



california<sup>TM</sup>  
prunes

Prunes. For life.

**CANADA**

**ACTIVITY REPORT**

**REPORTING PERIOD 1**

August -November 2023

# Measuring our success

- **Key performance indicators (KPIs) are established at the start of the program year for primary program activities aligning with two stakeholder requirements: 1) FAS requirements under the MAP program 2) CPB industry measurements**
  - These are anticipated outcomes that the in-market team expects to deliver as part of any given initiative
  - Goals established using historical performance and third-party metrics to set benchmarks whilst complying with FAS guidance
  - Benchmarks vary by program and platform, or medium used as well as available data
  - Program activities continuously optimized and strategies adjusted based on what the KPIs reveal
- KPIs are continually monitored and tracked in a quarterly measurement report
  - Measurement reports include analysis of activity performance and results to provide context and for team discussions on opportunities to pivot throughout the year
- To comply with FAS requirements under the MAP program we undertake full Usage and Attitude (U&A) consumer studies in rotation in one export market per year (each market undertakes a study on average every 3 years to comply with reporting requirements of FAS).

Target	KPI
Trade	<ul style="list-style-type: none"> <li>• Increase California Prunes-origin labelled SKUs available at Canadian retail</li> <li>• Trade e-newsletters: open rate + contact list size</li> <li>• Trade ads impressions</li> <li>• Earned trade media pitching</li> <li>• Page views on trade landing page</li> <li>• Trade leads and new e-newsletter sign-ups at tradeshow</li> <li>• Taste Canada Cooks the Books – Student Cooking competition impressions + relationships</li> </ul>
Consumer	<ul style="list-style-type: none"> <li>• CTR from Digital Ads to website</li> <li>• Brand-owned social media – impressions + ER</li> <li>• Social media influencers – impressions + ER</li> <li>• Digital display + YouTube ads – impressions + CTR</li> <li>• Podcast ads – impressions</li> <li>• New website content – page views</li> <li>• TV segments + earned media relations – impressions</li> <li>• Media partnerships with sponsored content – impressions</li> <li>• Google ad words – impressions + CTR</li> <li>• Website page views + recipe specific</li> <li>• Banner ad impressions</li> <li>• Samples distributed to consumers</li> <li>• Influencer/media events – impressions + attendance</li> </ul>
HCP	<ul style="list-style-type: none"> <li>• Samples distributed to HCPs</li> <li>• Nutritionists/registered dietitians aware of the bone-related benefits of California Prunes</li> <li>• Nutritionists/registered dietitians recommend prunes to their clients/patients</li> <li>• HCP e-newsletter: open rate + contact list size</li> <li>• Osteoporosis Month Communications – impressions</li> <li>• RD social post engagement rate</li> </ul>



# Communications Highlights



# Communications Summary – Year to date



## Social Media CPB

## Influencer-owned Social Media Activity

## (Consumer + Trade + HCP) Digital and Traditional Print Media

## TV and Digital TV Activity

## Website

YTD performance  
(Organic + Boosted total per platform)



Followers: 1,920  
Reach: 232,604  
Engagement Rate : 27.45%



Followers: 2,308  
Reach: 158,287  
Engagement Rate : 43.21%



Followers: N/A  
Reach: 225,136  
Engagement Rate: 2.38%

YTD performance

Number of posts: 4  
Reach: 599,487

Engagement Rate:  
14.46%

YTD performance

Earned  
Number of articles: 214  
Reach: 17,859,589

Paid for  
Number of articles: 7  
Reach: 1,025,819

Combined Total  
Number of articles: 221  
Reach: 18,885,408

YTD performance

Earned  
Reach: N/A

Paid for  
Reach: 1,454,912

YouTube  
Impressions: N/A  
Viewability: N/A

YTD performance



Number of unique visitors: 23,103



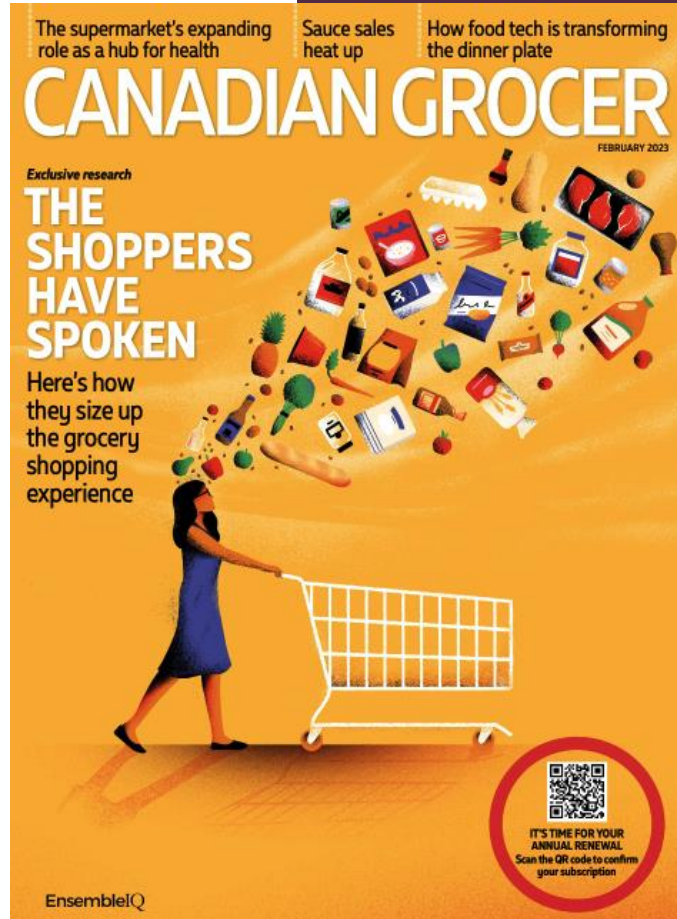
Average time per session: 00:26



Average pages per session: 1.55



# Trade Strategy & Activities



Position California Prunes as a reliable partner for the trade community - thanks to its nutritional benefits as well as versatility in cooking.

