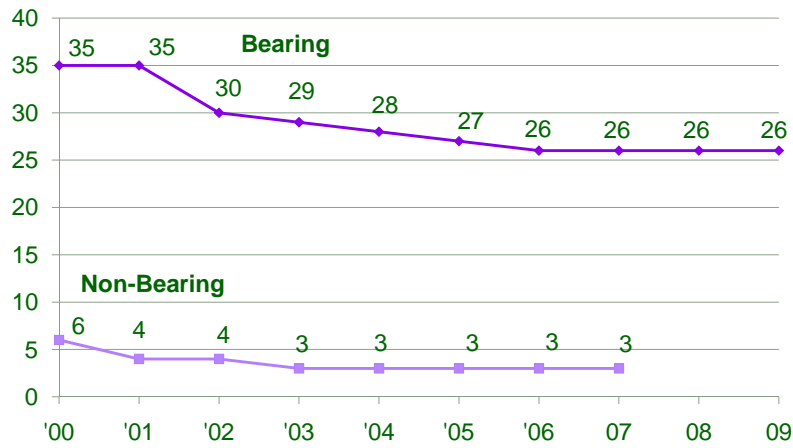


CALIFORNIA PRUNE BOARD



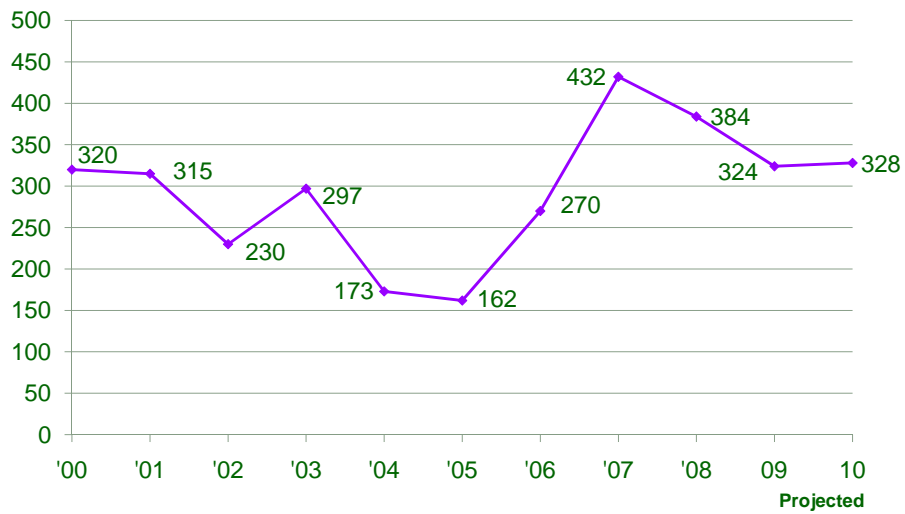
Prune Acreage

Hec (000)



Prune Tree Sales

Trees (000)



Total Production & Yield

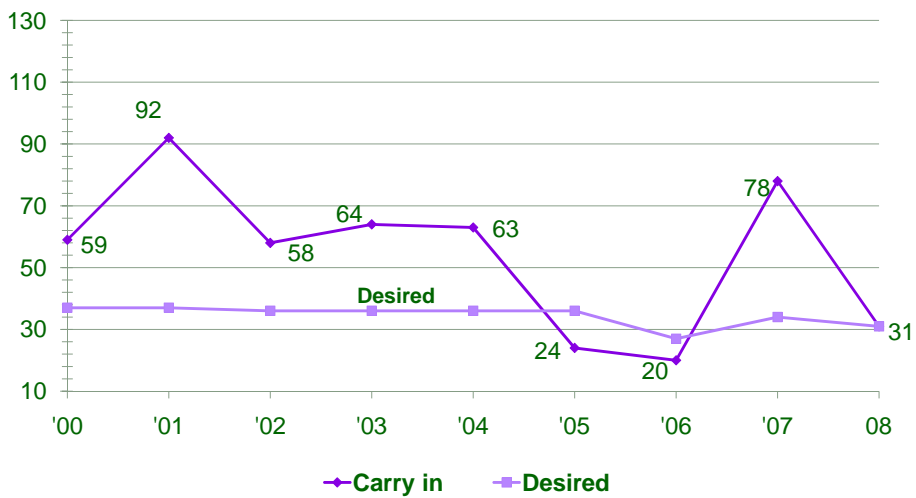
MT (000)



