2023-24 Export Data and Headwinds (Year To Date)



Sources of data used in this report

Note: There are often discrepancies between the various data sources both currently and historically. Data in this report is accurate at time of publishing but may be subject to retrospective change by FAS/TDM



Industry / processor's reports

• The most robust indication of volume and value of Californian prunes. This is only available for 'total domestic' or 'total exported' so does not enable us to fully understand the overseas markets we are exporting to



USDA, Foreign Agricultural Service (FAS)

- This is the most trusted of the outside Industry reports data that we have access to; this gives us information on volume, value and average value per metric ton of U.S. exports of Dried Prunes (HS code 081320 only) and does not include juice or other derivative products. The data is available for all countries that we export to
- Only gives us data on U.S. dried prunes, so does not enable us to fully understand market trends and what our prune competitors are doing



Trade Data Monitor (TDM)

- More detailed information on the origins of dried prune import and export data for volume, value and average value per metric ton, for HS code 081320 (a local HS code for 'Moist Prunes' is available for Japan only). TDM enables us to review how a market is performing for the dried prune category as well as giving us information on all our competitors
- TDM only pulls information from 111 countries*. Correlating import/export data does sometimes conflict; this could be down to differences in valuation by customs, time taken for shipment to arrive at destination, or reliability of individual country data
- TDM's data used for U.S. exports is supplied by FAS. When reviewing a country's imports, information is supplied by that country rather than by the U.S.

Volume and Value definitions

Note: due to the nature of the data services made available to us there are limitations in our understanding of exactly what is contributing to total Volume, Value and Average Value per Metric Ton



Volume

- All figures are rounded to the nearest metric ton
- There is no information available in FAS or TDM to determine size or nature/condition of the product



Value

- IMPORTS: unless otherwise stated value is defined by Cost, Insurance and Freight Import Value (CIF): The value of the merchandise upon reaching the port of import; includes insurance and freight
- EXPORTS: unless otherwise stated this is defined by Free On Board (FOB): The value of the merchandise upon being loaded onto the exporting ship. This value includes all costs associated with delivery from the manufacturer to the exporting ship / port but excludes freight, insurance and other fees involved when the carrier leaves the port



Average value per metric ton

• 'Total value divided by total volume'; this measure is used to understand i) the average value return per metric ton of U.S. prunes compared to other countries of origin, ii) whether there is any inflation/deflation in the value of the product that is contributing to TOTAL value and iii) what the average spend per market is on ALL dried prunes

(<u>NOTE</u>: this is an indication ONLY of the above points; breakdown of product specifications NC/Pitted/Unpitted/Retail/Organic/Derivatives are not able to be pulled from the data sources we have access to)

Note: Year To Date (YTD), Year On Year (YOY) and '3-Year average' used in this slide deck

- * This presentation is a review of the **current status** of U.S. and World exports
- * Year to Date (YTD) refers to the months of data available to us from August: in the majority it is the 6 months between August and January, but does vary depending on what information has been released at time of publication (for example: France has released 4 months of data, and U.K. and Mexico have released 5 months)
- * Year On Year (YOY) refers to the comparison between the latest period of YTD export data and the same period last year. This is the standard indicator of performance of U.S. exports
- * U.S. exports were significantly strong during the 2021/22 crop year (when volumes increased partly due to low exports from other countries of origin). To give an accurate indication of current status we are benchmarking performance against 'normal' volumes for this time of year. <u>3-Year Average</u> refers to the average volume expected and is determined from exports in 2019/20, 2020/21 and 2022/23.



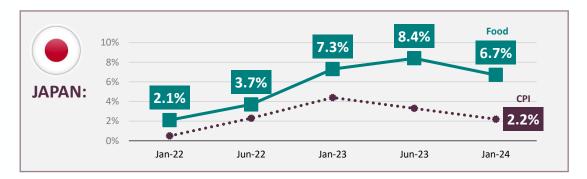
Headwinds

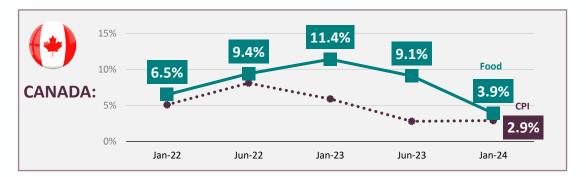
Inflation trends, currency exchange rates, Uzbekistan & China

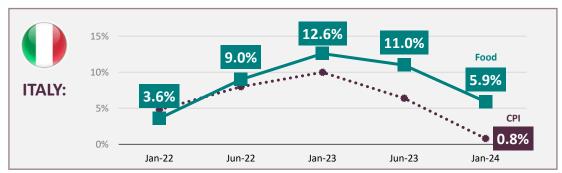


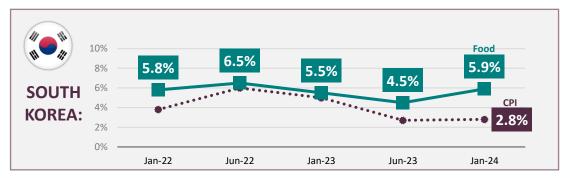
Current Inflation Trends: [Consumer Price Index (CPI) and latest Food Inflation rate]

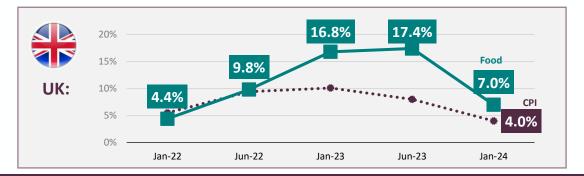
Issues arising from food inflation continue to add pressure for premium brands in focus markets:









