## Prune Acreage

<table>
<thead>
<tr>
<th>Years</th>
<th>Bearing</th>
<th>Non-Bearing</th>
<th>Bearing</th>
<th>Non-Bearing</th>
<th>Bearing</th>
<th>Non-Bearing</th>
<th>Bearing</th>
<th>Non-Bearing</th>
<th>Bearing</th>
<th>Non-Bearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>61</td>
<td>5</td>
<td>2010/11</td>
<td>55</td>
<td>4</td>
<td>2011/12</td>
<td>52</td>
<td>3</td>
<td>51</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Processor Reports
Prune Tree Sales

Trees (000)

Source: CDPB Nursery Survey
Carry-In Inventory

Tons (000)

<table>
<thead>
<tr>
<th>Year</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12</th>
<th>2012/13</th>
<th>2013/14</th>
<th>2014/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tons</td>
<td>52</td>
<td>85</td>
<td>65</td>
<td>56</td>
<td>60</td>
<td>32</td>
</tr>
</tbody>
</table>

Source: Processor Reports
Total Production & Yield

Tons (000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Production</th>
<th>Yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>166</td>
<td>2.7</td>
</tr>
<tr>
<td>2010/11</td>
<td>130</td>
<td>2.4</td>
</tr>
<tr>
<td>2011/12</td>
<td>136</td>
<td>2.5</td>
</tr>
<tr>
<td>2012/13</td>
<td>137</td>
<td>2.7</td>
</tr>
<tr>
<td>2013/14</td>
<td>83</td>
<td>1.9</td>
</tr>
<tr>
<td>2014/15</td>
<td>95</td>
<td></td>
</tr>
</tbody>
</table>

* National Agricultural Statistics Service (NASS) estimate
Natural Condition Supply

Tons (000)

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total (000)</th>
<th>Domestic (000)</th>
<th>Export (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>133</td>
<td>71</td>
<td>62</td>
</tr>
<tr>
<td>2010/11</td>
<td>140</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>2011/12</td>
<td>139</td>
<td>75</td>
<td>64</td>
</tr>
<tr>
<td>2012/13</td>
<td>131</td>
<td>63</td>
<td>69</td>
</tr>
<tr>
<td>2013/14</td>
<td>109</td>
<td>54</td>
<td>55</td>
</tr>
</tbody>
</table>

Source: Processor Reports
U.S. Prune Imports

Metric Tons

Source: USDA, FAS
Average Grower Returns/Ton

$ 

<table>
<thead>
<tr>
<th>Year</th>
<th>Salable Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>166</td>
</tr>
<tr>
<td>2010/11</td>
<td>130</td>
</tr>
<tr>
<td>2011/12</td>
<td>136</td>
</tr>
<tr>
<td>2012/13</td>
<td>137</td>
</tr>
<tr>
<td>2013/14</td>
<td>83</td>
</tr>
</tbody>
</table>
Average Returns / Bearing Acre

$2.4 2.7 2.7 2.6 1.9

<table>
<thead>
<tr>
<th>Year</th>
<th>Salable Yield</th>
<th>Average Returns</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>2.7</td>
<td>3,172</td>
</tr>
<tr>
<td>2010/11</td>
<td>2.4</td>
<td>3,238</td>
</tr>
<tr>
<td>2011/12</td>
<td>2.6</td>
<td>3,406</td>
</tr>
<tr>
<td>2012/13</td>
<td>2.7</td>
<td>3,580</td>
</tr>
<tr>
<td>2013/14</td>
<td>1.9</td>
<td>3,760</td>
</tr>
</tbody>
</table>
## MAP MARKET EXPORT VOLUME (MT)

<table>
<thead>
<tr>
<th>AREA/COUNTRIES OF DESTINATION</th>
<th>AUGUST - JULY QUANTITIES</th>
<th>AUGUST - DECEMBER COMPARISON</th>
<th>% Chg.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012/13</td>
<td>2013/14</td>
<td>2013/14</td>
</tr>
<tr>
<td>China/HK</td>
<td>9,307</td>
<td>5,033</td>
<td>3,077</td>
</tr>
<tr>
<td>Italy</td>
<td>4,191</td>
<td>4,384</td>
<td>2,077</td>
</tr>
<tr>
<td>Japan</td>
<td>11,420</td>
<td>11,884</td>
<td>4,308</td>
</tr>
<tr>
<td>Korea, South</td>
<td>1,526</td>
<td>1,400</td>
<td>433</td>
</tr>
<tr>
<td>Poland</td>
<td>2,038</td>
<td>1,352</td>
<td>474</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3,759</td>
<td>3,341</td>
<td>1,261</td>
</tr>
</tbody>
</table>

Source: USDA – FAS
## MAP MARKET EXPORT VALUE

<table>
<thead>
<tr>
<th>AREA/COUNTRIES OF DESTINATION</th>
<th>AUGUST - JULY ($000)</th>
<th>AUGUST - DECEMBER COMPARISON ($000)</th>
<th>AUGUST - DECEMBER AVERAGE PRICE PER TON COMPARISON ($0)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China/HK</td>
<td>16,605</td>
<td>11,340</td>
<td>6,359</td>
</tr>
<tr>
<td>Italy</td>
<td>12,530</td>
<td>11,192</td>
<td>5,839</td>
</tr>
<tr>
<td>Japan</td>
<td>29,465</td>
<td>32,368</td>
<td>11,750</td>
</tr>
<tr>
<td>Korea, South</td>
<td>3,972</td>
<td>4,039</td>
<td>1,199</td>
</tr>
<tr>
<td>Poland</td>
<td>4,539</td>
<td>4,102</td>
<td>1,336</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8,971</td>
<td>8,727</td>
<td>2,863</td>
</tr>
<tr>
<td>Grand Total</td>
<td>189,181</td>
<td>175,058</td>
<td>75,525</td>
</tr>
<tr>
<td>Generic Markets Supported by MAP Funds (overall)</td>
<td>29,346</td>
<td>23,240</td>
<td>2,523</td>
</tr>
</tbody>
</table>

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
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.
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
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
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

Experimental Biology 2015

9th International Symposium on Nutritional Aspects of Osteoporosis
ISNAO 2015
17-20 June 2015
Montreal, Canada

International Symposium on the Nutritional Aspects of Osteoporosis - Montreal
Eat Healthy America: 52 Superfoods

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

By Karen Ansel, RD

52 Superfoods

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

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.
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.
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
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.
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.
4 Healthy Snacks to Always Have on Hand

August 27, 2014 By: Erin

After sharing her tips on eating by borderTop recently, Anita Mirchandani, M.S, RD, CDN, is back today to talk post-pregnancy nutrition — specifically, a few snacks that are great for new mamas! Anita is a registered dietitian and maintain current fitness certifications in indoor cycling, kickboxing, group exercise and personal training. In 2012, Anita co-founded FitMopped, 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 on @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 grams 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
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.
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...
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
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

Blogger Promotion
– “virtue of California prunes”

CPB - Korea
Media Outreach & Social Media Communications

6. Prune Addition

Adding prune to rice dishes can enhance the fruit flavor and provide additional nutrients. Prunes are a great source of dietary fiber, vitamins, and minerals.

Health Message

TV & Print - Versatility Message
Bakery Seminars with media coverage

Recipes Developed for Restaurant and Bakeries
Questions?

Thank you!