Focus on promotion of premium California Prunes and activities that will encourage loyalty from our trade partners to buy Californian, rather than other origins. Focus on whole prunes.

Activities include:

- Trade Press Releases & Media Relations
- Trade Advertising
- Trade Media Partnerships
- Trade Partnership: Taste Canada Cook the Books – Student Cooking Competition
- Trade E-newsletters

# Trade



News

## News

### California Prunes: Meeting Health and Sustainability Demands

TORONTO, ONT (October 26, 2023) – Recent research highlights a significant shift in consumer preferences, with a growing demand for healthier food options and sustainable products. According to the latest Canadian Health Food Association (CHFA) consumer study, 92% of Canadians still place high importance on eating healthy despite the high rate of inflation and the rising costs of food. In terms of importance, health ranks second only to price, with an equally strong emphasis on sustainability.

For Canadians in search of both healthy and sustainable foods, California Prunes stands out as the ideal choice. California Prunes have achieved superfood status due to their nutritional content and compelling health benefits. Packed with essential nutrients, antioxidants, and dietary fibre, prunes are recognized for their positive effects on digestive health, bone strength and cardiovascular well-being.

In Canada, about 2.6 million Canadians over the age of 20 live with heart disease. Strokes have also seen the rise in recent years, as indicated in a 2022 report by the Heart and Stroke Foundation. The organization found that one stroke happens every five minutes in Canada, resulting in an average of 308,707 strokes a year. All these factors are likely to encourage consumers to make better lifestyle choices and thus, continue to grow the demand for functional foods and natural health products.

California Prunes are a key dietary choice for Canadians seeking to enhance their heart health. Recent studies presented at the American Society of Nutrition (ASN) annual meeting reveal compelling evidence of the remarkable health benefits associated with daily prune consumption, particularly in relation to cardiovascular health.

A pair of new studies in postmenopausal women and men aged 55+ reveal significant cardiovascular benefits from long-term prune consumption:

- Men's Cardiovascular Health: Prune consumption improves HDL cholesterol and the total cholesterol to



## The California Prune Board joins Sustainability Alliance



The California Prune Board, which represents prune growers and handlers in the state, has joined the U.S. Sustainability Alliance. The member organization for U.S. agriculture represents 25 farming, fishery and forestry organizations and supply chain partners promoting sustainable U.S. production practices and products to a global market. California Prunes growers embrace innovative technologies and sustainable practices that conserve energy, reduce water use, and improve prune production safety and quality while ensuring industry longevity. California is the world's largest producer of prunes, with orchards across 14 counties in the state.

# Trade News Bureau - Trade Press Release



## Canada, September to November 2023

The first trade release, entitled "Meeting Health and Sustainability Demands," included the latest research about prunes and heart health, while also highlighting CPB's commitment to sustainability. The news release was distributed on October 26th to key trade media contacts, through 1:1 pitching.

This activity contributed to our overall activity goal of 400,000 impressions.

### What was the actual outcome?

- The press release was shared with trade media to secure earned coverage and uploaded to the 'trade' section on Californiaprunes.ca
- Achieved a total of **117,389 impressions**, contributing to our activity goal of 400,000 impressions
- Through our trade media efforts, we secured coverage in Western Grocer and Grocery Business

### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Through media relations CPB can reach a captive audience through detailed key message driven content
- We are on track to meet our activity level goal

# Trade

California Prunes  
are packed with nutrients that help maintain bone, gut and heart health.

Grow your business with  
california prunes  
Prunes. For life.

CANADIAN GROCER  
express

Read more

Choose California  
for premium quality,  
delicious Prunes.

Grow your business with  
california prunes  
Prunes. For life.

## Taste the California Difference

California Prunes are the Premium  
Quality Choice for Your Business

58%

OF REGISTERED  
DIETITIANS  
RECOMMEND PRUNES  
to their clients/patients\*

California Prunes can help contribute to...

Strong Bones | Healthy Gut | Immunity | Heart Health

Sign up for our newsletter for market updates and industry news that may be relevant for your business.  
If you are interested in purchasing California Prunes visit:

[www.CaliforniaPrunes.ca/trade](http://www.CaliforniaPrunes.ca/trade)

CaliforniaPrunes.ca @CAprunesCAN

california prunes  
Prunes. For life.

\*Based on an independent survey conducted by Brand Equity International in June 2022 among 158 Canadian Registered Dietitians and Nutritionists who are required to have a client over the past year. This study found that 58% of Canadian Registered Dietitians recommend prunes to their clients/patients, most of the time.

