

Domestic Measurement Report

August 1, 2023 – December 31, 2023

PREPARED JANUARY 2024



Consumer PR

Partnerships and outreach targeting consumers and consumer media to spread the word about the great taste, versatility, nutrition, health benefits and premium quality of California Prunes



Consumer Message & Material Refinement

- To date:
 - As we began the fiscal year, we worked to refine and evolve the master consumer key message document for all agency teams to use.
 - We used those to freshen consumer media materials included in our media outreach.
- What's ahead:
 - Upon completion of the consumer research, we will reevaluate the consumer key messages and evolve future media materials to focus on topics and points most relevant to the new target.

california prunes
Prunes. For Life.

Packing a Healthy Punch

California Prunes are naturally nutritious, surprisingly versatile and undeniably delicious. A serving of California Prunes (approx. 4-6 prunes, depending on size) packs a powerful punch of important vitamins, minerals, antioxidants and fiber. Together, these nutrients form a web of vital functions that support overall health.

FOR UNDER 100 CALORIES, A 40G SERVING OF PRUNES HAS:

- 3g fiber (11% Daily Value)
- 280mg potassium (6% Daily Value)
- No added sugar, cholesterol, sodium or fat
- 23mcg of vitamin K (20% of the Daily Value)
- Vitamins, minerals, copper and boron, which may have bone-protective qualities

Gut Health

Up to 70% of the body's immune system lives in the gut. California Prunes are the original good gut food and a simple way to support digestive health. A single serving of prunes has 3 grams of soluble and insoluble fiber as well as sorbitol, a sugar alcohol that helps improve the microbiome, to help maintain a healthy gut.

Bone Health

Eating California Prunes every day is an easy way to be preventative, protective and proactive when it comes to bone health. Prunes are an excellent source of vitamin K and a source of manganese, which contribute to the maintenance of normal bones. Prunes also include boron, potassium, copper and vitamin B6 that all may support healthy bones.

Rich and smooth, juicy and sweet, with an ability to enhance both sweet and savory flavors, California prunes are packed with nutrients and have more culinary uses than you might think.

They work especially well at breakfast and in baked goods, but also in chicken and pork dishes, rice, fall and winter salads, and other ways you'd typically use dried fruits. Plus, California Prunes are always in season as a year-round pantry staple, making them easy to grab as a snack or use in recipes anytime. As a dried fruit, prunes are shelf stable, so there is less energy used in transportation and storage, and less food waste overall.

10 Delicious Ways to Enjoy Prunes Every Day

- In baked goods, use pureed prunes** to reduce fat and sugar or swap for eggs. Prunes have a natural sweetness and add moisture and richness to desserts and baked goods—especially chocolate. Try mixing into brownie mix for an easy hack.
- Enjoy a handful of prunes at home** or toss into bags for something on-the-go with no prep. Four to six prunes are a healthy snack that counts as a full serving of fruit.
- Enhance the flavor profile of meat and poultry!** The natural sugars in prunes caramelize during cooking, creating the ideal balance in all kinds of dishes and helping to keep proteins juicy while adding a hint of sweetness. Moroccan cuisine, for instance, often features the combination of prunes and meats in tagines, a traditional slow-cooked stew.
- Swap dates for prunes in a post-workout smoothie** to change up your morning routine with natural sweetness and great health benefits.
- Top it off with prunes.** From your morning cereal or oatmeal to salads, wraps and more, prunes are easily diced with a wet knife and add a boost of nutrition with natural sweetness.
- Try something unexpected by pickling prunes** for sweet-tangy flavor to pair with meat or assertive cheeses. Or chop up pickled prunes to add to a vinaigrette for an easy salad.
- Sip on something new** by adding prune juice to your favorite mocktail or cocktail recipe in place of sweetener.
- Sweeten up your grazing boards.** Prunes pair well with meats, cheeses, olives, nuts and more. Add them to your charcuterie board to bring an extra depth of flavor and global appeal to your snacking.
- Stew or poach prunes to create compotes and jams.** Try adding a touch of cinnamon or cardamom to spread on toast, add to sandwiches or enjoy with a fresh scone.
- Spice up your go-to dinners** by adding prunes in new and interesting ways to rice dishes, pizzas and falafel. Make a delicious and easy sauce for chicken, lamb or pork by caramelizing onions with prunes, a splash of broth or wine and a sprinkle of seasonings or herbs.

CALIFORNIAPRUNES.ORG

f t p i y @CAprunes | #CAprunes | #PrunesForLife

Summary of FY23-24 Consumer Media Results to Date



17 earned media placements from August to December.*



644 million+ media impressions for earned media placements from August through December.

87 total media placements containing key prune messaging from August to December.

2 billion+ total media impressions for prune key messages from August through December.

- **32%** of total media placements includes messaging that highlights the taste and versatility of prunes.
- **72%** of total media placements include messaging that highlights the health benefits of prunes. (38% gut health, 23% bone health, 31% on other health benefits)

News Announcements

This fall CPB's new agency, Wild Hive, mailed a harvest-timed introductory mailing to national media and engaged in conversation about editorial needs in the coming months.

Through the Nutrition Communications program budget, we promoted a new study linking prunes with a role in managing inflammation.

We partnered with cookbook author, Natasha Feldman, for media outreach about easy entertaining with California Prunes, with a virtual cooking event and satellite media tour planned for January and February.

Key Messages: Taste & Versatility



These 25 healthy desserts are delicious — and recommended by doctors and dietitians



Fun Ways to Burn Off Holiday Drinks

2. Hot buttered rum

This classic fall and winter cocktail contains rum, butter, hot water or cider, a [sweetener](#) and spices such as cinnamon and nutmeg, so it's not surprising that it's loaded with saturated fat (nearly half of the daily limit) and sugar.

"It's the [butter](#) and sugar that really add calories," Bonci says.



Calories: 420 calories (16 ounces).

How much exercise to burn it off: 1 hour of singles tennis.

Healthy modification: To save calories, Bonci recommends using less butter and switching to whipped butter instead of stick butter and cutting back on the sugar by up to one-third.

"Use a little bit of a prune puree to bring down that fat and sugar content even more," she suggests.

REAL SIMPLE

6 Benefits of Prunes, the Perfect High-Fiber Snack to Satisfy Your Sweet Tooth



The #1 Nutrient to Lower Blood Sugar Levels, According to a Diabetes Expert

"Adding prunes to your meal plan can be a wonderful way to boost fiber, and it couldn't be easier to do," says Palinski-Wade. "This dried fruit can be enjoyed on its own, added to trail mix and salads, blended into smoothies, and even pureed and used as a sugar substitute in baked goods. Plus, research has found including five to six prunes daily can help prevent bone loss." Our [Sokolatakia \(Chocolate-Dipped Walnut-Stuffed Prunes\)](#) recipe is a delicious way to start.

FOOD & WINE

Dr Pepper-Glazed Ham with Prunes



mashed

Unexpected Ingredients That Will Upgrade Your Chocolate Cake

If you have real prunes, you can add them in as well. They'll add a rich, dark hue to your chocolate cake that makes it look even more decadent. Chef Silvio Salmoiraghi said that "prunes can work wonderfully with chocolate, especially in desserts like those found in French cuisine." So pull out your best French chocolate cake recipe and add prunes to it. Prunes are also a versatile ingredient that "can be incorporated into the batter or used as a delightful contrast."

The Washington Post
The best allergy substitutes for cooking & baking



Reba McEntire Dishes Her Dinner Party Tips and Tricks—Like These 'Foolproof' Chicken Thighs with Olives (Exclusive)

THE WEEK

"This chicken is the ultimate autumn recipe...the other ingredients – prunes, thyme, garlic and Dijon – will also flatter and elevate the chicken. into a bouquet garni."

chopped prunes add a fudgy quality that I'll choose any day over raisins.

Key Messages: Nutrition & Health Benefits

health

Following a Vegetarian Diet May Increase Risk of Hip Fracture, Study Finds

Prunes for Bone Health

Prunes are a natural source of bone health-supporting nutrients that include boron, calcium, magnesium, vitamin K, and phenolic compounds.

Data shows that prunes may help prevent or delay bone loss in postmenopausal women, with some evidence showing that eating as little as 50 grams of prunes daily is linked to these positive effects.^[5]

Other data shows that the same 50-gram daily serving may positively affect bone turnover among men when the fruit is consumed every day for 3 months.^[6]

GOOD HOUSEKEEPING

20 Best Snacks for People with Diabetes, According to Registered Dietitians

EatingWell.

"Research has also shown that eating prunes every day can improve stool consistency and frequency..."

OneGreenPlanet

10 Plant-Based Foods That Naturally Improve Bone Density and Why

9. Prunes

Prunes are packed with potassium, magnesium, and vitamin K. These nutrients contribute to bone health and can help reduce the risk of osteoporosis, making prunes a great choice for enhancing bone density.



6 Surprising Foods That Can Boost Your Mood

"Prunes contain both soluble and insoluble fiber which can help the gut microbiome, improve constipation and restore better G.I. health, which may improve mood."

REAL SIMPLE

6 Benefits of Prunes, the Perfect High-Fiber Snack to Satisfy Your Sweet Tooth

01 Prunes are an excellent source of fiber.

of 06

Perhaps one of the most well-known benefits of prunes is their high fiber content—something most Americans aren't getting enough of. The [recommended amount of fiber](#) varies depending on your age and sex, but the general target is 25 grams (g) per day for women and 38 g per day for men, according to the Academy of Nutrition and Dietetics.^[1] While this may not seem like much, only about 7 percent of Americans currently meet this target.^[2]

To close the fiber gap, as it's often referred to, Los Angeles-based registered dietitian [Maggie Moon, RD](#), says eating more high-fiber fruits like prunes could help. "Prunes are high in fibers that feed good gut bacteria and help bulk up stool volume," she explains. "They also contain other components that [feed good gut bacteria](#), such as sorbitol, which can help with regularity."^[3]

Prunes contain a whopping 7.1 g of fiber per 100-gram serving, according to the USDA. That's around nine or 10 prunes, which sounds like a lot—but that means five or six prunes eaten throughout the day adds up to about 4 g of fiber.^[4]

verywellhealth

DIET AND NUTRITION

Eating Prunes or Drinking Juice: What Are the Benefits?