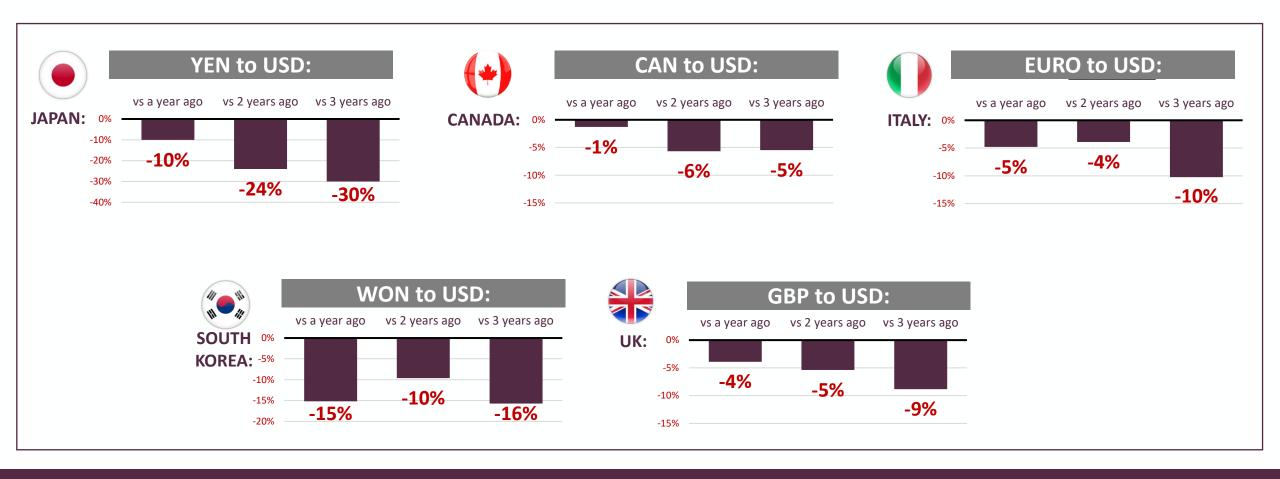


Source: OECG / Korea Statistics

Market Currencies versus the U.S. Dollar:

[% change in latest rates versus last year, 2 years ago and 3 years ago]

The strength of the U.S. Dollar poses a problem for Global U.S. exports; purchasing power in focus markets is being hindered – this is a particular issue for Japan where a weak economy has caused the YEN to depreciate against the dollar by 30% over the last three years.

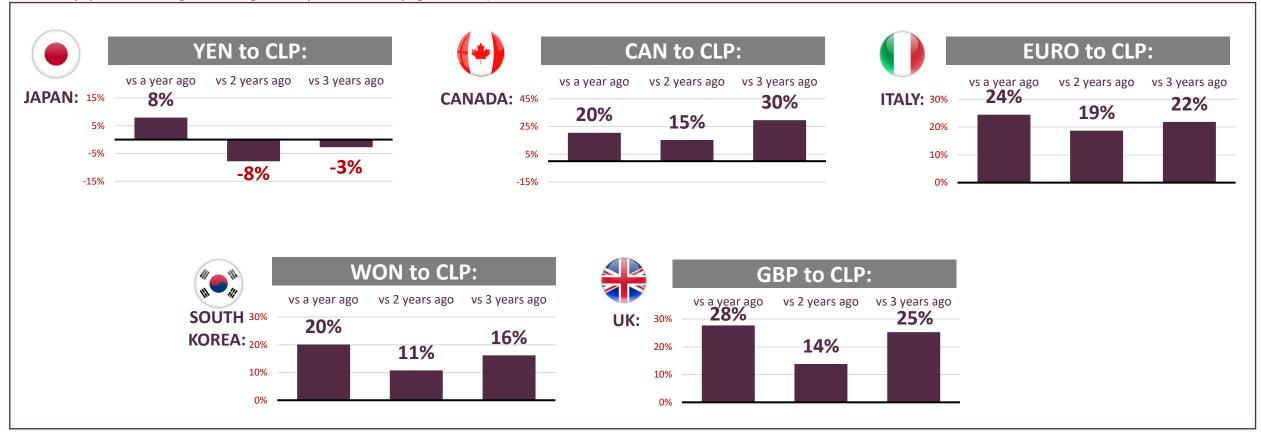


Market Currencies versus the Chilean Peso:

[% change in latest rates versus last year, 2 years ago and 3 years ago]

The Chilean Peso has been suffering from depreciation against major currencies as the Chilean economy struggled in 2023 – this means that purchasing power is improved in focus markets as exchange rates work in their favor for Chilean imports.

[From the IMF: "While Chile's economy is projected to resume growth in 2024, it's average real economic growth rate has been declining for many years alongside negative productivity growth"]



The Growth in Prunes from Uzbekistan ("Stanleys"):

2022/23 Uzbek prune exports exceeded 31,000MT and were valued at \$43m.

In terms of competition to the <u>current U.S. crop year</u>, prune volumes from Uzbekistan have seen a 70% year-on-year increase in the period between August and November [their harvest is Sept-Oct]. **69% of YTD volume has been exported to China.**



Year to Date:

UZBEKISTAN EXPORTS	Aug-Nov 22	Aug-Nov 23	% YoY change:
YTD VOLUME (MT)	8,634	14,687	+70%
YTD VALUE	\$12.2m	\$16.4m	+35%
AVERAGE \$ PER MT	\$1,413	\$1,118	-21%

SOURCE: TDM 9

CHINA: Estimated Production, last 4 years

Historical data on Chinese plum/prune production				
	2023	2022	2021	2020
Plums (MT)	383,333	251,667	150,000	120,500
Prunes (MT)	14,375-19,166	9,437-12,583	5,625-7,500	4,518-6,025

^{* %} of fresh plums to become prunes: 15-20%; estimated by local traders.