CANADIAN GROCER

NEWS | MONTH HEADLINES | PRODUCT CATEGORIES | NEW ON SHELF | NEW STORES | PEOPLE | TECH | EXPERTS | EDIT

SUPERCHARGE  
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EARN UP TO \$1000+ CONSUMER  
SALES IN 1 HR

### Fueling Canadians with functional foods for health and vitality

Getting families back into a routine with California Prunes

Sponsored by California Prunes

For many September marks the return to routine, which means a pivot back to meal planning and preparation. A recent study by [Zaccaro \(2022\)](https://doi.org/10.1016/j.jm.2022.100000) revealed that consumers consider health and groceries to be an essential spend category, highlighting that products with a focus on health and wellness is at the forefront of their purchasing decisions.

Foods that offer functional health benefits, including cognitive advantages, can assist in increasing focus in children and adults alike. Research on California Prunes<sup>®</sup> has found a link between a good balance of bacteria cultures in our gut and mental health, identifying the clear gut-brain connection. "Our gut microbiome exerts a substantial influence on our mental health and cognition, and nutrition plays a key role in maintaining an optimal balance of these beneficial bacteria. Look no further than fibre-packed prunes which have been shown to help these 'good bacteria' thrive," says registered dietitian, Dr. Nancy Guest.

In addition to cognitive benefits, prunes are a convenient superfood that can be used to simplify family meals and snacks. A single serving of 4 to 5 California Prunes contains under 100 calories, 3g fibre, 200mg potassium, 50mcg vitamin K and no added sugar, cholesterol, sodium, or fat, making it an essential ingredient.

California Prunes are a versatile ingredient that add rich flavour, texture, and natural sweetness to a variety of sweet and savory foods. Prunes are the ideal ingredient for health-conscious shoppers because of their many benefits including:

- **Health:** An excellent source of important nutrients which form a web of vital functions that support bone, gut and heart health and the immune system.
- **Versatility:** Whole, diced, or pitted, prunes are complementary to proteins and grains, on salads and cereals, and in savours and baked goods.
- **Quality:** They are unlike any other prunes in the world due to their world-famous growing conditions, the highest quality agricultural standards of any other nation, generations of expert craftsmanship, and a perfected drying system.



Naturally sweet and versatile, prunes are a nutritious addition to grab and go recipes like California Prunes Old Fashioned Muffins

For more information and resources about how California Prunes can benefit your retail offerings, visit [www.californiaprunes.ca/trade/](http://www.californiaprunes.ca/trade/)

\*Skonieczna-Zydecka K. et al. 2018. <https://www.mdpi.com/2077-0383/11/12/1521>

# Trade Advertising

## Canada, September to November 2023

During this program quarter, a sponsored article, e-newsletter ad and banner ad were developed and distributed for Canadian Grocer, along with an e-newsletter ad for Western Grocer, and a full-page ad for Grocery Business. The ad creative was consistent across all publications, incorporating the campaign theme *Team up with California Prunes*, while leveraging trending themes like back-to-school and the functional uses and health benefits of prunes.

These 3 trade advertising partnerships contributed to our overall activity goal of 402,800 impressions

### What was the actual outcome?

- These trade advertising partnerships resulted in **226,389 total impressions**
- This quarter, we achieved **170 page views** of the trade section of the website contributing to our goal of 1,200 total page views

### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Advertising in credible publications where key trade audiences seek industry news, keeps California Prunes top of mind through relevant and timely themes
- Developing a reputable relationship with our partners at Grocery Business provided visibility to The California Prune Board's sustainability efforts resulting in an earned coverage opportunity
- While we generated great impressions and are on track to meet our goal, the changing media landscape has resulted in a slightly higher CPI for this quarter, however we are still on track to achieve our CPI for the full trade advertising program



# Trade



## Trade Media Partnerships

### Canada, November 2023

In November, we partnered with Elle Gourmet, one of Canada's leading food publications, to share two holiday-inspired recipes from culinary expert, Chef Rodney Bowers. The article spoke to the versatility, taste, and quality of California Prunes and put a spotlight on chef Rodney's holiday-friendly recipes including, [Sweet, Spiced Cornish Hen with Macerated Prunes, Olives and Lemon](#), and [Kabocha Squash and Prune Fritters with Prune and Miso Sauce](#).

This media partnership contributed to our goal of achieving 4,500,000 impressions, 95,500 page views of the recipe section of the website

#### What was the actual outcome?

- On November 13<sup>th</sup>, a digital article was published on Elle Gourmet titled [“Go with your gut this holiday season with California Prunes”](#) garnering **133,030 digital and social impressions**

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Content partnerships are an effective and efficient way to deliver key messages to target audiences, through seasonally relevant themes and recipes
- Partnering with endemic publications allows CPB to share recipes to a captive audience who are looking for new and inspiring recipes for their holiday hosting occasions
- Leveraging a culinary expert like, Chef Rodney Bowers, adds credibility to the content and recipes

ELLE  
Gourmet

RECIPES DRINKS COOKING FOOD NEWS LIVING TRAVEL GIFT GUIDES NEWSLETTER MAGAZINE



Find a recipe...