Key Messages: Nutrition & Health Benefits (continued)



Dietitian shares 30 healthy snack ideas for weight loss

Eat This, Not That!

20 Best Potassium-Rich Foods You Can Eat

triathlete

“...nature’s candy is a great way to load up on extra carbs when you need more of them. The **nutritional benefits** include fiber, B vitamins, potassium and large amounts of heart-benefiting vitamin K.

health

6 Foods That Can Help Relieve Constipation

BuzzFeed

8. Pick one "superfood" and incorporate it into your daily life.



Highwaystarz-photography / Getty Images/iStockphoto

I'm always wary of the term "superfood," but nonetheless there are certain foods out there that have excellent benefits. If you make these available to yourself in your kitchen or at your desk, you will hopefully find yourself snacking on them more and reaping those benefits! Some options include prunes for bone and digestive health, almonds for fiber and vitamins, avocado for healthy fats, and blueberries for antioxidants.

health

20 Best Foods With Electrolytes

Prunes

Prunes, or dried plums, are yet another valuable source of natural electrolytes. They are notably high in potassium, a key electrolyte that helps regulate fluid balance, nerve signals, and muscle contractions.^[23] Additionally, prunes contain magnesium, which is essential for energy production and supports heart health.

Men'sHealth

The 40 Best Ways to Lose Weight—and Keep It Off

“Studies show that fasting for too long is a gateway to binge eating. So, listen to your body. When you feel hungry between meal, opt for a snack with protein and fiber, such as an apple with peanut butter or a cheese stick and a few prunes.”



3. Prunes

Prune juice is one of the most famous natural remedies for constipation, and for good reason: It works, Dr. Jampolis says. Like chia seeds, prunes — and their juice — offer fiber. They also contain **sorbitol**, a carbohydrate with a natural laxative effect. A review from *Alimentary Pharmacology & Therapeutics* found that people with constipation who ate two servings of prunes (about 10 prunes) daily **increased their bowel movements** within three weeks.

“Prunes are a great on-the-go option to help prevent or manage constipation,” adds Palinski-Wade. “Add them into snacks such as homemade trail mix, or puree and use in a 1:1 ratio as a sugar swap for baked goods like muffins. You can also enjoy prune juice on its own or as part of a smoothie.”

What's Driving the Coverage

- **Layered and ongoing relationship building over time:** To date in FY23-24, stories that message taste and versatility are a result primarily of dietitian relationship building as well as chef and culinary relationship building. Stories about prune nutrition and health benefits are **overwhelmingly authored, sourced or placed by media dietitians with whom CPB has repeated engagement.** In recent months that meant placements in TODAY, the Food Network and Good Housekeeping.
- **Continued promotion of prune nutrition research:** It appears to be working. Just this month it got prunes mentioned in BuzzFeed as a **superfood along with just three other foods** -- almonds, blueberries and avocados...something that likely would not have happened four years ago!

BuzzFeed

8. Pick one "superfood" and incorporate it into your daily life.



Highwaystarz-photography / Getty Images/Stockphoto

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HEALTH & WELLNESS

Dietitian shares 30 healthy snack ideas for weight loss

Olives and prunes

You might think of olives as a pizza topping, but they make a fabulous on-the-go snack. Find them in pouches or pack them up in a leakproof container. Five olives contain just 20 calories and are loaded with heart-healthy fats. You can also find prunes in single-serve pouches. Not only do prunes help keep your gastrointestinal system, when eaten daily, they help keep your bones strong.



6 Surprising Foods That Can Boost Your Mood

Bring these into your rotation to support brain health.



Prunes

Brain health is closely tied with **gut health**. When your gut doesn't feel good, you often don't feel good either. Some 60 million Americans suffer from mild to moderate constipation. Researchers at Johns Hopkins University uncovered evidence that suggests that irritation of the gastrointestinal tract (GI) may send signals to the brain and central nervous system that trigger changes in mood. Getting the right amount of fiber, can be an important part of gut health. While fiber- and antioxidant-rich berries often get a lot of (well-deserved) brain-health attention, prunes should too. Prunes contain both soluble and insoluble fiber which can help the gut microbiome, improve constipation and restore better G.I. health, which may improve mood. In addition, prunes have high levels of polyphenols, a type of antioxidant. These concentrated polyphenol antioxidants can help protect against brain cell DNA damage.

GOOD HOUSEKEEPING

20 Best Snacks for People with Diabetes, According to Registered Dietitians

4

Prunes

This dried fruit is chewy, sweet and incredibly versatile. Prunes are little nutrition dynamos that boast many different health benefits ranging from gastrointestinal health to bone preservation. "Often touted for their digestive benefits, prunes don't get the credit they deserve for being a high-fiber powerhouse," Thomason says. Just one serving of four prunes contains three grams of fiber, which is considered a good source. "I love to have a couple as a snack or chop them up in yogurt for a high protein, high fiber combo."

RELATED: [7 Impressive Health Benefits of Prunes](#)

Introductory Media Mailing & Engagement

Output/Activity:

Direct mailing to editors/writers from relevant top-tier publications announcing the 2023 prune harvest, providing relevant information and resources and introducing new agency of record.

Purpose/Goal of the Outreach:

- Connect with key media contacts to keep California prunes top of mind in fall nutrition and recipe features as well as tease out ideas for the holidays.
- Gauge interest in prune facts, research and recipes, and how we can help media contacts in personalized ways.
- Introduce Wild Hive contacts as their new media contacts.

Outcomes:

- 14 national writers/editors opted-in to receive the mailing; total of 58 pitched.
- Social share from Joy Bauer of TODAY.
- Two-sided PDF created highlighting health benefits and usage ideas for media.



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Southern Living

REAL SIMPLE

EatingWell

well+good

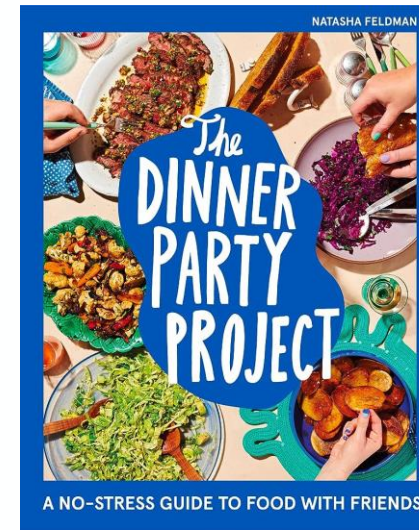
FOOD & WINE



Media Campaign in Progress: The Dinner Party Project

- Media outreach partnership with cookbook author and YouTube cooking show host, Natasha Feldman.
- Natasha's 2023 cookbook was named one of the best of the year by the Los Angeles Times and is now carried at Anthropologie.
- The campaign focuses on the versatility of prunes in easy entertaining with print, online, TV and social elements.
- Social posts highlighted prunes in easy recipes – a beef tagine and a chocolate walnut cake – reaching 30,000+ people, garnering 1,500+ engagements, 28,000+ video views and an average engagement rate of 5.15% on posts.
- To come in January and February: A virtual event with national food media and a satellite media tour with TV news stations nationwide.

Nosh
WITH TASH



Natasha calls herself “your 35-year-old Jewish grandmother” and describes her extended family’s fondness for and familiarity cooking with prunes.



Consumer PR: What's Ahead



Nutrition News Update Media Event

- **To date:** We have secured a 55-minute session at this event for top-tier national nutrition media, which will include nutrition research update from our registered dietitian partner, Leslie Bonci, and culinary inspiration from Dr. Sabrina Falquier. Our sponsorship will include prune integration into a meal or snack served during the 2-day event and an attendee survey for learnings and continual improvement.
- **What's ahead:** The event will take place in March 17-19 in La Jolla, CA.

Spring Media Campaign

- **To date:** We've been in conversation with nutrition-minded cookbook authors with new books featuring prunes expected to launch this spring.
- **What's ahead:** We will plan to partner with a cookbook author and leverage the news of their new cookbook to secure media placements for prunes.

Digital/Social Media/Content

*Platform Management, Influencer Program & Campaigns,
Content Development for CPB owned channels*





Impressions – estimated times a piece of content has been “viewed.” Content can be a news article, a recipe, podcast, etc.
Views - the number of times that consumers see a piece of digital video content
Engagement – an interaction someone has with a piece of content; shares, likes, comments, etc.

Influencers + Partners

Influencers + Partners:

Objective: Reach established and target audiences with compelling content and usage ideas to increase incremental sales and consumption of California Prunes

Strategies:

- Continue relationship cultivation and paid programming with creators who have developed high-performing prune content, and add new talent based on audience, authority and expertise
- Repeat or expand successful partner programs, such as "Show Us What You're Cooking With California Prunes" contest, CA GROWN content sharing and Cherry Bombe Media "She's My Cherry Pie" podcast
- Lift key owned and endorsement content via SEO and content sharing agreements with all digital partners

Goals for Campaigns:

- 30+ Influencer/RD created original content pieces highlighting versatility, flavor, quality + health benefits of California Prunes
- 2-3 partner activations including events, recipe contests, podcast series or similar programs
- 5 Million Impressions + Views with 150,000 Engagements on paid program content

Outcomes/Status

- 18 Influencer/RD created original content pieces
- 3 Chef/RD original content pieces for californiaprunes.org
- 3 partner activations
- 1,611,534 impressions + views
- 115,534 engagements on paid program content (including podcast downloads)

Influencer Program Update

#FACTS: consumers are more likely to try a product, recipe or idea if it comes from someone they trust – influencers are the next generation of "word of mouth" advertising.