Average Bearing Hectare Yield

Carry-In Inventory

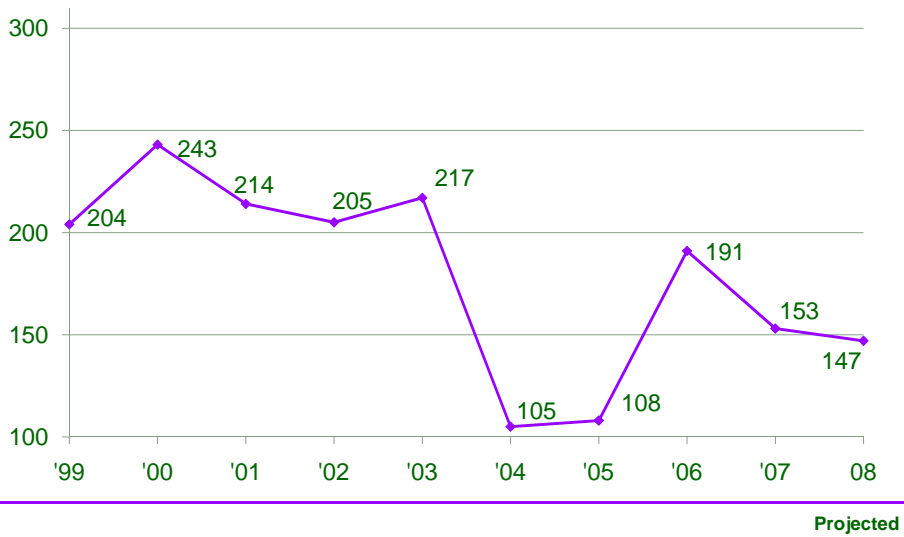
MT (000)



Carry in Desired

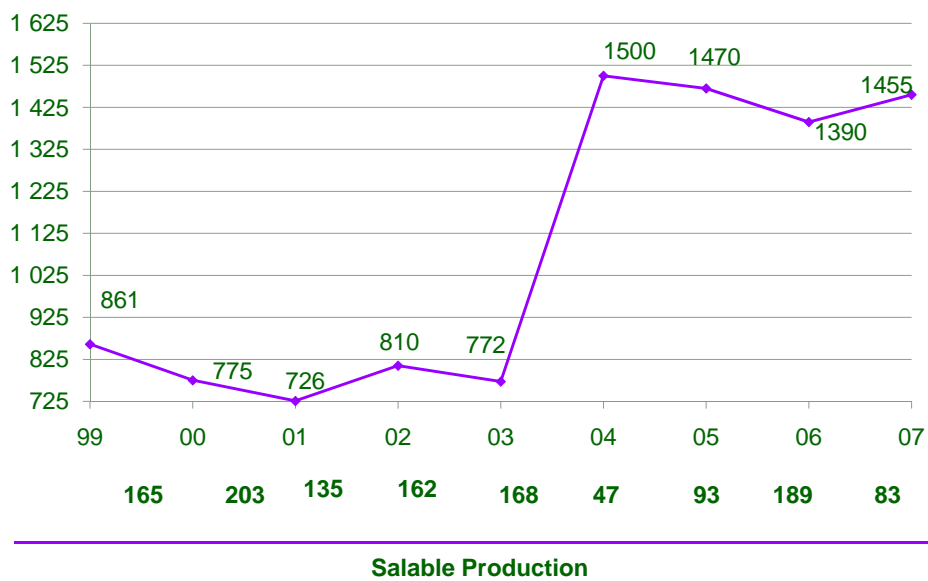
Natural Condition Supply

MT (000)



Average Grower Returns/Ton

\$



Total Shipments

MT (000)