ADVERTISEMENT



Sweet, Spiced Cornish Hen With Macerated Prunes, Olives and Lemon, Served With Jewelled Couscous



Kabocha Squash and Prune Fritters with Prune and Miso Sauce





# Trade



## Trade Partnership with Taste Canada



Canada, October 2023

California Prunes joined forces with Taste Canada for their esteemed Cooks the Books event. This annual culinary competition showcases the talents of 16 student chefs representing 8 prestigious culinary schools nationwide, vying for the coveted title of Canada's Best New Student Chefs. Prunes played a significant role as a featured ingredient in the students' innovative recipes, setting the stage for upcoming marketing endeavors and spotlighting these creations on the CPB website.

This partnership contributed to our overall goal of achieving 200,000 impressions among trade audiences including chefs, culinary instructors, cookbook authors and food media.

### What was the actual outcome?

- This partnership provided brand exposure for California Prunes through digital acknowledgements including logo placements, newsletter inclusions and shared social media content
- Built a relationship with **16 student chefs**
- This partnership has achieved **183,012 impressions** to-date through brand mentions on the website, social media posts, newsletter ads, event presence and activities are still on-going

### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Participating in events that support Canada's foodservice industry (and emerging talent) builds loyalty among current and future decision makers and positions California Prunes as a premium, quality, and versatile ingredient for menu integration
- Partnerships allow us to reach an audience where they go to look for recipe ideas from a trusted and credible source, like future culinary experts



# Consumer Strategy & Activities



Encourage California Prunes to become a “everyday healthy pleasure” for everyone. Promote as a versatile ingredient for cooking sweet and savory recipes, to snacking during sport and fitness. Make the California Prunes key messages as prominent and accessible as possible, including the healthy benefits.

Activities include:

- Celebrity Chef Ambassador
- Press Release and Pitching
- Podcast Advertising
- Integrated Media Partnerships
- Consumer Sampling
- Influencers/Media Events
- Wellness Retreat Courtesy of California Prunes
- Consumer Research
- TV/Digital/Social Media
- Website

# Consumer



## Consumer Celebrity Ambassador



### Canada, September - November 2023

During this quarter, we partnered with Chef Rodney Bowers, who helped to communicate the taste, quality, versatility and approachability of cooking with California Prunes in a variety of consumer-friendly recipes. Chef Rodney adds third party credibility to the program elements through his chef expertise.

This partnership contributed to our overall goal of 627,500 impressions.

#### What was the actual outcome?

- Development of two unique recipes including: Sweet, Spiced Cornish Hen with Macerated Prunes, Olives and Lemon, and Kabocha Squash and Prune Fritters with Prune and Miso Sauce. Used in 1 press release and organic social media posts on the California Prunes Canada social feeds
- Use of likeness and quote in one paid media partnership within Elle Gourmet and the November holiday press release. As a result of enhanced credibility in the press release, we have received an increase in **impressions of 969,000** compared to last year's press release (both releases were topics of holiday hosting featuring chef recipes)
- The 2023 holiday press release titled "Tired of Turkey and Stuffing? Try Chef Rodney Bowers' Holiday Recipes Featuring California Prunes" garnered 7,489,400 impressions while 2022 holiday press release titled "Delicious Holiday Dishes with a Healthy California Prune Twist" featuring Quebec-based chef, Christopher Kassab's recipes garnered 6,520,400 impressions

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Partnering with a celebrity chef, adds third party credibility to recipes and story development, ultimately increasing media interest and resulting in additional media coverage

# Consumer



## Media Relations

### Canada, August – November 2023

During this quarter, we distributed two press releases. The September release, titled "Boost Your Weekday Meal Routine with this Versatile Superfood," highlighted Dr. Nanci Guest discussing the health advantages of integrating California Prunes into a wellness regimen, accompanied by simple recipes. In November, our release "Tired of Turkey and Stuffing? Try Chef Rodney Bowers' Holiday Recipes Featuring California Prunes" showcased two distinctive festive recipes incorporating California Prunes. Chef Rodney's quote emphasized the quality, taste, and versatility of these recipes.

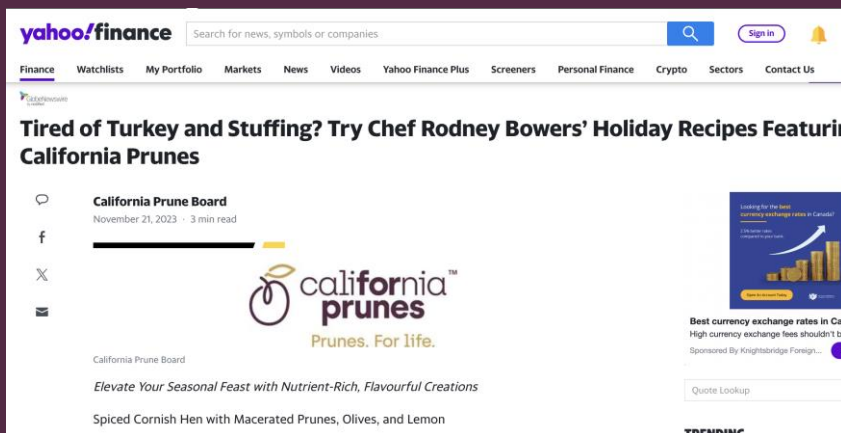
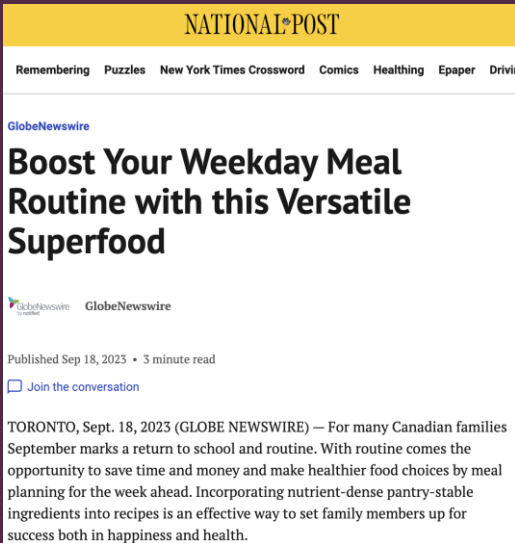
These two press releases contributed to our overall goal of 32,000,000 earned impressions.

