

# California Prune Industry Situation

Marketing Committee Background

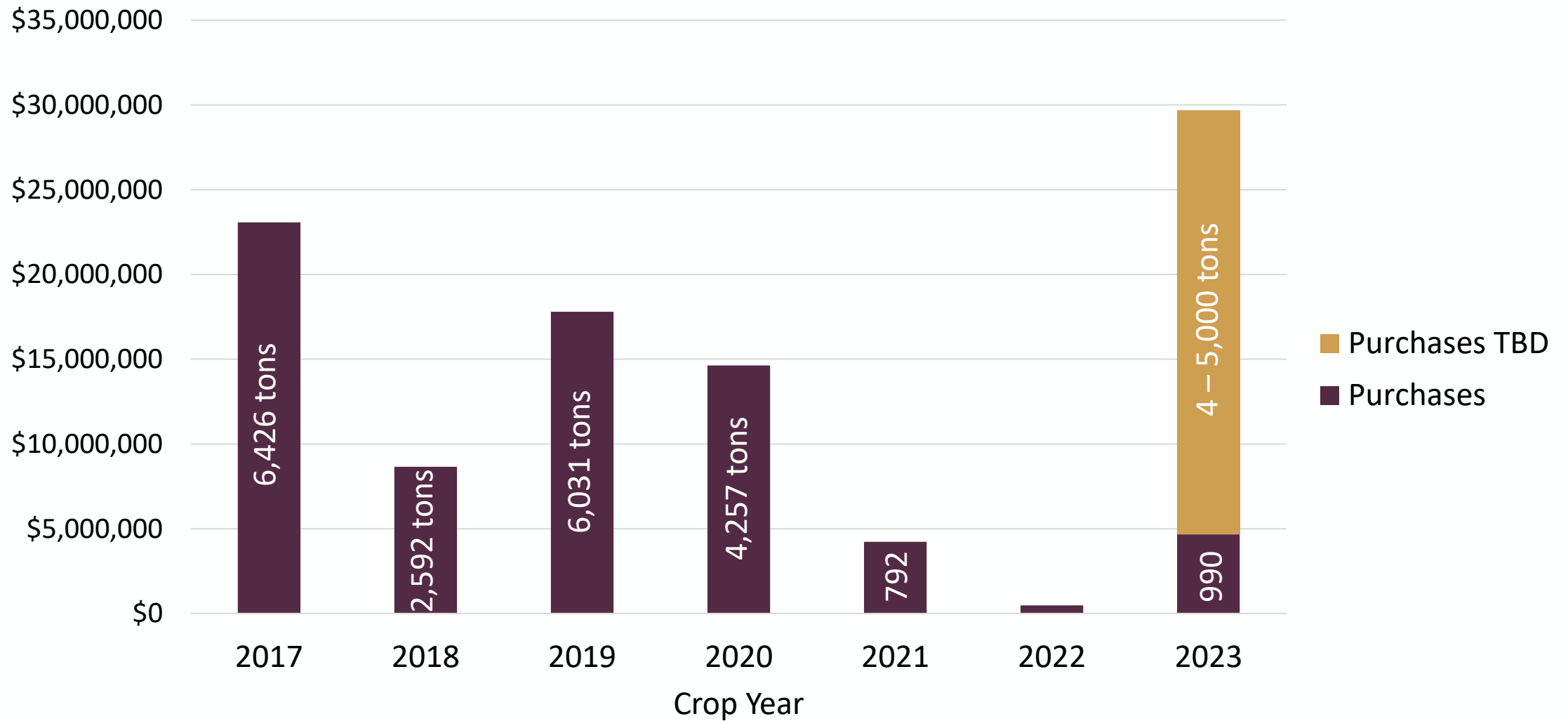
PREPARED: JANUARY 2024



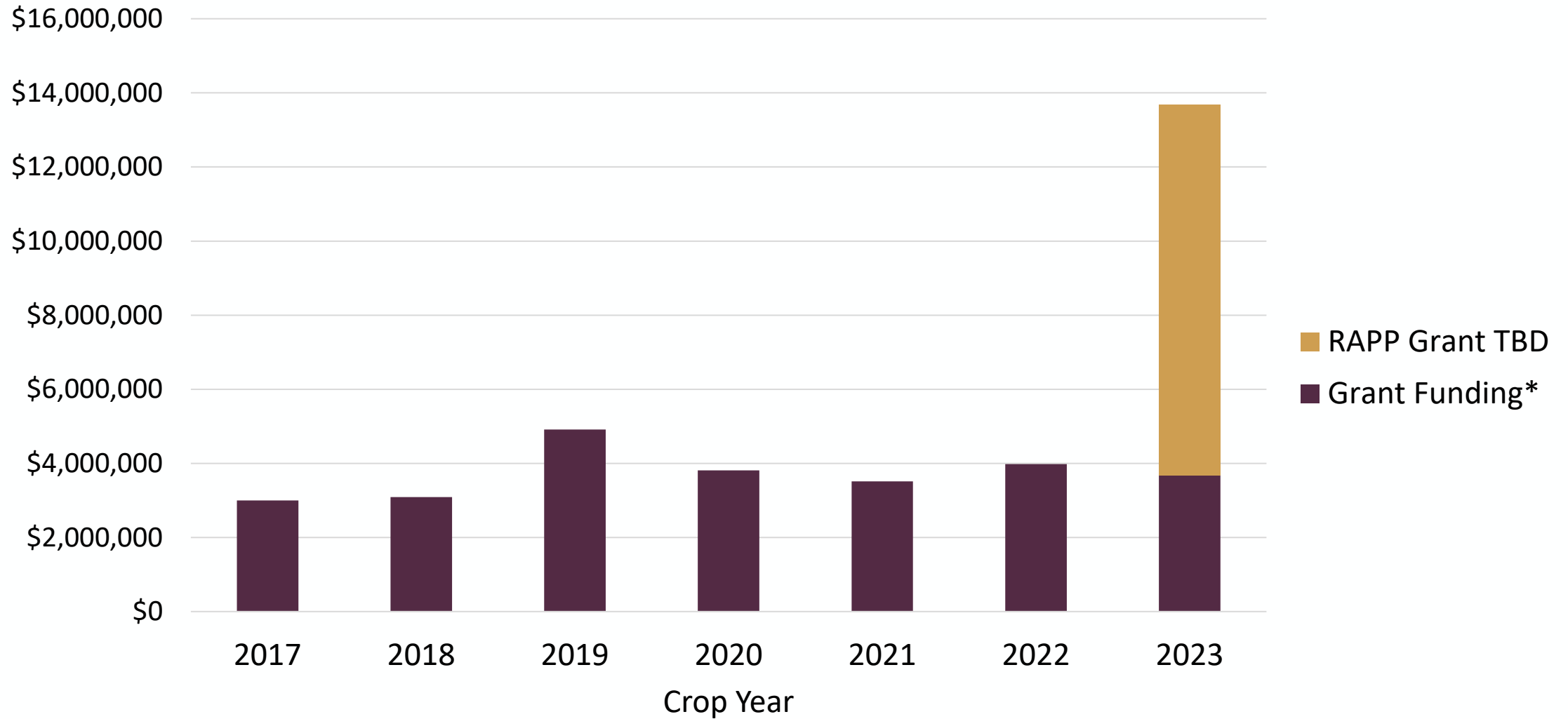
# A Seat at the Table for California Prunes



# USDA Purchases



# USDA Grant Funding



\*Includes MAP, ATP, EMP & TASC

# 2024 Export Marketing Allocation from USDA/FAS

TOTAL USDA ALLOTMENT FOR 68 AWARDEES DOWN 4%

CPB ALLOCATION **UP 8%** TO \$3.057 MILLION

CPB's allocation exceeds these similar organizations within the \$1.5 - \$3.6 million funding range\*