Key Observation:

- Video content remains critical for engagement and most influencers are asked to include a reel-style video as part of their content package.

Influencer Content Created:

- 15 new influencer recipes +reels from the Holiday Entertaining Campaign
- 2 new recipes from the No Crumbs Left Contest
- 2 new chef created recipes from Ana Castro posted on CA Prunes website
- 1 recipe feature with author, influencer + podcast host Jessie Sheehan
- 1 new recipe from RD Liz Shaw posted on CA Prunes website
- 2 full page ads in Cherry Bombe magazine
- 2 full season sponsorships of She's My Cherry Pie podcast by Cherry Bombe
- In person Cherry Bombe collab event at Republique in Los Angeles with Prune Cake prepared by Chef Rose Wilde
- Cherry Bombe shared 6 CA Prunes Posts (Reels of new recipe content) across their social channels

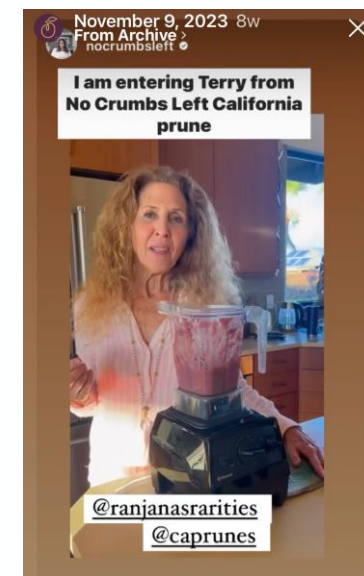
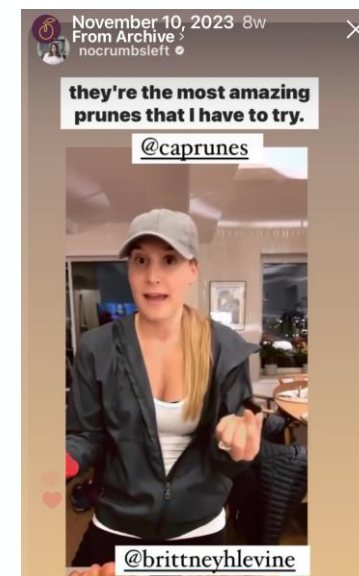
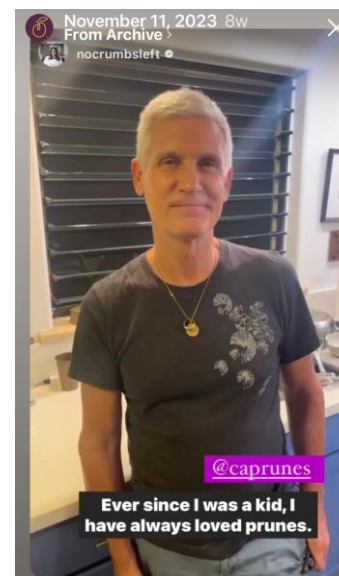
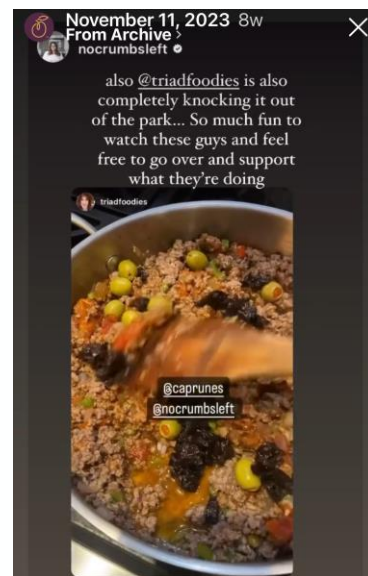
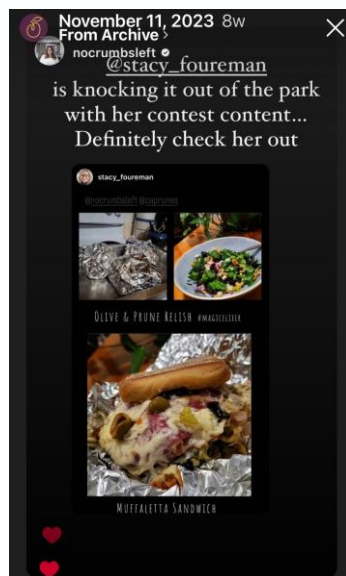
The “Show Us How You Cook With Prunes Challenge” - Influencer Campaign

GOAL: 1 million impressions + views

OUTCOME (to date): 2.1 million impression + views

Teri Turner from No Crumbs Left hosted a cooking contest encouraging her followers to either create a new recipe or use an existing recipe with California Prunes and post a picture on either Instagram or TikTok. This campaign was a repeat of last year's holiday campaign, and even more successful with nearly 500 entries (100 more than last year)! 4 winners were chosen from Instagram and 2 from TikTok and received a Madeln gift card and/or California Prune "swag."

In addition to providing new content, No Crumbs Left also promoted much of their existing prune recipes as inspiration for the contest. There was so much fun, energy and engagement—people seem to really love this contest!



CA GROWN x CA Prunes



Chef Created



New Recipes Featuring California Prunes & California Grown Commodities

12 new recipes were created and published on the California Prunes website. Recipes and related images are being cross promoted across CA GROWN's social media channels. New recipes include:

- [Braised Chicken Thighs](#)
- [Roasted Brussels Sprouts + Sweet Potatoes](#)
- [Roasted Chicken with Citrus + Prunes](#)
- [Wild Rice Pilaf](#)
- [Winter Fruit Salad w/ Kiwis and Citrus](#)
- [Whipped Ricotta with Prunes + Bacon](#)
- [Baked Feta with Pistachios, Olives, & Prunes](#)
- [Jalapeño Poppers](#)
- [Sheet Pan Tzimmes](#)
- [Prune Manhattan](#)
- [Prune Olive Relish](#)
- [Vegetarian Chili](#)

New Chef Created Recipes

Chef Ana Castro (Lengua Madre and Acamaya) created two new recipes + videos.

- [Pork Chops with Mole Sauce](#)
- [Sweet Tamales](#)

Upcoming Content:

- 2 Chef created recipes with videos each from Gregory Gourdet and Tracy Malechek to be posted on CA Prunes website



Impressions – estimated times a piece of content has been “viewed.” Content can be a news article, a video, a recipe, podcast, etc.

Engagement – an interaction someone has with a piece of content; shares, likes, comments, etc.

Owned Social Platforms

Objective: Increase top-of-mind awareness for California Prunes within owned and target audience via social platforms

Strategies:

- Continue promotion of owned content with focus on engagements + views, with audience narrowed to the Interim Target Audience
- Amplify positive media coverage, endorser and influencer content
- Engage with consumers, media, endorsers and influencers

Goals:

- 5 Million Impressions + Views at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels
- Launch of California Prunes TikTok channel, reach 25,000 views

Outcomes/Status

- 5,864,465 Impressions + Views (Facebook/Instagram/Twitter/Pinterest/YouTube)
- 5.7 % Engagement (Facebook/Instagram/Twitter/Pinterest/ YouTube)
- TikTok views: 50,000

Facebook Activity Summary

GOAL: 5 Million Impressions + Views at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels and Launch of California Prunes TikTok channel, reach 25,000 views

Key Learnings:

People are still into baking, especially recipes from well-known chefs and cookbook authors! Baking recipes and influencer content always ranks well throughout the year, especially during the holiday season. Video content also performs well on Facebook.

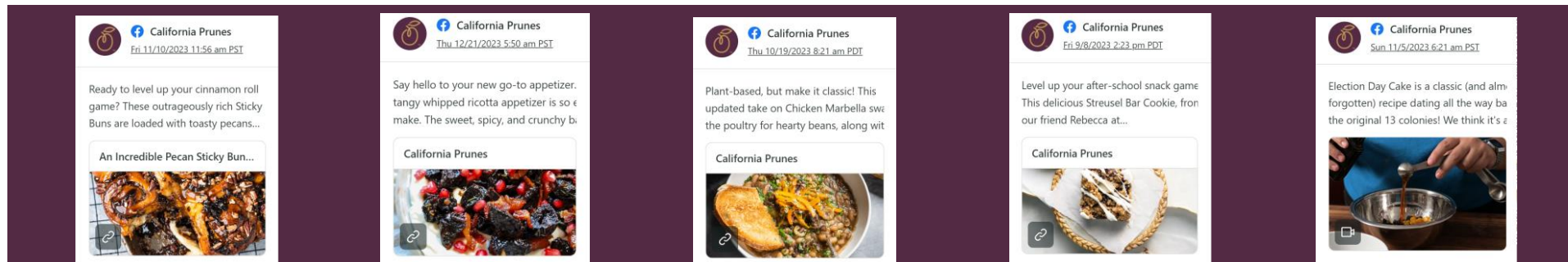
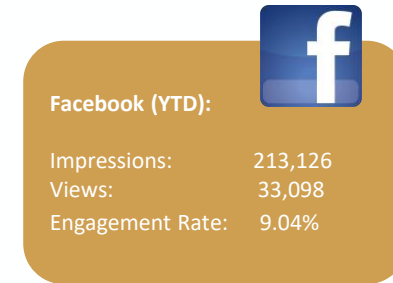
Top 5 Highlights:

- **Sticky Buns 11/10/23 - Impressions: 30,660; Engagement: 4,407; Engagement Rate: 14.3%**
- **Whipped Ricotta with Prunes 12/21/23 - Impressions: 21,651; Engagement: 3,822; Engagement Rate: 17.6%**
- **Beans Marbella 10/19/23 - Impressions: 34,619; Engagement: 3,915; Engagement Rate: 11.3%**
- **Displaced Housewife's Streusel Bar 09/08/23- Impressions: 4,916; Engagement: 1,123; Engagement Rate: 22.8%**
- **Election Cake (Video) 07/16/23 - Impressions: 33,197; Engagement: 401; Engagement Rate: 1.2%**

2022/2023 Program Year



2023/2024 Status



Instagram Activity Summary

GOAL: 5 Million Impressions + Views at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels and Launch of California Prunes TikTok channel, reach 25,000 views

Especially over the holiday season, we've been encouraging people to bake with California Prunes. Healthy-ish baking recipes consistently rank in the top for both engagement rate and impressions and have contributed towards our follower + engagement growth.