#### What was the actual outcome?

- As a result of this earned coverage, we have received **6,422,400 impressions** from September press release and **7,489,400 impressions** from November press release, generating a total of **13,911,800 earned impressions**, shared across 205 media outlets
- Pageviews to the recipe section of the website during this period were **25,480**; contributing to our annual goal of 95,500 recipe page views

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Topical and timely consumer press releases have positive receptiveness amongst media and consumers.
- We have recognized positive results from partnering with experts, Dr. Nanci Guest and Chef Rodney Bowers in our November press release to provide credible health, culinary and new recipes
- Individual press release goals for media impressions and CPIs were slightly under, however we are still tracking very well to achieving our earned media impression goals



# Consumer



## Montréal Media and Influencer Event

Montreal, November 17<sup>th</sup>, 2023

During this quarter we hosted a media and influencer dinner at La Guilde Culinaire in Montréal to drive awareness and demonstrate the versatility of California Prunes. The event was hosted by Chef Jonathan Garnier and featured custom created holiday inspired recipes that showcased the quality, versatility, and taste of California Prunes. Chef Jonathan led the interactive cooking event and spoke to how and why California Prunes were incorporated within each dish and how the elements complemented each other. The event deepened our relationships with French media and influencers reinforcing the California difference.

### What was the actual outcome?

- Chef Garnier created 3 recipes for the event and provided rights to one for pitching and to be featured on the website
- In attendance were **20 top-tier media and influencers** (contributing to our goal of 15-20 attendees per event) and **7** of which contributed to our goal of creating ongoing relationships with 4 partners
- 20 recipe cards were distributed at this event achieving our goal of distributing 20.
- The event garnered a total of **5,189,114 impressions** (contributing to our total goal of 1,600,000 impressions – 800,000 for Quebec event) across social and media traditional coverage
- Current recipe page views are 25,480 – contributing to our goal of 95,500 page views

### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Partnering with a local French Chef, allowed us to leverage third party credibility and expertise to share valuable messaging tailored to the French attendees
- Hosting events provides the opportunity to introduce key media and influencers to the taste and quality while giving them the first-hand experience of tasting the California Difference



# Consumer


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## 3 Gut-Friendly Thanksgiving Recipes Where Prunes Sway Savoury And Sweet

Spoiler alert: we've invited your new superfood BFF to Thanksgiving. This holiday, enjoy the versatility of prunes with a delicious entree, side and dessert recipe.

California Prunes  
Updated September 29, 2023



Created for  Prunes. For life.



## Partnered Content

### Canada, September - November

During this quarter, CPB Canada established a strategic content collaboration with Chatelaine, a leading lifestyle publication in Canada, aimed at highlighting the health benefits, taste, and adaptability of California Prunes as a gut-friendly addition to ones diet. A featured digital article titled "2 Gut-Friendly Thanksgiving Recipes where Prunes Sway Savoury And Sweet" was published, complemented by roadblock ads and inclusion in an e-newsletter. This partnership centered around timely and practical recipe concepts for Thanksgiving gatherings, emphasizing the use of prunes to promote optimal gut health.

This partnership contributed to our overall impressions goal of 4,500,000 impressions.

#### What was the actual outcome?

- A digital article was published on Chatelaine garnering **666,400 digital and social impressions**
- Current recipe **page views** are **25,480** – contributing to our goal of 95,500 page views

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Content partnership was an efficient way to deliver key messaging around versatility and health benefits to our target audience in Canada and aimed to integrate California Prunes into their daily diet through seasonal celebrations where cooking, entertaining and usage ideas are being actively searched and consumed
- Content partnerships allow us to reach a captive audience where they go to look for health information, tips, and recipe ideas
- Total impressions were lower than anticipated; content was dark posted to followers who are most receptive to this content, but not shared on organic social channels. In future, to maximize reach, we will look to negotiate both social posts within our partnership

# Consumer



## TV

### Canada, August – November 2023

To reach mass consumer audiences with controlled, curated campaign messages, we partnered with two spokespeople, Taylor Kaye and Hannah Magee in this quarter on morning TV shows across the country.

In September, we partnered with lifestyle expert Taylor Kaye who spoke to family-friendly snack ideas for back to school, incorporating California Prunes. This segment showcased the versatility of California Prunes while positioning them as a convenient, healthy snack the whole family can enjoy.

Two spokespersons appeared in three TV segments, contributing to the overall goal of 4 TV segments and achieving 32,000,000 earned impressions.