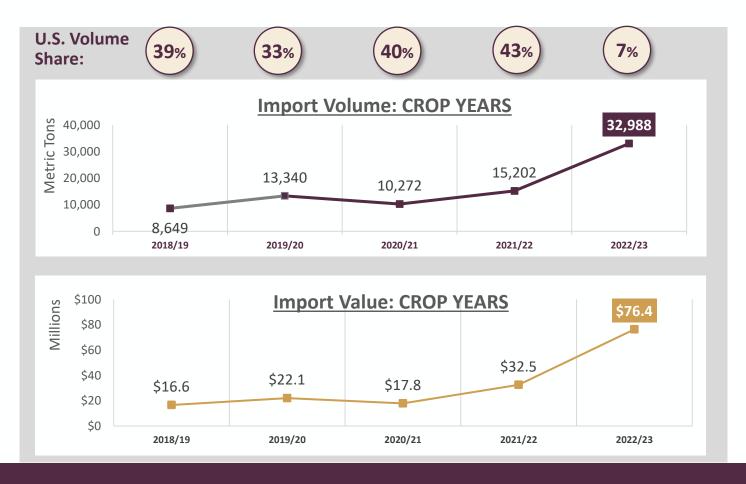
SOURCE: SMH International, China 10

^{*} Plums --> Prunes ration: about 4 kg fresh plums --> 1 kg prunes

CHINA / HONG KONG IMPORTS: What is the future impact of Chinese Prune Production on global supply?



Trade in imported prunes notably increased in 2022/23 after a significant shift in supply from Uzbekistan - thus impacting U.S. share as Uzbek prunes accounted for 43% of total volume. Chilean Prunes have also seen a marked increase, accounting for 48% of 2022/23 volume. China is now the lead market for both Uzbekistan and Chile.



Year to Date:

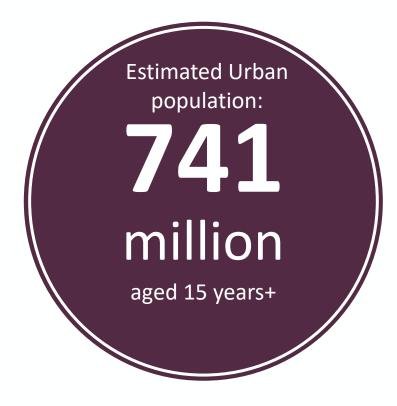
CHINA / HK IMPORTS:	Aug-Dec 22	Aug-Dec 23	% YoY change:
YTD VOLUME (MT)	13,090	19,559	+49%
U.S. Volume Share:	9%	4%	
YTD VALUE	\$33.2m	\$43.2m	+30%
AVERAGE \$ PER MT	\$2,534	\$2,210	-13%

SOURCE: TDM 11

CHINA: Population size and Prune Consumption

In the 5 months between August and December 2023 China became the largest importer globally of dried prunes.

2023 saw the country import in excess of 39,000MT – up from 2022's figure of 23,000MT. Whilst these seem significant volumes there is still room for substantial expansion of the category given the size of the population and current low consumptions levels.



INC, 2021: ESTIMATED CONSUMPTION PER CAPITA in GRAMMES [Based on the estimated percentage of population consuming prunes]			
1	ITALY	1,197	
2	ISRAEL	746	
3	U.S.	583	
4	AUSTRALIA	457	
5	FRANCE	429	
6	ALGERIA	397	
7	GERMANY	386	
8	CANADA	316	
9	U.K.	278	
10	RUSSIA	218	
11	JAPAN	182	
12	MEXICO	180	
13	BRAZIL	123	
14	TURKIYE	92	
15	CHINA	23	

World Exports Data Review Year To Date (August 2023 – January 2024)

- INC Prune Production Data
- Processor's Reports CY23 thru 1/31
- Review of exports from U.S., Chile, France and Argentina
- Comparison against average volume exported in the 3 years



Estimated Prune Production:

Metric Tons

		2023/2	2024			2024/2	025	
COUNTRY	BEG. STOCK	PRODUCTION	TOTAL SUPPLY	ENDING STOCK	BEG. STOCK	PRODUCTION	TOTAL SUPPLY	ENDING STOCK
USA	36,204	68,000	104,204	36,000	36,000	65,000	101,000	n/a
CHILE	5,000	68,000	73,000	10,000	10,000	68,000	78,000	n/a
FRANCE	13,500	40,000	53,500	23,500	23,500	40,000	63,500	n/a
ARGENTINA	3,000	20,000	23,000	3,000	3,000	33,000	36,000	n/a
SERBIA*	1,000	5,000	6,000	1,000	1,000	4,800	5,800	n/a
AUSTRALIA	0	2,500	2,500	0	0	1,500	1,500	n/a
ITALY	500	1,450	1,950	0	0	1,500	1,500	n/a
SOUTH AFRICA	0	604	604	0	0	750	750	n/a
WORLD TOTAL	59,204	205,554	264,758	73,500	73,500	214,550	288,050	n/a

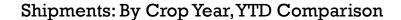
WORLD CONTONIN HOW (1. Supply - Lind. Stock)	WORLD CONSUMPTION (T.	Supply - End. Stock)	191,258
----------------------------------------------	------------------------------	----------------------	---------

Sources: California Prune Board, Chile Prunes Association and other INC sources.

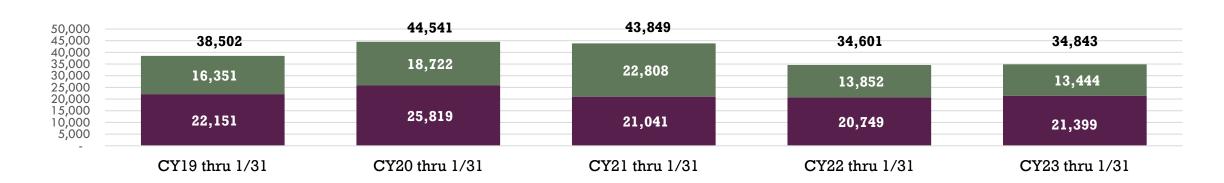
Season 2023/2024 starts as of 2023 harvest; and 2024/2025 as of the 2024 harvest in both hemispheres.

*Season 2024/25 estimated as the last 5 season's average.