American Peanut Council

American Pistachio Growers

Blue Diamond Growers/Almond Board of California

California Table Grape Commission

Florida Dept. of Citrus

Pear Bureau Northwest

Raisin Administrative Committee

Sunkist Growers

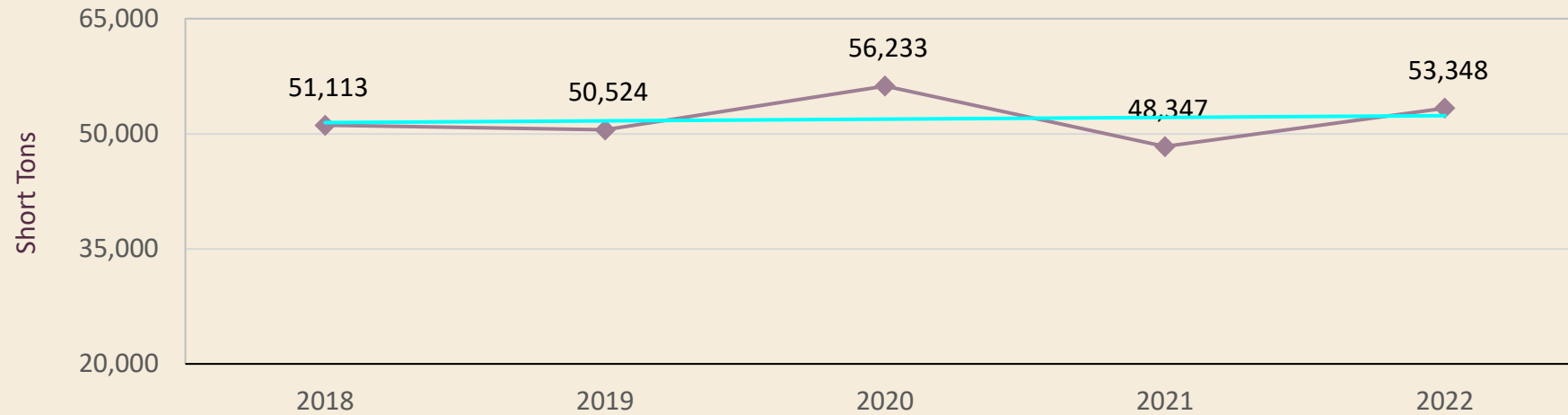
*\*Punching above our weight: Only the California Walnut Commission and USA Rice Federation/U.S. Rice Producers Assoc. awarded more.*