A @Threads channel was added as an extension of Instagram in July.

2022/2023 Program Year



Instagram:

Impressions: 519,851
Engagement Rate: 1.7%

2023/2024 Status



Instagram (YTD):

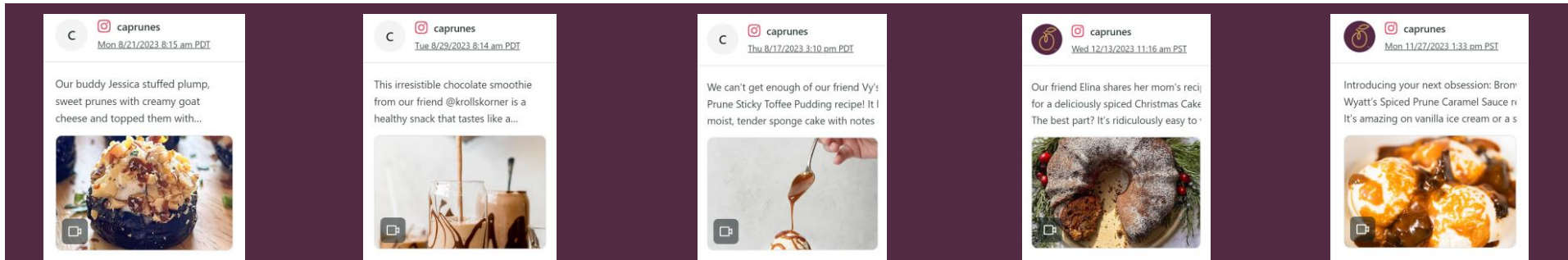
Impressions: 225,651
Views: 20,282
Engagement Rate: 2.3%

Key Learnings

Partnerships matter. Our influencer posts remain popular with our followers – especially Reel content. All 5 of our top posts in Q1 were reels created by influencers or chefs. Instagram algorithms have been heavily favoring videos over still images. During the last quarter, grower profiles, baked recipes and prune facts got great engagement.

Top 5 Highlights:

- **Big Delicious' Goat Cheese Stuffed Prunes (reel)** 08/21/23- Impressions: 1,424 Engagement: 233; Engagement Rate: 16.4%
- **Kroll's Korner Chocolate Smoothie (reel)** 08/29/23 - Impressions: 4,235; Engagement: 308; Engagement Rate: 7.2%
- **Beyond Sweet and Savory's Sticky Toffee Pudding (reel)** 08/17/23 - Impressions: 7,436; Engagement: 332; Engagement Rate: 4.4%
- **Elina Saiach's Christmas Cake (reel)** 12/13/23- Impressions: 809; Engagement: 141; Engagement Rate: 17.4%
- **Bronwen Wyatt's Spiced Prune Caramel (reel)** 11/27/23 - Impressions: 2,088; Engagement: 115; Engagement Rate: 5.5%



X (Twitter) Activity Summary

GOAL: 5 Million Impressions + Views at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels and Launch of California Prunes TikTok channel, reach 25,000 views

Each social channel has its own quirks. X is a bit of an odd duck. While Facebook and Instagram are both highly visual, on Twitter, impressions and engagements are driven more by witty repartee and sharing interesting facts. Overall engagement is down across this platform, following the transition to "X" in July and other changes by Elon Musk's team.


Key learnings:

Posts that interacted with celebrity accounts (especially celebrity chefs, and top food & wine publications) always get a lot of interaction. Tweets featuring influencer content and video content also fared well.

Top 5 Highlights:

- **California Wine Month Cheese Board** 09/02/23 - Impressions: 402 Engagements: 23 Engagement Rate: 5.7%
- **Mariani Packing (video)** 10/28/23 - Impressions: 342 Engagements: 18 Engagement Rate: 5.2%
- **Prunes are What?? CA GROWN article** 10/25/23 - Impressions: 296 Engagements: 15 Engagement Rate: 5%
- **This Mess is Ours' Fruitcake** 10/20/23 - Impressions: 344 Engagements: 13 Engagement Rate: 3.7%
- **Hola Jalapeno Mole Recipe** 10/08/23 - Impressions: 215 Engagements: 12 Engagement Rate: 5.6%


2022/2023 Program Year



Twitter:

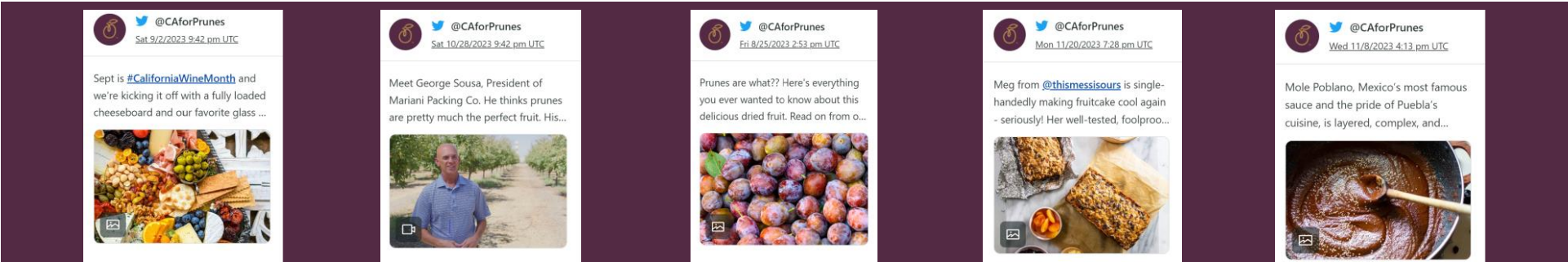
Impressions:	119,222
Engagement Rate:	3.2%

2023/2024 Status



Twitter (YTD):

Impressions:	8,514
Engagement Rate:	4.39%



YouTube Activity Summary

GOAL: 5 Million Impressions + Views at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels and Launch of California Prunes TikTok channel, reach 25,000 views

Google owns the vast majority of internet search traffic, with YouTube coming in a solid second. Because YouTube is owned by Google, it is important to optimize content so that our videos have the best chance of being seen. Currently we are populating our channel with farming content (grower interviews) and recipe videos. The videos with the best "viewer retention" are Guy Branum's Far Breton and The California Prunes Difference: our Exceptional Growers.


Key learnings:

Like Pinterest, YouTube is a channel where content continues to gain momentum over time. While much older content continues to rank highest in terms of impressions, some of our newer content including the Holiday House, Stephanie Cmar's short rib recipe, the brownie recipe, and the Original Chicken Marbella recipe, appears to be making its mark.

While recipes appear to get the most initial traffic, farm features and influencer content are getting an impressive number of views.


Top videos this quarter were: How Eating CA Prunes Can Help Reverse Bone Loss, Health Benefits of Prunes with Leslie Bonci, California Prune Harvest, and Prunes, California Sunshine in Every Bite.

2022/2023 Program Year

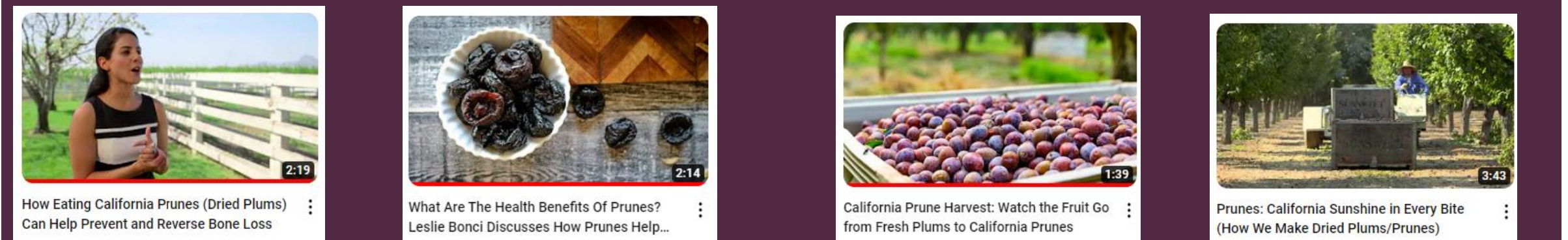
YouTube: 

Watch Hours:	963.7
Video Views:	46K
Impressions:	413K

2023/2024 Status

YouTube (YTD): 

Watch Hours:	1,108.5
Video Views:	58K
Impressions:	713.5K



Pinterest Activity Summary

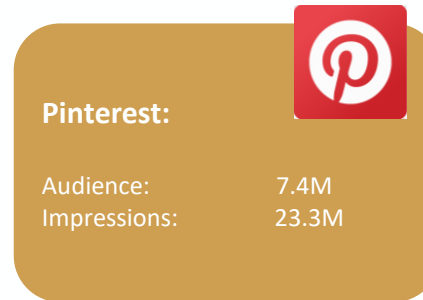
GOAL: 5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels and Launch of California Prunes TikTok channel, reach 25,000 views

Since August 1, our Pinterest channel reached over 2 MILLION potential consumers. The beauty of this medium is that unlike Instagram and Facebook, "older" content that has proven successful continues to perform and circulate, which helps drive traffic to our newer content. Pinterest is the platform where people go to be inspired & find new recipes – and it's also where we can evaluate trends for the United States. We're still seeing people embrace comfort food and riffs on classic recipes, and baking and appetizers were particularly popular over the holidays. We are leaning into those trends with both boosted and organic pins.