SHIPMENTS, NATURAL CONDITION TON EQUIVALENCY

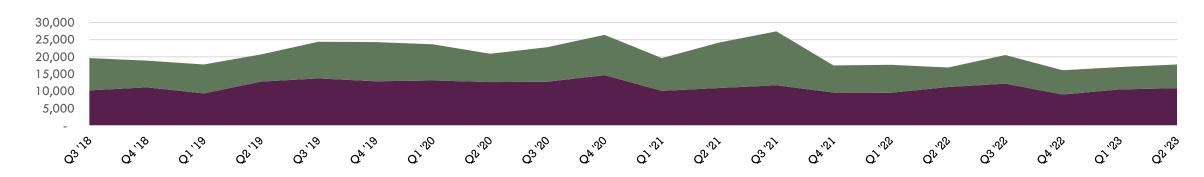


■ Domestic ■ Export



Shipments: By Quarter

■ Domestic ■ Export



U.S. Global Exports, 6 Months YTD:

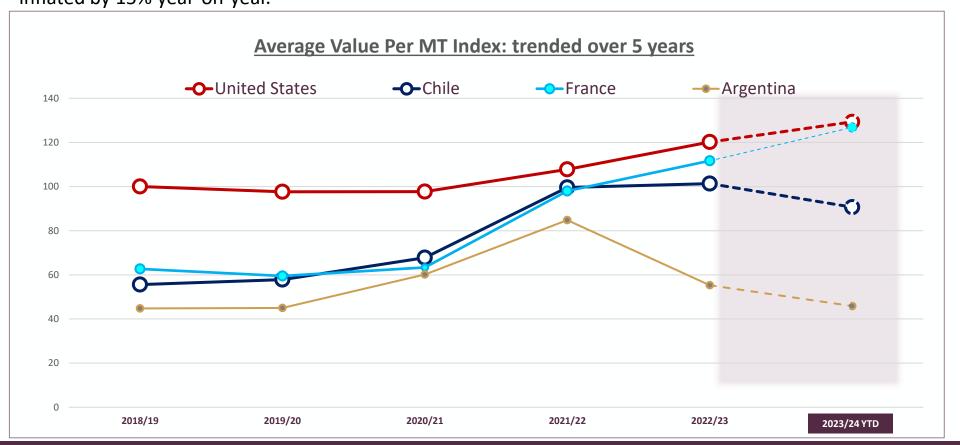
Global export value is currently 11% below average with volume being 28% below average; average value per metric ton continues to increase:



Trended Average Value per MT: U.S. and lead competitors, last 5 years and YTD



The premium California Prunes have over Chilean has widened - from 21% at the end of the 2022 crop year - to 43% as their average value per metric ton deflates by 8%. Argentinian prunes are currently trading under \$2,000 per metric ton. French YTD* export volumes are currently 43% below average; whilst exports continue to decline average value per metric ton has inflated by 15% year-on-year.



Average \$ per MT:

2023/24 (6 months YTD)

U.S.	\$5,205
CHILE	\$3,649
FRANCE*	\$5,103
ARGENTINA	\$1,844

6 month Ave. \$ per MT **Change versus last year:**

U.S.	+8%
CHILE	-8%
FRANCE*	+15%
ARGENTINA	-22%

U.S and Competitor YTD Exports, VALUE: Aug – Jan*



Sharp inflation in Chilean average value per MT during the 2020/21 short crop has driven the total value of their exports









U.S and Competitor YTD Exports, VOLUME: Aug-Jan*



Chilean and Argentinian YTD exports are 12% and 30% above average respectively. At 4 months French export volumes were 43% below average.









Top 10 Markets by YTD Volume: U.S. and Lead Competitors



Top 10 Markets Ranked by Volume:

U.S.	MT	% YoY change
1: Japan	2,029	-10%
2: Mexico	1,370	-36%
3: Canada	1,262	-18%
4: China	948	-43%
5: Israel	751	73%
6: Italy	563	-35%
7: Poland	472	-30%
8: South Korea	459	-34%
9: Netherlands	339	-22%
10: Germany	312	-60%

At 6 months U.S exports are
 -24% YoY

	0/ V-V
MT	% YoY change
11,248	+19%
4,110	-1%
3,502	-5%
2,697	-14%
2,119	+17%
1,934	-27%
1,753	+1%
1,602	+6%
1,492	+147%
965	-4%
	11,248 4,110 3,502 2,697 2,119 1,934 1,753 1,602 1,492

At 6 months Chilean exports are
 +0.3% YoY

ARGENTINA^	MT	% YoY
ANGLIVITIVA	1411	change
1: Brazil	5,088	+34%
2: Chile	2,942	+96%
3: Spain	1,924	+23.5%
4: United States	602	+719%
5: Turkey	201	+46%
6: Colombia	150	+95%
7: Uruguay	110	+38%
8: Italy	98	+308%
9: Netherlands	69	-22%
10: Germany	35	+84%

At 6 months Argentine exports are +24% YoY

FRANCE*	MT	% YoY change
1: Spain	559	-14%
2: Algeria	267	-5%
3: Italy	210	-9.5%
4: Belgium	194	+15%
5: Greece	183	-35%
6: United Kingdom	134	+113%
7: Germany	126	-28%
8: Netherlands	101	-14%
9: Switzerland	84	+13.5%
10: Mauritius	48	+30%

At 4 months French exports are
 -17% YoY

Top 10 Markets by YTD Volume: "Stanleys"



Top 10 Markets Ranked by Volume:

UZBEKISTAN	MT	% YoY change
1: China	10,144	+197.7%
2: Russia	2,028	-2.3%
3: Kazakhstan	537	+69.4%
4: Ukraine	459	+49.0%
5: Turkey	285	-37.6%
6: Belarus	249	-21.5%
7: Lithuania	230	-16.7%
8: Georgia	187	+179.1%
9: Poland	144	+50.0%
10: Latvia	137	+107.6%

At 4 months Uzbekistani exports are +70% YoY

IRAN	MT	% YoY change
1: Pakistan	2,184	-26.9%
2: U.A.E	1,196	+60.3%
3: Azerbaijan	450	-19.2%
4: Turkey	428	+31.7%
5: Iraq	378	+118.5%
6: India	312	-64.7%
7: Canada	43	-23.2%
8: Belgium	18	
9: Australia	12	+100.0%
10: Germany	10	+11.1%