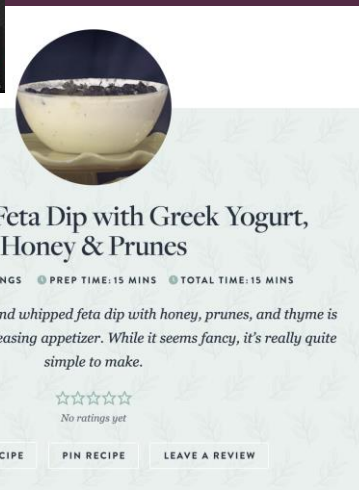
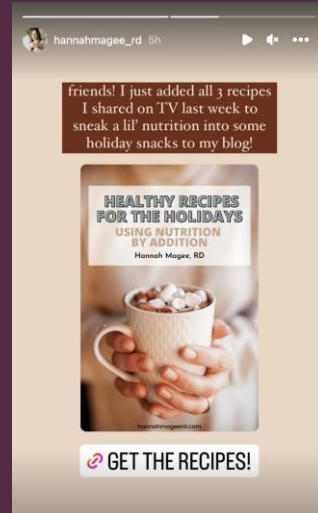
#### What was the actual outcome?

- On August 24<sup>th</sup>, lifestyle expert, Taylor Kaye was on CTV News Atlantic in a segment called “Back to School Snacks”
- On September 12<sup>th</sup>, Taylor Kaye was on CTV Morning Live Winnipeg, in a segment called “Making Healthy Breakfast.”
- In these segments, she shared the California Prune Paradise Smoothie Bowl recipe, providing a healthy and easy breakfast option for kids during the back-to-school season. The recipe was posted on CPB website and social media pages
- The two segments garnered a total of **949,312 impressions** including social media posts by Taylor Kaye which garnered **0.33% engagement rate**, underachieving our goal of 2%
- Current recipe **page views** are **25,480** – contributing to our goal of 95,500 page views





# Consumer



## TV

### Canada, August – November 2023

In November, we partnered with registered dietitian, Hannah Magee, to share health messaging around California Prunes, specifically regarding the theme Go with your gut. Hannah was on Global Halifax on November 29th in a segment called “Registered Dietician Hannah Magee.” In this segment, Hannah gave some tips and advice on how to sneak nutrition into tasty holiday treats. She shared two recipes: Dark Chocolate Bark with Pecans & Prunes and Whipped Feta Dip with Greek Yogurt, Honey & Prunes, highlighting the health benefits and versatility of California Prunes.

Two spokespersons appeared in three TV segments, which contributed to the overall goal of 4 TV segments and 32,000,000 earned impressions.

#### What was the actual outcome?

- The segment garnered a total of **505,600 impressions** including social media posts and a blog post by Hannah Magee
- Two Instagram Stories by Hannah garnered **0.75% engagement rate**, underachieving our goal of 2%
- Current recipe page views are 25,480 – contributing to our goal of 95,500 page views

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Securing broadcast opportunities during key seasonal pulses was an efficient way to deliver key messaging around versatility and health benefits through recipe demonstrations
- The evolving media landscape has presented some challenges, including higher costs associated with broadcast tours, impacting our ability to proceed with the planned tour featuring Taylor Kaye. This, in turn, has affected the expected impressions outlined in our original plan. However, are still on track to meet our earned media impressions
- In future, we recommend allocating budget for boosting spokespersons’ social media content to amplify reach and engagement





# Consumer

## Social Media Influencers

### Canada, October - November 2023

During this quarter, we partnered with 4 out of 27 influencers to deliver engaging high-quality content around the themes “Fall Recipes” and “Holiday Hosting”. The content focused on the taste, quality, versatility and health benefits of California Prunes as an ingredient to add to recipes surrounding the themes. Each influencer published a recipe featuring California Prunes, and the posts were amplified to target specific audiences. Influencers’ recipes were also added to the website to further drive website traffic.

This contributed to our influencer impressions goal of 4,500,000 – 5,000,000 and an annual ER of 15%.

#### What was the actual outcome?

- 4 influencers went live with new content during the quarter, where they brought brand/CA Prune product awareness to new audiences and generated engagement amongst them
- Influencer content, with boosting support, resulted in over **701,690 impressions** and **14.46% ER** this quarter, just underachieving our goal of 15%
- Current recipe page views are 25,480 – contributing to our goal of 95,500 page view.

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Paid amplification of influencer content allows us to broaden reach beyond the influencers organic audience allowing us to reach more consumers
- Partnering with credible influencers including registered dietitians, recipe developers, and parenting experts to create unique recipes that incorporate California Prunes supports in receiving high engagement



@maddygoldberg



@trishaenriquez



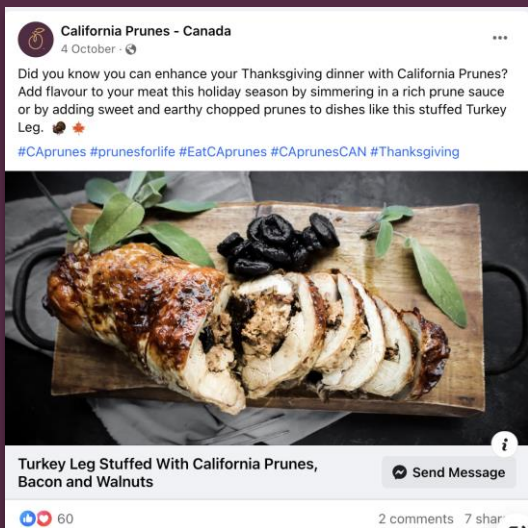
@aimeebourque



@goodeatsbyrose



# Consumer



Most clicked Facebook Post & Most liked Instagram Post

## Social Media- CPB Channels

### Canada, August- November 2023

Canadian social media platforms (Instagram, Facebook, Pinterest) drive traffic to the Canadian California Prunes website and raise awareness of the quality, versatility, and health benefits of prunes along with the engagement of a dialed-in audience to consumers who are interested in California Prunes.