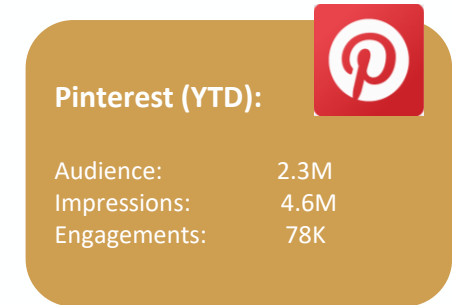
Notes:

Baking, comfort food and appetizer recipes reign supreme – especially over the holiday season. With Super Bowl approaching, keep an eye on the new Jalapeno Poppers recipe. In just **two weeks** they earned 82K organic impressions!

2022/2023 Program Year



2023/2024 Status



Top 5 Highlights:

- **Pinot Prune Jam**, Views : 335K (with 10900 engagements)
- **Chocolate Brownie Cookies**, Views: 334K (with 9882 engagement)
- **Spiced Prune Coffee Cake**, Views: 1.3M (with 8214 engagements)
- **Cock-a-leekie**, Views: 234K (with 6735 engagements)
- **Jalapeno Poppers**, Views: 82K (with 1173 engagements)



TikTok Activity Summary

GOAL: 5 Million Impressions + Views at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels and Launch of California Prunes TikTok channel, reach 25,000 views

Launched TikTok channel in mid-September. TikTok is an extension of the social and digital platforms where we can utilize content that we are making for other social media channels.

2023/2024 Status

TikTok:



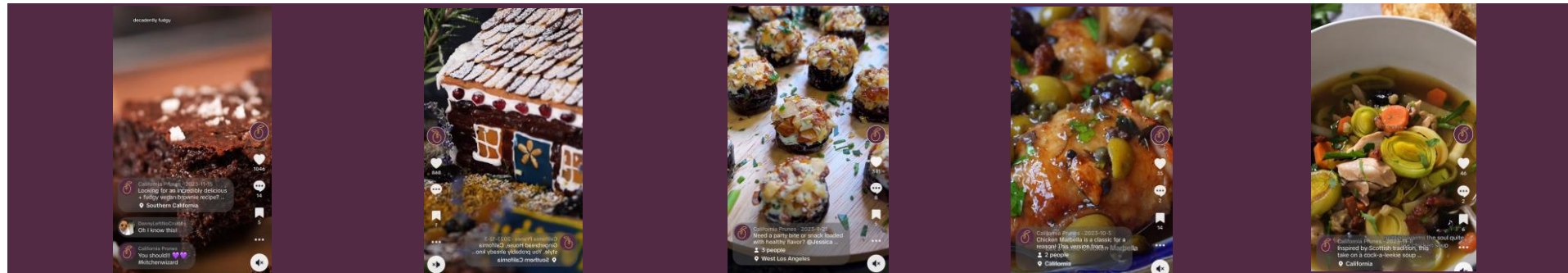
Views: 50K

Likes: 2,417

Key Learnings

Boosting is very effective, and we've found that short form, more dynamic recipe videos perform well. As TikTok viewership continues to grow in multiple demographics, we think it will be a place to expand our audience.

- Top 5 Highlights:
- **Vegan Chocolate Brownies** 11/15/23- Views: 19K; Likes: 1,046
 - **Holiday Fruit & Nut House** 12/3/23 -Views: 16K; Likes: 868
 - **Goat Cheese Stuffed Prunes** 09/21/23 - Views: 10K; Likes: 341
 - **Original Chicken Marbella** 10/5/23- Views: 1,277; Likes: 35
 - **Cock-a-Leekie Soup** 10/08/23 Views: 1,073; Likes: 46





Nutrition Communications

Partnerships and outreach targeting health professionals and other health experts on the nutrition and health benefits of California Prunes



Research Promotion: Inflammation Study

- In November, the authors of the Prune Study published a new paper in the Journal of Nutrition showing that loss in postmenopausal women, eating prunes daily may reduce markers of inflammation linked to reducing the effects of bone loss.
- The study was worth promoting to the nutrition and health professional community as a step in further knowledge about prunes' role in managing inflammation.
- The study's effects were found with 100 grams of prunes daily, which is less actionable and newsworthy than the finding would be with a more realistic 50 gram serving – and we knew that could invite scrutiny should we inflate the study's value.
- We therefore chose to distribute a scientific toned release through two paid newswires and an e-mail blast to health professionals, spreading the news widely but without proactive pitching.



NEWS RELEASE 12-DEC-2023

New study explores ways to reduce inflammation and preserve bone health with prunes

Findings show non-pharmacological approaches may be beneficial for postmenopausal women

[Peer-Reviewed Publication](#)
WILD HIVE

A [new study](#) published in *The Journal of Nutrition* shows daily consumption of prunes may reduce inflammation markers connected to bone signaling pathways and reduce the effects of bone loss among postmenopausal women.

"Bone loss is a significant issue impacting more than 50% of women over the age of 50, and there is no cure," said Principal Investigator Mary Jane De Souza, PhD, Professor, Department of Kinesiology, Pennsylvania State University. "While medications and hormone therapies are available, they often require lifelong management and come with risks. It's important to have a better understanding of

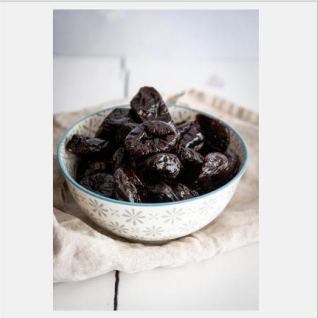


IMAGE:
FINDINGS SHOW NON-PHARMACOLOGICAL APPROACHES, LIKE PRUNES, MAY BE BENEFICIAL FOR POSTMENOPAUSAL WOMEN

Results of press release:

- 410 articles
- 250MM impressions

New Study Links Prunes & Reduced Inflammation

Hello, friends!

We are pleased to report that [newly published research](#) from the Penn State "Prune Study" reports that daily prune consumption may help reduce inflammation and preserve bone density in postmenopausal women.

[See the Press Release!](#)

This adds to a growing body of compelling research about the role of prunes in helping to manage inflammation, as well as supporting a host of other health benefits.

For example, a [2021 study](#) found that postmenopausal women who ate prunes daily for six months had lower total cholesterol, oxidative stress and inflammatory markers than those in a group that didn't eat prunes. Additionally, a [2018 review study](#) on the health effects of prunes and fresh plums showed promising results on their anti-inflammatory, antioxidant and memory-improving characteristics as well as a role in improved cognitive function, bone health indicators and cardiovascular risk factors.

While this new research shows exciting results in post-menopausal women, we want to give you and your patients permission to enjoy prunes every day in so many ways -- no matter your age. A serving of roughly 4-6 prunes delivers a whole lot of nutrition for under 100 calories: It's high in vitamin K, a good source of fiber, and a source of potassium, magnesium, boron, riboflavin, niacin and vitamin B6 -- all with no added sugar or fat.

So grab a handful as a snack or toss them into your morning oatmeal. My favorite tips for holiday gatherings are to pair prunes with cheese or dark chocolate, or use them as a sweet addition to roasted chicken or vegetables.

Cheers to California Prunes and your health this holiday season!

Eat This, Not That!

Results of e-blast to health professionals:

- 676 opens (39% open rate)
- 132 clicks (75 clicks to press release)
- Response from Lauren Manaker led to coverage in Eat This, Not That!

Prunes. For Life. Nutrition Newsletter

Quarterly Outcomes and Running Averages Compared to Annual Goals

KPI	ANNUAL GOAL	QUANTITY	Q1 NOV 2023	SPECIAL EDITION DEC 2023*	Q2 FEB 2024	Q3 MAY 2024	Q4 JUL 2024	CURRENT RUNNING AVG. & TREND TOWARD GOAL
Subscriber Base (Number of newsletter recipients)	INCREASE TO	2,000	1,838	1,814	n/a	n/a	n/a	1,814 
Open Rate (Percentage of recipients who opened the newsletter email)	INCREASE TO	40% (AVG) <i>(36% LY)</i>	38%	39%	n/a	n/a	n/a	38.5% <i>(+2.5 from LY)</i> 
Click Rate (Percentage of recipients who clicked at least one link within the newsletter)	INCREASE TO	10% (AVG) <i>(9.4% LY)</i>	4.3%	3.1%	n/a	n/a	n/a	3.7% <i>(-5.7 from LY)</i> 

Key Learnings:

- Research highlights, health articles and recipes are among the top clicks.
- Click-thru rate (CTR) drops significantly after the first half of the newsletter. We'll experiment with a shorter, more concise newsletter for a future mailing to see if overall CTR improves.

*SPECIAL EDITION: Additional e-blast sent to HPs highlighting publication of the inflammation study.

FNCE 2023 Party in the Pink

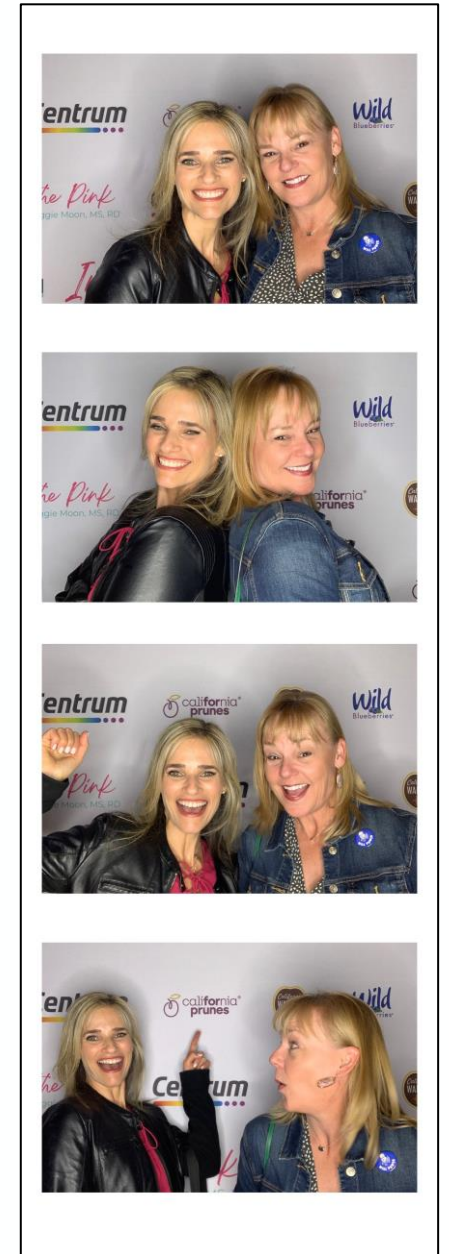
Denver | October 8



What our sponsorship included:

1. Menu integration.
2. Swag bag inclusion.
3. Logo present on all materials.
4. Inclusion in press release and media segments.