CPB MISSION STATEMENT:

To protect and support the health,
growth, and integrity of the
California prune industry



PUBLIC RELATIONS






















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Background

2004 - 2007: Digestive Health Campaign

- Established California Dried Plums as the leading fruit for Digestive Health
 - Rich in sorbitol, fiber, antioxidants, potassium

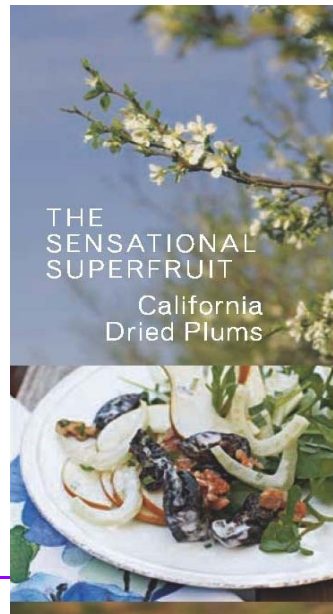
2008: Bridged to *Superfruit* Campaign to promote all benefits of Dried Plums

	Blood Sugar Control	Heart Health	Bone Health	Digestive Health	Cancer Protection	Antioxidant Power
Dietary Fiber						
Sorbitol						
Potassium						
Copper						
Vitamin K						
Boron						
Phenolics						

Adapted from M Stacewicz-Sapuntzakis M, Bowen PE, Hussain EA, Damayanti-Wood BI, Farnsworth NR, "Chemical composition and potential health effect of prunes: a functional food?" *Critical Reviews in Food Science and Nutrition*, vol. 41, no. 4 (May 2001): 251-86.

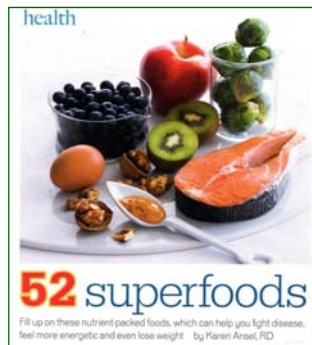
Year 1: Superfruit Campaign

- Dried Plums top list of "Superfoods" in *Woman's Day* magazine
- 40% of women consider Dried Plums to be a *Superfruit**
- CDPB's *Superfruit* campaign is gaining the attention of major media



*Opinion Research, Nov. 2008

128 Million Impressions!



Target

Women 25 – 54

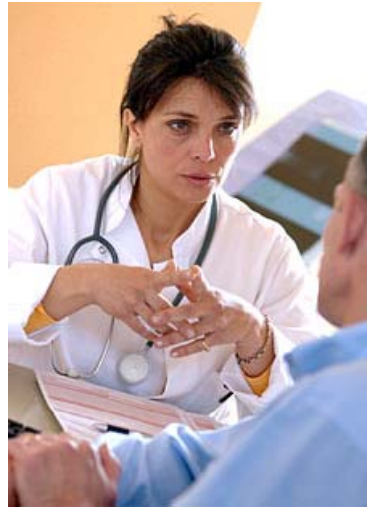
- Motivated by wellness
- Active lifestyles
- 64 Million strong



Target

Healthcare Professionals

- Physicians
- Nurses
- Registered dietitians
- Nutrition advisors
- Sports and fitness nutrition experts



Objectives

- Heighten awareness of California Dried Plums as a sensational *superfruit*:
 - #1 fruit for good digestive health
 - More than an antioxidant—a source of many important compounds that regulate, support and protect optimum health
 - Existing and emerging scientific data
 - Familiar and a “good value”

NUTRITION RESEARCH



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Objective

- Provide the objective, scientific database for Consumer Public Relations, Health Professional Communications and Marketing
 - Awareness of role/importance in digestive health, bone health, heart health, satiety, immune function, reduction of oxidative stress

INDUSTRIAL PROGRAM



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Objectives

- Increase awareness of dried plums among meat processors and foodservice chain restaurants as a natural, innovative way to raise the value of meat cuts with higher profit margins
- Demonstrate dried plum ingredient effectiveness
- Achieve adoption in existing and new products