During the reporting period, 11 posts were activated per month. Social media activities contributed to the overall goal of 3,500,000-4,000,000 impressions and 24% engagement rate

#### What was the actual outcome?

- Achieved a combined **1,021,690 impressions** from our posts on Facebook, Instagram and Pinterest, contributing to our overall goal of 3,500,000-4,000,000 impressions
- This period we also saw a combined **engagement rate of 22.34%**, which is just shy of the year end goal of a 24% engagement rate
- 38 static posts, 5 video posts and 1 carousel post were published this quarter, including both organic and boosted posts
- The number of our dedicated followers has increased by 245 on Facebook and 376 on Instagram during the P1 reporting period
- Current recipe page views are 25,480 – contributing to our goal of 95,500 page views

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Content that features unique recipes tends to perform well and creating more video content will help to engage the audience
- We will be developing new video assets for social media that will be deployed and boosted during reporting period 2

# Consumer

Perfect for a Summer BBQ

## Crunchy Cabbage & California Prune Salad



View Full Recipe



Tear and Share

## California Prune Brioche

View Full Recipe



Gut-friendly Recipes

## Turkey Leg Stuffed with California Prunes

View Full Recipe



Elevate your holiday recipes with California Prunes

Explore Recipes



A Tasty Holiday Treat

## Spiced Cinnamon Buns with California Prunes

View Full Recipe



## Squash Risotto and California Prune Fonduta



## Digital Campaign

Canada, August - November 2023

During this period we re-launched our existing banner display ad campaign. New ads were developed that were launched with a focus on upcoming holidays and bone-building and gut-friendly recipes. We monitored and adjusted the campaign throughout the period, deactivating some lower-performing ads to focus on those that had a high click-through rate.

These activities contributed to the overall goal a **0.63% CTR** and 12,000,000 banner ad impressions.

### What was the actual outcome?

- We achieved **2,533,207 impressions** on our banner ads, contributing to our overall goal of 12,000,000 impressions
- Since the campaign launch we have seen the click-through rate steadily climbing. Currently the digital campaign has a **0.54% CTR**, heading towards our year-end goal of 0.63% CTR. The **average CTR in November was 0.58%**. During this period, we also developed a new plan for our YouTube campaign –which will include freshening up the existing creative and launching the campaign in the new year to coincide with New Year’s Resolutions

### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- We will continue to develop new static banner ads in reporting period two – with a focus on bone-building and gut-friendly recipes.
- We will continue to review and monitor the campaign – making adjustments to raise the CTR
- The YouTube campaign will run January – February and will be reported on in the next report.

# Consumer



## Website Maintenance

### Canada, August - November 2023

Working with, Registered Dietitian Nanci Guest, new landing pages were added to the website highlighting recipes deemed “gut-friendly” or “bone-building”. In addition to the landing pages the featured recipes also received special calls on the recipe highlighting its health benefits.

This contributed to our goals of 160,000 page views and a **5.5% CTR** on the search ads.

#### What was the actual outcome?

- Ongoing maintenance of the website occurred throughout this period with 25 new recipes added to the site during this time
- Both of the new landing pages have been set up – and the new gut-friendly and bone-building call-outs have been added to the highlighted recipes
- Achieved over **46,598 pageviews** to the site during this period; including 25,480 pageviews to the recipes and recipe section – contributing to our goal of 95,500 recipe pageviews
- During the first period of the new campaign we resumed our previously optimized Google Search Ad campaign from 2022/23. The reactivated campaign generated 39,884 search ad impressions with a **4.98% CTR** – contributing to our ALG goal of 250,000 Google search ad impressions

#### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Pageviews and recipe-specific page views are tracking well – and on pace towards our plan goals. The continued addition of new recipes will assist with this
- Our search campaign has started strong from a CTR perspective – we are getting close to our goal – but our impressions are tracking slower than expected. We are looking at making some adjustments to our optimization settings in P2 to address this and increase our impressions



#### Gut-Friendly Recipes

Gut-friendly foods are those that promote a healthy, thriving and balanced gut microbiome that supports digestion and overall gut health. Fiber-rich foods such as whole grains and legumes can promote the growth of beneficial gut bacteria, by providing the “substrate” for these bacteria to feed on. Probiotic foods are those that already contain beneficial bacteria, and these include fermented foods such as yogurt, kimchi, miso and fermented pickles.

#### The Microbiome

The microbiome refers to the trillions of microorganisms that live in and on the human body. They are often referred to as “good” or “friendly” bacteria because of their positive effects on the digestive system and our overall health. A healthy and diverse gut microbiome is associated with various health benefits, including improved digestion, immune function, and even mental health.