At an event adjacent to the Academy of Nutrition and Dietetics Food and Nutrition Conference & Expo, media dietitians converged on the "Party in the Pink" where being "in the pink" is about peak wellbeing. This event gave the California Prune Board the opportunity to network with 100 of the top media dietitians and health influencers. Registered Dietitian and author of "The MIND Diet," Maggie Moon, served as the event host and she spoke to the many health benefits of California prunes as part of her presentation.



FNCE 2023 Party in the Pink

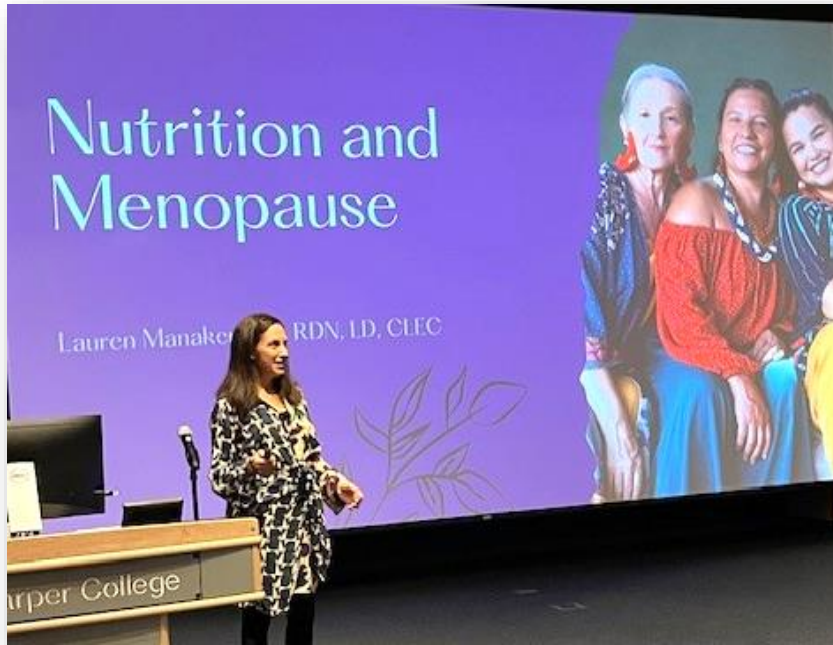
Denver | October 8



Event Outcomes

1. Two TV segments in Denver with highlights of the event and included California Prune mentions.
2. More than 85M impressions received from the press release that included a quote from Kieran Locy.
3. Social media impressions for the event totaled more than 5.3M with sponsors tagged in posts and stories across multiple platforms.
4. Received earned coverage post-event from attendees.





Lauren Manaker Talks Prunes and Bone Health for Women in Menopause at the AAH Annual Dietitian Symposium

We attended the Advocate Aurora Health (AAH) Annual Dietitian Symposium in Schaumburg, IL. CPB partnered with AAH, bringing Lauren Manaker MS, RDN, LD, CLEC to speak about the benefits of prunes on bone health before, during and post-menopause. Lauren has authored 3 books, boasts 20 years of RD experience and is well respected amongst her peers. Prunes were highlighted with a specific focus on the research that suggests that consuming prunes every day can help prevent bone loss and preserve bone structure, reducing the risk of osteoporotic fractures. Over 300 people were reached, with both in-person and virtual attendance. We received excellent feedback and we look forward to partnering with Lauren again in the future.

Other Nutrition Communications Progress & What's Next

- To date:
 - Evolution of our list of top-target media dietitians.
 - Development of an **at-a-glance document** about California Prunes nutrition and health benefits.
 - Development of **three website articles** promoted in the health professional newsletter.
 - Ongoing strategic counsel regarding connecting the nutrition research program with the nutrition communications program.
- What's next:
 - The consumer research will help us continue to refine who our top-target media dietitians should be (re: demographics, specialty, etc.), how we may reprioritize health benefit messaging, and how messaging can be more resonant with consumers. Media dietitians love hearing consumer insights about language, so they can improve their own language in media communications.
 - We have **two webinars** planned in late February and in May with the Culinary Nutrition Collaborative. These will highlight nutrition research as well as prune versatility and cooking techniques.



california prunes
Prunes. For life.

A SUMMARY OF KEY NUTRITION & HEALTH STUDIES

California Prunes pack a powerful punch of important vitamins, minerals, antioxidants and fiber. Together these nutrients form a web of vital functions that support overall health and the immune system.

More than 70 published studies have examined the nutrient composition and health benefits of prunes. Here are some key studies investigating their relation to digestion and gut health, bone health, cardiovascular health, weight management and satiety.

For more information about published studies on prunes, please visit www.californiaprunes.org.

SUMMARY OF HEALTH EFFECTS

A systematic review on the health effects of plums (*Prunus domestica* and *Prunus salicina*).
Igwé EO, Charlton KE. A systematic review on the health effects of plums (*Prunus domestica* and *Prunus salicina*). *Phytother Res*. 2016 May;28(5):701-31. doi: 10.1002/ptr.5581. Epub 2016 Mar 26. PMID: 26992121.

Most of the human trials used the dried version of plums rather than fresh fruit. This body of research shows promising results on plums' anti-inflammatory, antioxidant and memory-improving characteristics.

The increased interest in plum research has been attributed to their high phenolic content, mostly the anthocyanins, which are known to be natural antioxidants. Plums have been shown to possess antioxidant and antibiogenic properties, and consumption is associated with improved cognitive function, bone health parameters and cardiovascular risk factors.

DIGESTION AND GUT HEALTH

Randomized clinical trial: Dried plums (prunes) vs. psyllium for constipation.
Attakuri A, Donahoe R, Valentin J, Brown K, Rao SS. Randomized clinical trial: Dried plums (prunes) vs. psyllium for constipation. *Aliment Pharmacol Ther*. 2011 Apr;33(7):822-8. doi: 10.1111/j.1365-2036.2011.04594.x. Epub 2011 Feb 15. PMID: 21223680.

The authors concluded that prunes are safe, palatable and more effective than psyllium for the treatment of mild to moderate constipation. Prunes should be considered as a first-line therapy.

Systematic review: The effect of prunes on gastrointestinal function.
Lever E, Cole J, Scott SM, Emery PW, Whelan K. Systematic review: The effect of prunes on gastrointestinal function. *Aliment Pharmacol Ther*. 2014 Oct;40(7):750-8. doi: 10.1111/apt.12913. Epub 2014 Aug 11. PMID: 25109788.

Prunes appear superior to psyllium for improving stool frequency and consistency among constipated subjects. In non-constipated subjects, the evidence for other outcomes and the effects are weak.

Prunes may be a promising intervention for the management of constipation and increasing stool weight, but more research is needed.

A SUMMARY OF KEY NUTRITION & HEALTH STUDIES CALIFORNIAPRUNES.ORG | 1

Health benefits summary for HPs linked [here](#).



Are Prunes Good for You?

Prunes are a good-for-you snack that offers a wealth of **nutrients and health benefits** related to gut health, bone health, heart health and more! Studies have shown that snacking can be an important part of a healthy diet – but it can also lead to health problems depending on how often someone snacks, what they snack on, why, and how it fits into an overall eating pattern.

How's your snacking game? If you're looking to make it work harder for you, there's hardly a better choice than California Prunes. Often underrated, a serving of four to six prunes (38 grams) is around 100 calories and is deliciously satisfying, with a sweet, deep flavor and a luxurious texture.



The Gut Microbiome-Bone Health Connection and a Role for Prunes

If it seems like news about the gut microbiome is everywhere, it's because it is. Keen interest continues in the developing science around the many factors – including dietary patterns – that can affect the composition of “good” and “bad” microorganisms living in the intestinal tract and their potential role in health promotion and disease prevention.

Creating a microbiome environment that promotes the growth of “good” microorganisms requires a diet filled with fiber-full vegetables and fruits, such as prunes. Research funded by the California Prune Board (CPB) is exploring the **relationship between regular prune consumption and a healthy gut** with an additional area of interest: A healthy gut microbiome's effect on bone density.

Cozy Cold Weather Meals and Snacks Using Prunes

That low-key bag of California Prunes in the pantry is often underestimated as an addition to cold weather meals and snacks. Late fall and winter are perfect times to start bringing them out and showing them off – because prunes' sweet, deep flavor and luxurious texture complement many of the season's cozy flavors and techniques.

Another reason to grab a few prunes from the pantry more often? This premium dried fruit is highly nutritious, and nutrition scientists are always learning the benefits prunes can provide for healthy digestion; how they can **help maintain healthy, strong bones** as we get older; how their polyphenols and antioxidants can play an important role in **heart health**; and more.

Whole, sliced, diced or pureed, California Prunes offer a rich, sweet flavor, depth and luxurious texture to many of the comforting winter foods we love to eat.



Light and bright

Try pairing prunes on a snack board, winter fruit salad or green salad with:

- Tangy fruits, such as apples, pears, pomegranate seeds and citrus
- Toasted nuts, especially pecans, walnuts, almonds and pine nuts

Full articles are linked [here](#).