At 6 months Iranian exports are -14% YoY

SERBIA	МТ	% YoY change
1: Croatia	230	-14.8%
2: Russia	180	+195.1%
3: Bosnia / Herzegovina	161	-29.1%
4: Slovenia	137	-14.9%
5: Bulgaria	113	-62.8%
6: Greece	95	-78.6%
7: North Macedonia	76	+171.4%
8: Turkey	76	-29.6%
9: Montenegro	70	+40.0%
10: Netherlands	60	-80.1%

At 5 months Serbian exports are
 -54% YoY

MOLDOVA	МТ	% YoY change
1: Russia	149	-35.8%
2: Romania	144	+220.0%
3: Spain	106	
4: Poland	75	+78.6%
5: Bulgaria	65	+58.5%
6: Italy	62	
7: Ukraine	48	+84.6%
8: Bosnia / Herzegovina	23	
9: U.A.E	22	-50.0%
10: Azerbaijan	20	

At 3 months* Moldovan exports are +10% YoY

U.S. Exports (Focus Markets) Data Review Year to Date (August 2023 – January 2024)

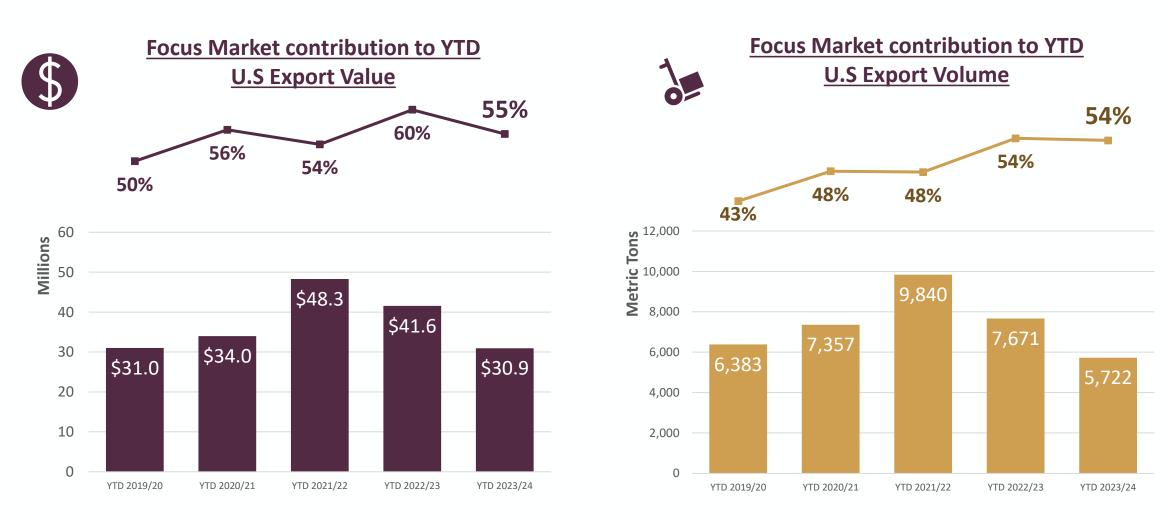
Priority MAP Markets: Japan, Canada, Italy, South Korea

Secondary MAP Market: U.K

EMP Market: Mexico



MAP & EMP Markets: Contribution to Volume and Value



Japan, Canada, Italy, South Korea, U.K & Mexico

SOURCE: FAS / TDM 23

REMINDER: U.S. Exports over the last 5 years

Summary of FULLYEAR volume & value of MAP & EMP Focus Markets

VALUE (\$ millions)	2022/23	2021/22	2020/21	2019/20	2018/19
JAPAN*	\$31.2m	\$42.5m	\$39.7m	\$35.3m	\$33.1m
CANADA	\$15.8m	\$15.5m	\$13.1m	\$11.2m	\$11.7m
ITALY	\$8.8m	\$16.6m	\$9.3m	\$7.3m	\$7.2m
SOUTH KOREA	\$6.5m	\$6.3m	\$6.5m	\$4.5m	\$5.9m
UNITED KINGDOM	\$1.4m	\$4.3m	\$3.9m	\$1.7m	\$1.4m
MEXICO (EMP)	\$18.0m	\$20.4m	\$10.9m	\$11.2m	\$9.2m
VOLUME (MT)	2022/23	2021/22	2020/21	2019/20	2018/19
VOLUME (MT) JAPAN*	2022/23 5,870	2021/22 8,266	2020/21 7,817	2019/20 7,058	2018/19 6,699
JAPAN*	5,870	8,266	7,817	7,058	6,699
JAPAN* CANADA	5,870 2,960	8,266 3,115	7,817 2,941	7,058 2,497	6,699 2,451
JAPAN* CANADA ITALY	5,870 2,960 1,321	8,266 3,115 3,400	7,817 2,941 1,711	7,058 2,497 1,282	6,699 2,451 1,251