#### Veggie Burger with California Prunes

No fast-food guilt here! The wholesome plant-based ingredients in these veggie burgers hold the promise of a diverse gut microbiota. Fiber and antioxidant-packed beans, seeds and California Prunes are a recipe for supporting a thriving community of beneficial bacteria in the gut. An abundance of these “good bugs” is associated with better overall health and well-being for body and brain!

[GET THE RECIPE](#)

#### California Prune Paradise Smoothie Bowl

Fibericious! Berries, nuts, seeds and California Prunes are the foundation of this fiber-rich powerhouse. Fiber is not only essential for digestive health but also serves as a prebiotic. Prebiotics are substances that promote the growth and activity of beneficial bacteria in the gut. California Prunes also add a touch of sweetness, plus vitamin K, potassium, fiber, and antioxidants!

[GET THE RECIPE](#)



#### Bone-building Recipe

Calcium, calcium, calcium let us count three ways: let this nutrient-dense, satisfying meal or snack pack a bone-strengthening punch with calcium-rich ingredients like chickpeas, feta and California Prunes.



[GET THE RECIPE](#)

Outdoor activities, don't they power up your gut bacteria as well? Sunflower seeds, California Prunes and higher fiber cereal will also get those gut bacteria moving, multiplying... and thriving! Happy trails!



# HCP Strategy & Activities



Communicate the health benefits of California Prunes to healthcare professionals (HCPs), so they will promote California Prunes to their clients.

Activities include:

- HCP Partnerships
- HCP E-Newsletter
- Osteoporosis Awareness and Prevention Month



## HCP Newsletter

October, 2023

This quarter's HCP e-newsletter was written in collaboration with registered dietitian, Cara Rosenbloom. Content focused on the connection between prunes and heart health, while sharing relevant research and approachable snacking and recipes ideas.

This activity contributed to the goal of growing our subscription list (409 to 425) and to achieve and an average open rate of 33%. There are two additional newsletters planned in 2024.

### What was the actual outcome?

- The HCP e-newsletter achieved an **open rate of 33.3%**

### What was the key learning from this activity, did it go well, would you recommend this in future activity plans?

- Collaborating with a Registered Dietitian (RD) to contribute to the newsletter enhances its credibility and makes the content more appealing to its readership. The involvement of an RD brings valuable expertise and ensures that the information provided is accurate, reliable, and well-suited for the audience





# HCP E-Newsletters

KPI	Annual Goal	Quantity / %	P1	P2	P3	Current running average and trend towards Goal
<b>Open Rate</b>	33%	33%	33.3%			Trending over goal by .3%
<b>Number of E-Newsletters sent throughout the year</b>	3	1	1			Below goal by 2
<b>Number of samples requested</b>	52	0	0			Below goal by 52



# Marketing Activities:



Timeline





## Timeline

	Reporting Period: AUGUST – NOVEMBER 2023	Reporting Period: DECEMBER – MARCH 23/24	Reporting Period: APRIL – JULY 23/24
<b>Trade</b>	<ul style="list-style-type: none"> <li>▪ Trade Ads – Canadian Grocer</li> <li>▪ Trade Ads – Grocery Business</li> <li>▪ Trade Ads – Western Grocer</li> <li>▪ Trade Ads – Elle Gourmet</li> <li>▪ Trade Press Release #1</li> <li>▪ Taste Canada Cooks the Books – Student Competition</li> </ul>	<ul style="list-style-type: none"> <li>• Trade Press Release #2</li> <li>• Trade Ads – Grocery Business</li> <li>• Trade Ads – Western Grocer</li> </ul>	<ul style="list-style-type: none"> <li>• Trade E-Newsletter</li> <li>• Trade Press Release #3</li> <li>• Trade Ads - Canadian Grocer</li> <li>• Trade E-Newsletter</li> <li>• Trade Press Release #4</li> </ul>
<b>Consumer</b>	<ul style="list-style-type: none"> <li>▪ Integrated Media Partnerships - Chatelaine</li> <li>▪ Influencer Media Event – Quebec</li> <li>▪ TV Partnership – Taylor Kaye</li> <li>▪ TV Partnership – Hannah Magee</li> <li>▪ Consumer Press Release – September</li> <li>▪ Consumer Press Release – November</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Sampling Event (Wellness)</li> <li>• Integrated Media partnerships – Best Health</li> <li>• TV Partnership – Nicole Osinga</li> <li>• Consumer Press Release – January</li> <li>• Podcast Advertisement – Papaya Podcast</li> <li>• Consumer Sampling Event(s) (Goodlife)</li> <li>• Influencer Media Event – Toronto</li> <li>• Consumer Sampling Event(s) (Goodlife)</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated Media Partnerships - Coup de Pouce</li> <li>• TV Partnership - Angela Dufour</li> <li>• Consumer Sampling Event (TO Fest)</li> </ul>
<b>HCP</b>	<ul style="list-style-type: none"> <li>▪ HCP e-Newsletter - October</li> </ul>	<ul style="list-style-type: none"> <li>• HCP e-Newsletter - January</li> </ul>	<ul style="list-style-type: none"> <li>• HCP E-Newsletter</li> <li>• Osteoporosis Awareness and Prevention Month</li> </ul>

## Year-Round Programming

### Examples:

- Website Maintenance
- Digital Campaigns (including Google and YouTube)
- Social Media Content Development and Community Management
- Social Media Influencers
- Media Relations (Consumer & Trade)