# Driving Demand & Value for California Prunes



# Domestic Shipments, 5-Year Trend\*



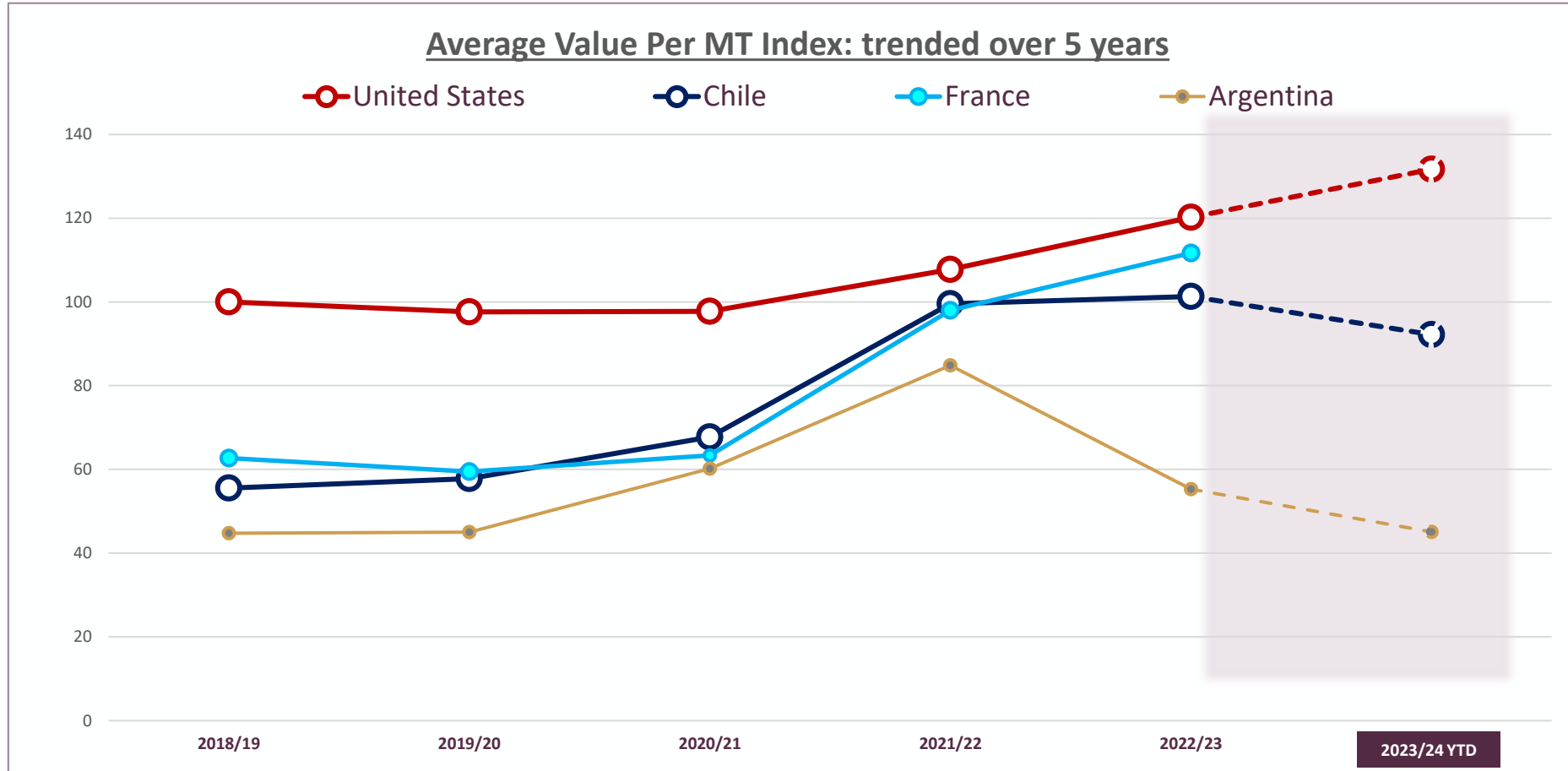
**The United States is the  
#1 global destination  
for California Prunes.**

Short Tons	2018/19	2019/20	2020/21	2021/22	2022/23
Beginning Inventory:	77,207	83,423	85,444	48,296	37,219
Production:	86,964	86,990	58,756	81,950	71,616
Imports:	7,578	1,782	2,999	5,984	11,371
<b>Available inventory:</b>	<b>171,749</b>	<b>172,195</b>	<b>147,199</b>	<b>136,230</b>	<b>120,206</b>
Exports:	33,064	38,468	40,533	46,379	29,302
<b>Domestic volume:</b>	<b>51,113</b>	<b>50,524</b>	<b>56,233</b>	<b>48,347</b>	<b>53,348</b>
Ending Inventory:	87,572	83,203	50,433	41,504	37,556
<b>Consumption (T. inv. – end. stock)</b>	<b>84,177</b>	<b>88,992</b>	<b>96,766</b>	<b>94,726</b>	<b>82,650</b>

\*Source: Processors' Reports, except Imports (FAS)

# YTD Trended Average Value per MT of U.S. and lead competitors

- The U.S. maintains a clear differential in average value compared to the 3 lead competitors, growing steadily to ensure a competitive, yet manageable, gap.
- At the end of the 2022/23 crop year the U.S. had a **21% premium over Chile**; with Chilean prunes currently experiencing 6% deflation in average value this premium has currently widened to 43%.



## Average \$ per MT: (2023/24 YEAR TO DATE)

U.S.	\$5,299
CHILE	\$3,709
FRANCE*	NA
ARGENTINA	\$1,815

## Ave. \$ per MT Change versus last year:

U.S.	+12%
CHILE	-6%
FRANCE*	NA
ARGENTINA	-23%

Source: TDM EXPORTS. All averages are indexed against the base value of U.S. Average Value per Ton in 2018/19 which was \$4,024 / \*Viable data for France not yet available