REMINDER: FULLYEAR performance of Focus Markets

Summary of U.S. share and 2022/23 value & volume versus 3-year average

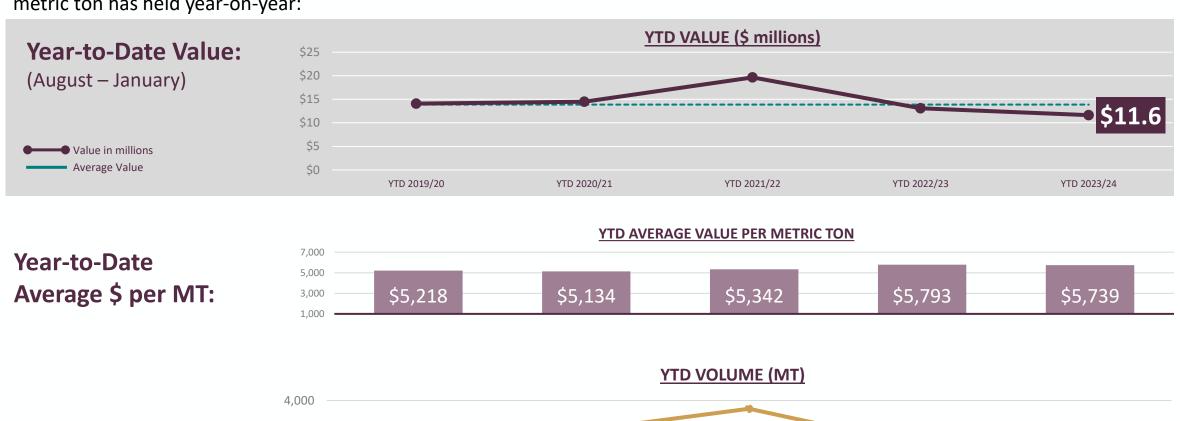
Note: Due to high export volumes of U.S. prunes in 2021/22 (as a result of the short crop in the Southern Hemisphere), percentage change figures reflect a rebalancing of volume levels.

	U.S. volume share	% change vs 3- year Average Value	% change vs 3- year Average Volume	Market share of U.S Global Export Value	Average Value per MT	% change Average Value per MT
JAPAN	93%	-14%	-18%	25%	\$5,308	+3%
CANADA	74%	+13%	+31%	12%	\$5,335	+7.5%
ITALY	20%	+12%	-7%	7%	\$6,686	+37%
SOUTH KOREA	94%	+15%	-20%	5%	\$5,062	+10%
U.K	5%	-39%	-62%	1%	\$4,002	+3%
MEXICO (EMP)	33%	+73%	+48%	14%	\$5,033	+3%

YTD U.S. Exports to Japan, at 6 months:



Export value is currently 16% below average; volumes have dropped below expected levels for 6 months YTD yet value per metric ton has held year-on-year:



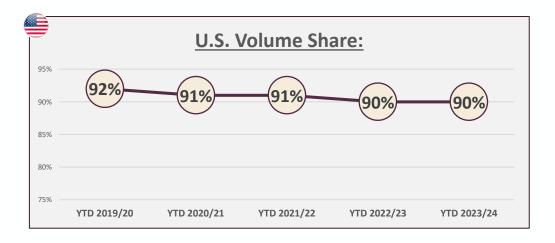


YTD Performance Overview: JAPAN



Total category import volumes are just 1% below average. The U.S. retains high share of 90%; although Chilean prunes have gained some share this year it has been French prunes that have been impacted the most.

2023/24 U.S. YTD Exports to Japan:						
\$11.6m	21%	\$5,739	-1%	-16%	-22%	
Export Value	of U.S. Global Export Value	average value per MT	YoY average value per MT	Value vs. Average	Volume vs. Average	



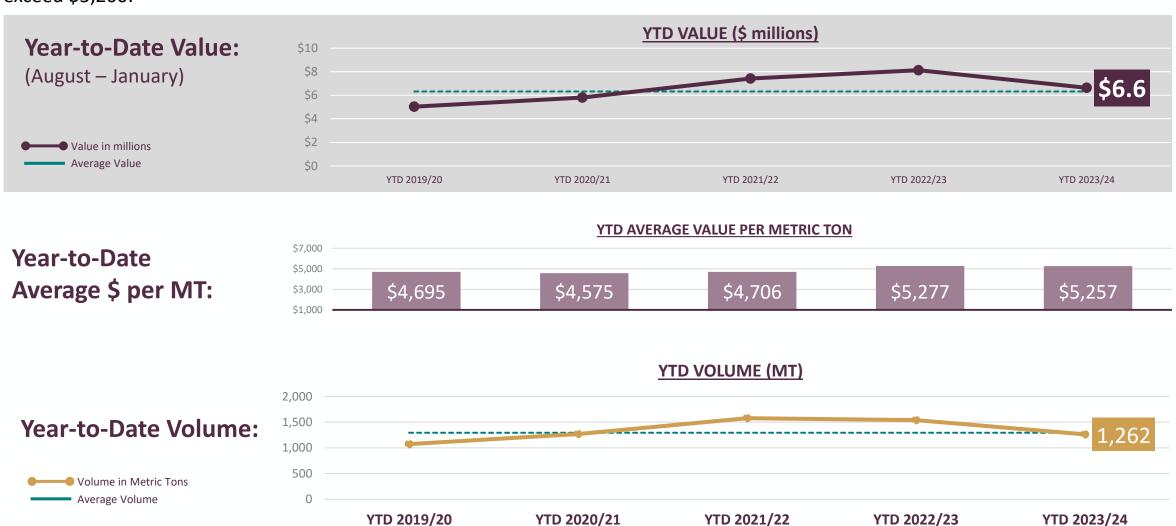
Top 3 Competitors:	SHARE OF VOLUME (YoY change)		YTD VALUE (YoY +/-)		AVERAGE VALUE PER MT (YoY % change)	
Chile:	7.9%	(+0.7)	\$0.84m	GROWING	\$4,105	(-11%)
Argentina:	1.1%	(=)	\$0.28m	GROWING	\$9,813	(+23%)
France:	1.0%	(-0.8)	\$0.19m	DECLINING	\$7,399	(+16%)

SOURCE: FAS / TDM 27

YTD U.S. Exports to Canada, at 6 months:



Export value is currently 5% above average as volume is only 32MT below average and value per metric ton continues to exceed \$5,200:

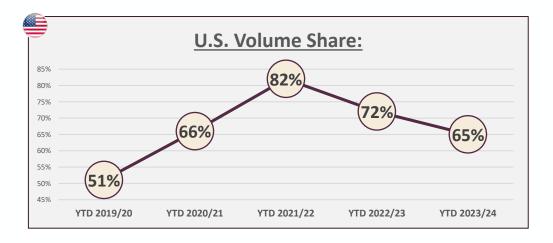


YTD Performance Overview: CANADA



Total category imports are relatively stable in Canada with volume at 6 months only being 5% below average for this period. The U.S. retains strong share, however it has dropped from the high of 2021/22 when share was bolstered by the shortage of Chilean prunes - and continues to be squeezed by the growth in Chinese imports.