Website Revamp

The CPB website gets a new look and improved functionality!



Website Redesign

Objectives & Goals

- **Increase Website Visibility**

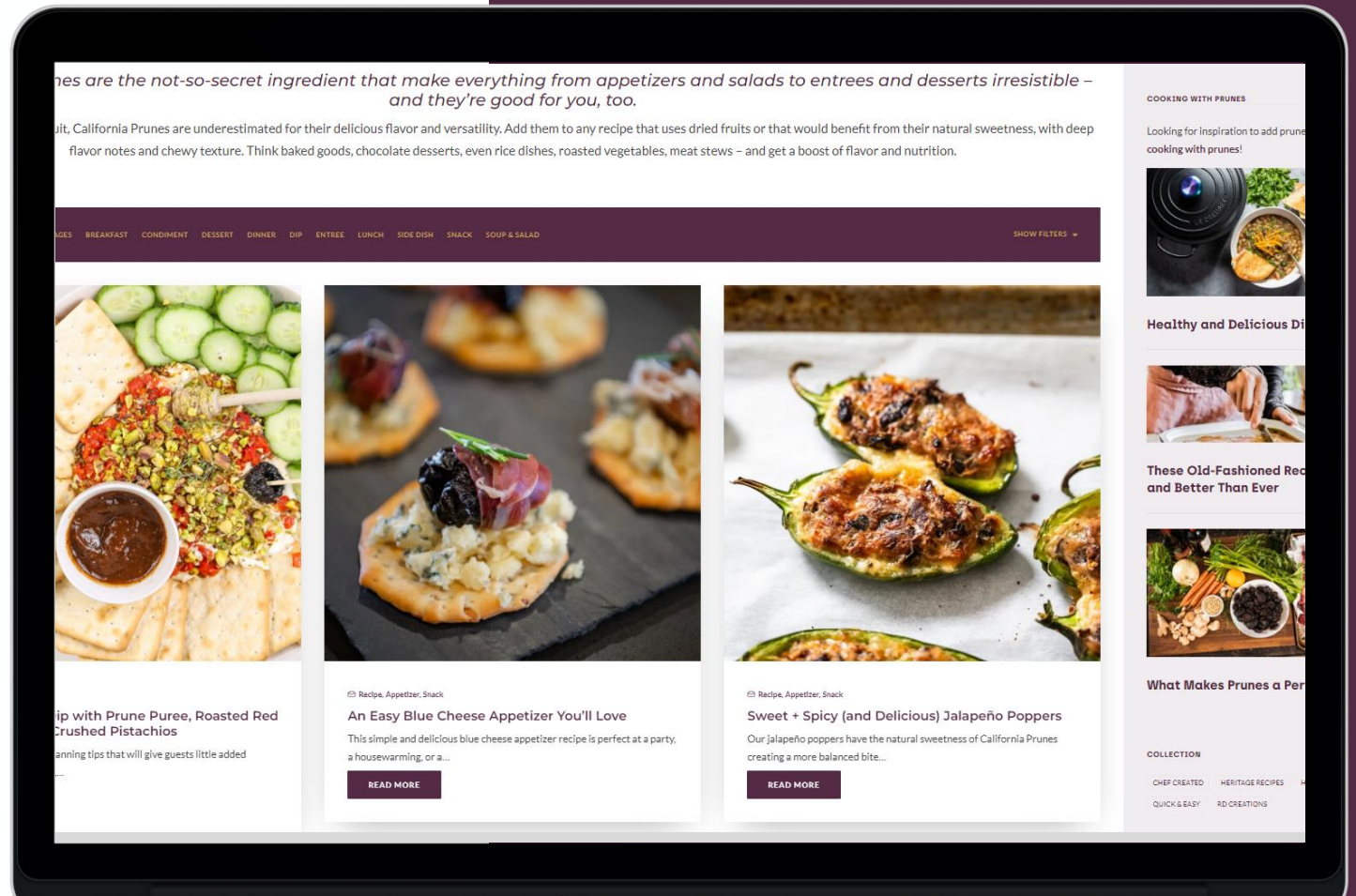
Ensure CPB is the premier, go-to source of online information about prunes.

- **Improve User Experience**

Drive users to information that best suits their needs by making the website more intuitive to find relative content. Increase speed and minimizing load times to encourage users to spend more time on the website.

- **Improve Functionality**

Improve the ease with which CPB and agency staffers can make site updates. Minimize website bugs and errors that cause lower rankings on google search engines.



Website Activity

GOAL: Maintain a healthy website and regularly update content, improve SEO and build pages that connect to PR programs and offer resources for the industry. We are continuously improving our site to better serve consumers and industry stakeholders as the brand continues to grow.

Website Tracker [californiaprunes.org]				
Activity	2020/21 Program	2021/22 Program	2022/23 Program	2023/24 Program (In Progress)
Number of unique visitors	49,928	63,445 (+27%)	90,091 (+42%),	54,779
Number of sessions/visits	63,581	76,020 (+20%)	107,036 (+41%)	67,754
Pageviews	111,200	122,560 (+10%)	149,024 (+22%)	109,149

Top Pages Visited:

1. Home
2. Recipes
3. Incredible Pecan Stucky Buns
4. Old-Fashioned Prune Cake
5. Sweet+ Spicy (and Delicious) Jalapeno Poppers
6. How to Make Traditional Sugar Plums
7. How to Make Prune Puree
8. Braised Chicken Thighs
9. How to Make Prune Butter + Ways to Use It
10. Traditional Scottish Cock-a-leekie Soup

Commentary:

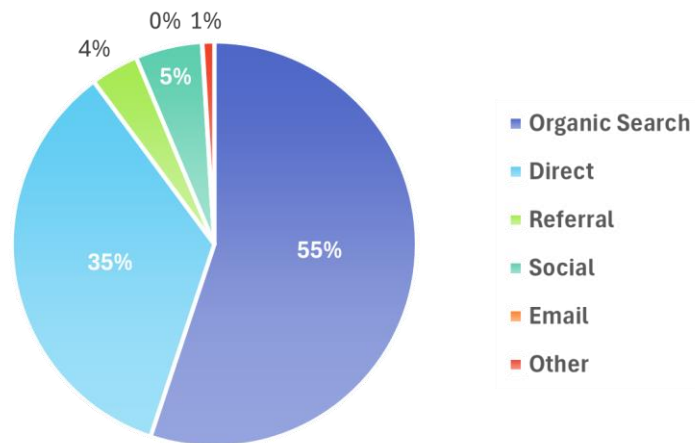
- During the website rebuild, all pages, recipes, and pieces of content have been updated and optimized with new SEO technology.
- Content has been organized for multiple groups of site users for more intuitive navigation.
- All bugs and 404 errors have been addressed and corrected.
- Regular updates are being made to the site in order to stay relevant.



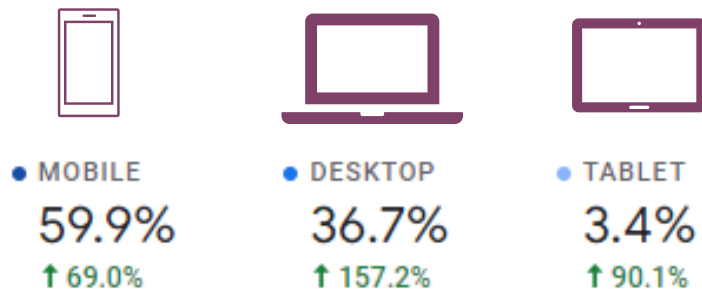
Website Activity

Acquisition Channel:

Top Channels



Top Devices:



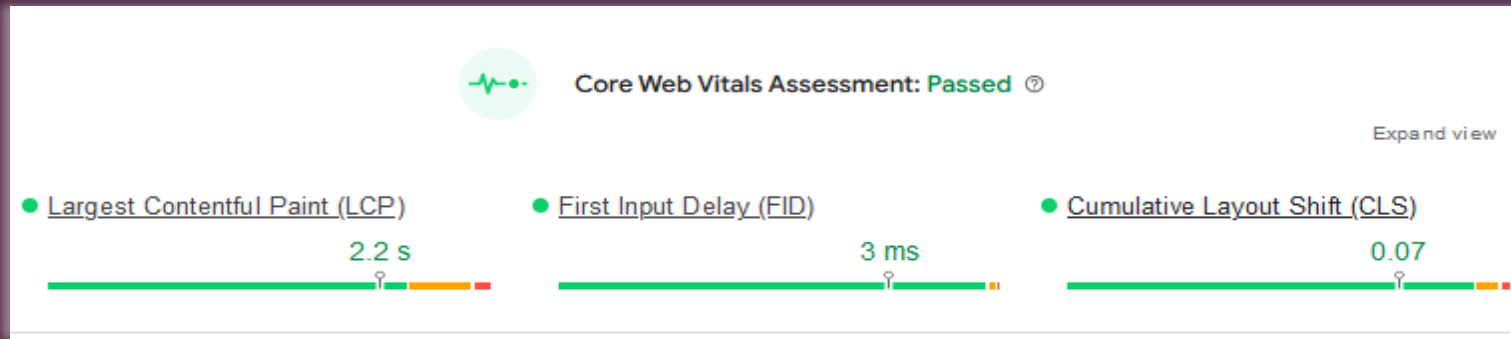
Top 5 Search Terms Directing to CPB Site:

Organic Google Search query	Organic Google Search clicks	Organic Google Search impressions
	16,315 100% of total	1,885,123 100% of total
1 california prunes	1,328	9,755
2 california prune board	729	1,256
3 prune cake recipe	549	11,179
4 prune cake	495	12,171
5 prune recipes	459	16,574

Commentary:

The majority of website traffic is coming from search engine activity. With direct traffic coming in second place, it may indicate that CPB is already seen as the go-to website for prune expertise, as visitors are coming directly to our website for content. Most visitors are using their mobile devices when accessing the CPB website. The website has also been optimized to create a great user experience in the palm of their hand.

Everything is in the green!



ON-PAGE SEO SCORE

Your overall SEO score based on an analysis of all pages on your site. JUL 01, 2023 - DEC 31, 2023.



LCP:

This is when things shift around on the page. For example, if a visitor is trying to click a button and the page shifts and they click on an ad instead, that's not the best user experience.

FID:

This is how long the page takes to respond when the user interacts with it like clicking a button, etc.

CLS:

This is the time it takes the largest element on the page to load during the initial page load. Google uses this to indicate how fast the page loads for users, also good for user experience.

Importance:

These three measurements are part of Google's Core Web Vitals. They are one of the factors considered in the Google search rank algorithm, so they do help determine where our pages rank in search results on Google.

SEO:

SEO has associated metrics but is fundamentally a practice or area of expertise used to improve visibility and traffic. It is the key factor for increased website traffic in concert with site speed, stability and "User Experience" - and the formatting of content is also a factor in user experience, along with speed/stability/web map. The main metrics would be our "on page SEO score" - which has gone from the low 50's to 78 in 6 months, which is affected by the total number of optimized pieces of content AND the percentage of optimized content.

Trade & Industry Communications



Industry Newsletters – 2023 Highlights & Key Learnings

Orchard Notes Grower Newsletter – Goal 5-6 newsletters

Key Performance Metric (KPI)	ANNUAL GOAL	QUANTITY	Feb 2023	May 2023	June 2023	Aug 2023	Oct 2023	Dec 2023	AVERAGE CAMPAIGN PERFORMANCE
Subscriber Base (Number of newsletter recipients)	INCREASE	460	485	515	507	505	514	511	506
Open Rate (Percentage of recipients who opened the newsletter email)	INCREASE	49%	52.6%	49.7%	48%	50%	47%	57%	50.7%
Click Rate (Percentage of recipients who clicked at least one link within the newsletter)	INCREASE	9%	9.8%	6.8%	9.3%	6.8%	7.3%	11%	8.5%

Orchard Notes

- Orchard Notes continues to serve as a good touchpoint for growers. The Feb. newsletter went out at Bloom with seasonal tips and garnered more opens and clicks on the Orchard Checklist.
- The top performing articles for the year included:
 - Bloom Checklist (36 clicks)
 - Weather 30 Days After Bloom (43 clicks)
 - Early Summer Orchard Considerations (43 clicks)

Positively Prunes Industry Newsletter – Goal 3x/year

Key Performance Metric (KPI)	ANNUAL GOAL	QUANTITY	APRIL 2023	JUL 2023	NOV 2023	AVERAGE CAMPAIGN PERFORMANCE
Subscriber Base (Number of newsletter recipients)	INCREASE	1,390	1,421	1,407	1,406	1,411
Open Rate (Percentage of recipients who opened the newsletter email)	MAINTAIN	36%	38%	45%	38%	40%
Click Rate (Percentage of recipients who clicked at least one link within the newsletter)	INCREASE	4%	4.1%	8.6%	3.3%	5.3%

Positively Prunes

- Performance increased primarily due to engagement from prune summit.
- The top performing content included:
 - PBS America's Heartland Video (135)
 - Warm Sugar Plum Winter Cocktail (103)
 - Prune Summit (46 clicks)

Outreach to Food Industry Trade Media

To date:

- We armed an agency colleague attending the International Foodservice Editorial Council (IFEC) annual meeting with California Prunes key messages and available trend-forward recipes and photos.
- From that, we identified **four story opportunities in the coming year and have fulfilled two**, placing a story in Foodservice Director and awaiting a winter one from National Culinary Review.

What's next:

- We are continuing to monitor editorial calendars and stay in touch with editors about relevant topics, while considering **outreach about the upcoming digital-focused chef events in NOLA and their featured recipes.**
- We will conduct **food manufacturer trade outreach** when we have a new target audience and consumer insights about prunes to share.

FSD FOODSERVICE
DIRECTOR

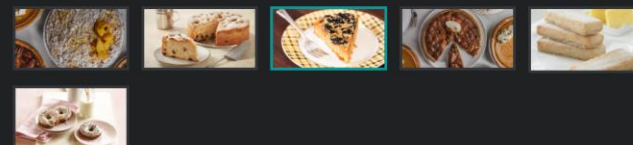
MENU

Recipe report: Holiday baking

By *Patricia Cobe* on Nov. 15, 2023



Photo courtesy of California Prunes



Prune Upside Down Cake with Toffee and Sesame

Chef Bronwen Wyatt makes the most of prunes in this rich, moist butter cake. Toffee and sesame add an intriguing layer of flavor and texture and make for a dramatic presentation.

[Click to see recipe.](#)

Explore: [recipes](#)

< PREVIOUS SLIDE

NEXT SLIDE >

CA Prunes x CA GROWN Partnership



Through our partnership with CA GROWN, the CA Prunes brand has gained visibility among consumers, retailers, and with global trade.

My Food Story

CA GROWN welcomed a delegation of International culinary professionals in late summer, hosting a 5-day agricultural tour of the Golden State as part of the FAS "My Food Story" campaign. Kieran Locy of CPB served as co-host on the first day of the tour, including a welcome brunch with CDFA Sect. Karen Ross, a visit to a prune orchard, meeting two CA Prune growers, and meals featuring CA Prunes. Participating in the tour included a recipe and chef feature in the "My Food Story" cookbook, which will be launched along with related content by the FAS Dubai office at Gulfood in Feb. 2024. Several of the tour guests have included CA Prunes in their personal and FAS marketing content.

IFPA

CPB participated in a series of Retail RD meetings at IFPA's Global Produce and Floral Show in Anaheim under the CA GROWN booth. This international tradeshow brought more than 20,000 attendees together and CA Prunes was on display as a featured specialty crop through a series of recipe demos and sampling while the CPB team shared the nutritional benefits of prunes for their shoppers. The RD meetings included retailers across the nation such as HEB, Krogers, Big Y, Giant Co., Meijer, Loblaws, ShopRite, Gelsons, and more. As follow up to these meetings, CPB sent custom branded tumblers with the CA GROWN Retail Nutrition Toolkit and other resources to foster top-of-mind awareness for these RDs and spark inspiration for their in-store newsletters, social or other content that can help amplify our messages directly to shoppers.

Bronwen Wyatt

Few can achieve the kind of heights in baking that Bronwen Wyatt has. Having dedicated her life towards the art, she has progressed from a young girl baking sweet treats to working with industry stalwarts, and eventually launching her highly successful baking venture

Bronwen Wyatt began her baking career at the age of eight, by mastering advanced cake recipes from a talented family cookbook. She has since worked in well-known restaurants in San Francisco, California, New Orleans, Louisiana, and Portland, Maine, and credits her time in California with focusing on seasonal, premium ingredients and doing as little to them as possible. That's exactly how she runs Bayou Saint Cake, her celebrated New Orleans bakery where the cakes double as art, and which is why her Instagram account looks like an artist's vision of delectable desserts.

Growing up in a household where sweets were limited had a big impact on Bronwen, who started baking as a child because she wanted to enjoy delicious sweets. Since her parents were not big fans of baking treats but allowed her to bake, she became an exceptional baker — learning not only the type of advanced cakes with scratch-made fillings and stings that many adults could never master. She went on to attend Tulane University in New Orleans, Louisiana to study both English and Artistic Draftsmaking, eventually falling in love with the city and its rich food history while living there. When a hurricane caused her to leave the city, she began working for her brother at a fine dining restaurant in Maine, and a pastry chef was born.

Bronwen's culinary career and natural curiosity led her into the kitchen of well-known chefs across the United States, perfecting her craft and learning as she went. In addition to the experience gained in restaurants, Bronwen connected with other pastry professionals who pursued side ventures on social media, particularly on Instagram. She counts a few other Instagram creators who create desserts as both inspirations and friends, including Sasha Pillay, Rose Wilde, and Natascha Priksovic. "I was using all those delectable, energy drinks on my cakes, but I love the playful aesthetic I see on those accounts. They helped me grow into my own," she shared. She drew from all her influences when she returned to New Orleans to bake professionally in the city she loves.

Bayou Saint Cake is a testament to Bronwen's resilience. She was baking large-format desserts and pastries for a restaurant group when the COVID-19 pandemic hit, and when her restaurant switched to doing take-out orders, people were willing to order more desserts than dinners. When the restaurant had to close temporarily, Bronwen used her Instagram account to take cake orders for delivery. Soon, the small operation

was so popular that she needed to formalize her business, choosing a name after the neighborhood she lived in, Bayou Saint John. Before she knew it, her signature Bayou Saint Cake products, containing naturally flavored buttercream adorned with seasonal vegetables, fruit, and locally grown flowers weren't just available in New Orleans, they gained attention throughout the United States.

In Bronwen's world, flavor is the king. It's not just her artistic skills on display, but her unique flavor combinations infused with truly delicious creativity. Rather than plain chocolate cakes, Bayou Saint Cakes may offer the Bayou Devil's Food with Cocoa Custard and Salted Caramel fillings, topped with Black Sesame Buttercream, or Chocolate Walnut Cluffin Cake layered with California Prunes and Chevre Custard coated in Cocoa Swiss Buttercream. Flats of fruit flavors might find Citrus + Chai Masala Cake with Kumquat and Lime Leaf Marmalade over Cream Cheese Mousse topped with Sorghum Buttercream or Olive Oil Cake loaded with Noni-Infused Prunes and Yuzu Custard covered with Vanilla Rose French Buttercream. All of these are covered in Bronwen's signature décor style, of course.

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"Fundamentally, prunes are incredibly delicious. I don't think that they get the credit they deserve. I don't think that we have a lot of ingredients on the pastry side that have that kind of richness and earthiness. In every case, you would use mushrooms, nuts, dried tomatoes, or raisins. And I think that dried fruits like California prunes can occupy that space in the pastry world," she concluded.



Thank you