	2023/24 U.S. YTD Exports to Canada:						
\$6.6m	+5%	-3%					
Export Value	of U.S. Global Export Value	average value per MT	YoY average value per MT	Value vs. Average	Volume vs. Average		



Top 3 Competitors:	SHARE OF VOLUME (YoY change)		YTD VALUE (YoY +/-)		AVERAGE VALUE PER MT (YoY % change)	
Chile:	28%	(+9.4)	\$2.5m	GROWING	\$4,544	(+2%)
China:	3.2%	(+1.1)	\$0.29m	GROWING	\$4,730	(-25%)
Iran:	1.3%	(-1.0)	\$0.15m	DECLINING	\$6,339	(+86%)

SOURCE: FAS / TDM 29

YTD U.S. Exports to Italy, at 6 months:



Export value is currently 15% below average; although volume is currently below what would be expected at 6 months, value per metric ton has increased to \$6,774:

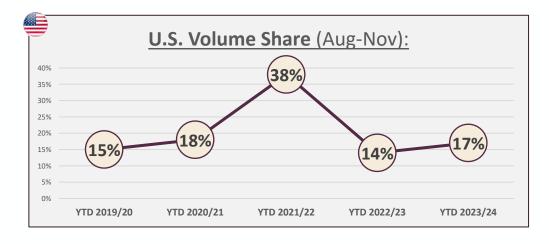


YTD Performance Overview: ITALY



Total category imports have been relatively stable in Italy over the last five years, with YTD volume being 7% above average for the period between **August and November**. The market remains very competitive however with increased tonnage currently being imported from lower-value countries such as Argentina and Moldova - this is impacting the performance of U.S, Chilean and French prunes alike.

	2023/24 U.S. YTD Exports to Italy:						
\$3.8m	7 %	\$6,774	+5%	-15%	-24%		
Export Value	of U.S. Global Export Value	average value per MT	YoY average value per MT	Value vs. Average	Volume vs. Average		



Top 3 Competitors: (Aug-Nov)	SHARE OF (YoY ch			AVERAGE VA +/-) (YoY % c		-	
Chile:	50%	(-2.6)	\$7.0m	DECLINING	\$4,668	(+4%)	
Bulgaria:	10%	(-4.2)	\$0.96m	DECLINING	\$4,363	(-18%)	
Netherlands:	6%	(+0.2)	\$1.1m	GROWING	\$6,170	(+68%)	

SOURCE: FAS / TDM (4 months)

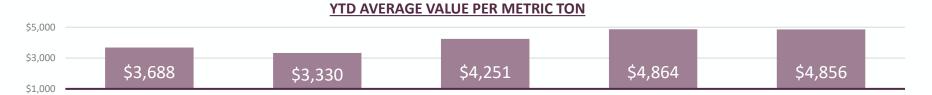
YTD U.S. Exports to South Korea, at 6 months:



Export value is currently 11% below average; although volumes have fallen to their lowest in four years, value per metric ton has been maintained year-on-year:



Year-to-Date
Average \$ per MT:







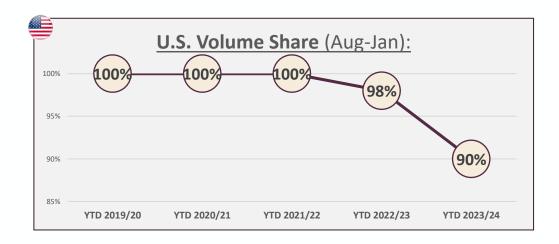
YTD VOLUME (MT)

YTD Performance Overview: SOUTH KOREA



Total category imports are down by 15% compared to average volumes for August to January. Chilean prunes have gained 9% share. French prune imports are low but in growth (from 690kg last year to 1,760kg latest). Additionally, 4MT has been imported from Turkey.

2023/24 U.S. YTD Exports to South Korea:							
\$2.2m	4%	\$4,856	=	-11%	-28%		
Export Value	of U.S. Global Export Value	average value per MT	YoY average value per MT	Value vs. Average	Volume vs. Average		



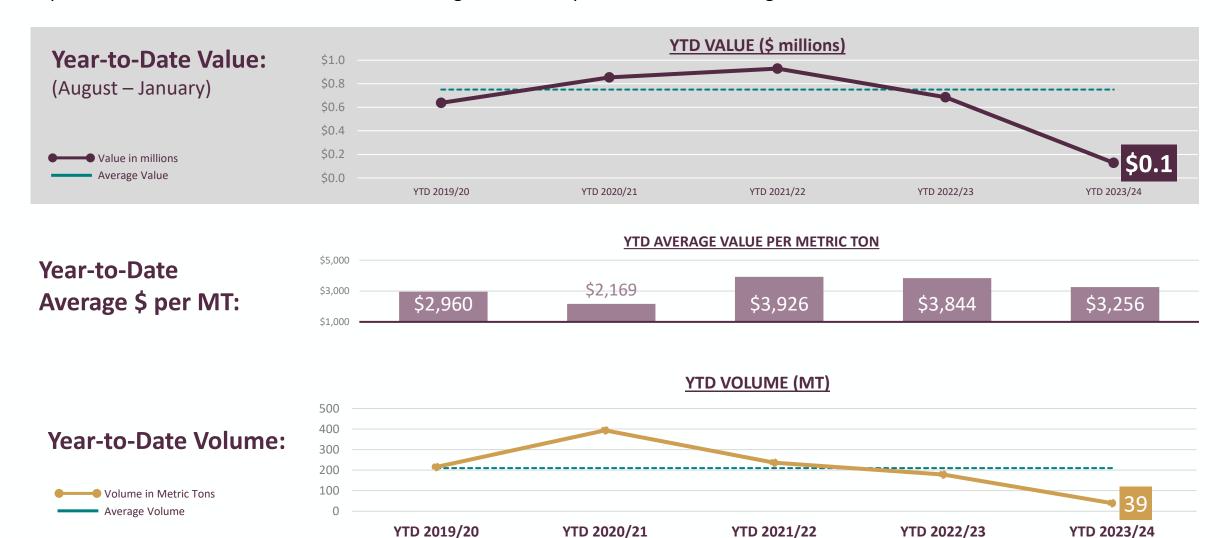
Top 3 Competitors:	SHARE OF VOLUME (YoY change)		YTD VALUE (YoY +/-)		AVERAGE VALUE PER MT (YoY % change)	
Chile:	9%	(+7.2)	\$0.24m	GROWING	\$4,686	(-39%)
Turkey:	0.7%	(+0.7)	\$0.02m	GROWING	\$4,005	(-79%)
France:	0.3%	(+0.2)	\$0.02m	GROWING	\$11,768	(+67%)

SOURCE: FAS / TDM 33

YTD U.S. Exports to U.K, at 6 months:



Export value and volume have fallen below average with value per metric ton now aligned to 2019/20:

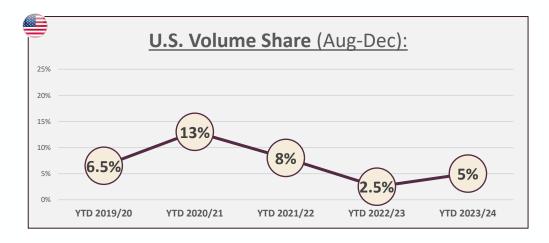


YTD Performance Overview: U.K.



Total category volumes are down 34% compared to average imports for August to December with Chilean prunes also experiencing decline. Unlike other leading markets, French prune volumes are in growth!

2023/24 U.S. YTD Exports to the U.K:							
\$128k 0.2% \$3,256 -15% -82% -85%							
Export Value	of U.S. Global Export Value	average value per MT	YoY average value per MT	Value vs. Average	Volume vs. Average		



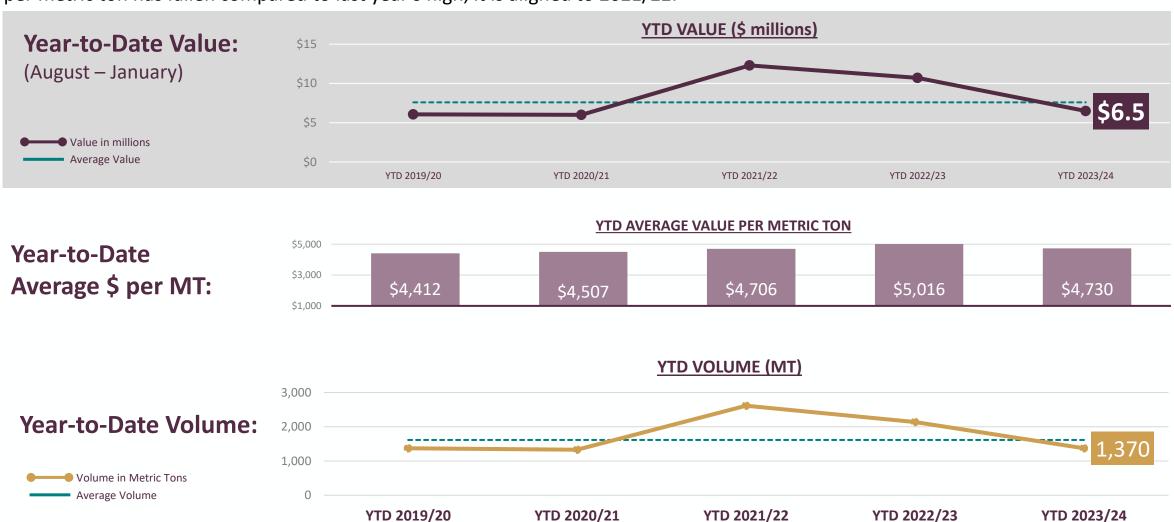
Top 3 Competitors:	SHARE OF VOLUME (YoY change)		YTD VALUE (YoY +/-)		AVERAGE VALUE PER MT (YoY % change)	
Chile:	73%	(-3.5)	\$7.4m	DECLINING	\$4,862	(+4%)
France:	10%	(+5.4)	\$2.0m	GROWING	\$8,155	(+12%)
Turkey:	9%	(+3.6)	\$1.3m	DECLINING	\$5,821	(-14%)

SOURCE: FAS / TDM 35

YTD U.S. Exports to Mexico, at 6 months:



Export value has fallen 15% below average, as has volume, after Chilean prune supply comes back online. Although value per metric ton has fallen compared to last year's high, it is aligned to 2021/22:

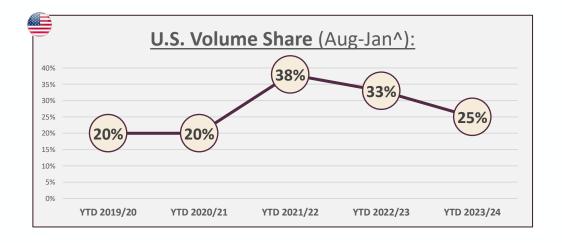


YTD Performance Overview: MEXICO



Total category volumes are currently 18% below average for the period between August and January^.

2023/24 U.S. YTD Exports to Mexico:							
\$6.5m	12%	\$4,730	\$4,730 -6%		-15%		
Export Value	of U.S. Global Export Value	average value per MT	YoY average value per MT	Value vs. Average	Volume vs. Average		



Top 3 Competitors: (Aug-Jan)	SHARE OF VOLUME (YoY change)		YTD VALUE (YoY +/-)		AVERAGE VALUE PER MT (YoY % change)	
Chile:	75%	(+10)	\$14m	DECLINING	\$3,502	(-7%)
Uzbekistan:	0%	(-2.0)	\$0m	DECLINING		