



californiaTM
prunes

Prunes. For life.

JAPAN
ACTIVITY REPORT

REPORTING PERIOD 1

August 2023 – 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	Number of retail prune products using California Prune Boards new logo on pack Prune consumption indicated by POS data Trade Communications Reach with 100% positive California Prunes Mentions and AVE E- Newsletter Opening Rate Trade Seminars Attendance & satisfaction rating (survey) Number of trade using CPB's digital POS Tier 1 Trade Meetings Increase LinkedIn followers
Consumer	Annual increase in POS nationally TV/Digital Reach TV/Digital GRP's PR Reach Social Media (SNS) Reach SNS Engagement Rate SNS Increase Twitter Followers SNS Increase Instagram Followers Website unique visitors
HCP	Research performance measurements Reach of nutritional articles Seminar participants % HCP database sign up % Newsletter opening rate



Communications Highlights



Communications Summary – Year to date



Social Media CPB

Influencer-owned Social Media Activity

(Trade) Digital and Traditional Print Media

TV and Digital TV Activity

Website

YTD performance
(Organic + Boosted total per platform)

Followers: 18,648
Reach: 9,067
Engagement Rate: 3.21%

Followers: 2,289
Reach: 391,565
Engagement Rate: 9.16%

Followers: 2,406
Reach: 5,302
Engagement Rate: 4.22%

YTD performance

Number of posts: N/A
Reach: N/A
Engagement Rate: N/A

YTD performance

Earned
Number of articles: 1
Reach: 596,464

Paid for
Number of articles: 0
Reach: 0

Combined Total
Number of articles: 1
Reach: 596,464

TV Reach (paid) :

42,209,345

Digital Impressions exc
YouTube below (paid) :
22,948,468

YouTube Impressions
(paid): 1,724,000

Free Publicity Reach
(earned):
317,977

YTD performance

Number of unique visits: 91,845

Average time per session: 29 sec

Average pages per session: 1.36

Trade Strategy & Activities



Ensure California Prunes continues to be top of mind with our key trade stakeholders by continuing to educate them on the consistent quality, taste and health advantages which underpin the Industry pricing strategy.

We will continue keeping the trade engaged to ensure their enthusiasm for promoting California Prunes in the retail sector, which accounts for over 90% of California Prunes' market in Japan through seasonal, year-round and consumer TV/SNS campaign-synergized promotions
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:

- Nurturing trade relationships, California Prune logo and taglines on packs
- Trade News Bureau (PR), Trade Advertising, E-Newsletters
- Trade Seminars in Tokyo & Osaka, Trade Shows
- POS materials distribution and digital assets
- B-to-B social media SNS (LinkedIn)
- Collaboration with Culinary Institute
- Website Management

Trade



Nurturing Trade Relations

Tokyo, September 2023

To ensure that California Prunes remain top of mind for the major Japanese prune trade members, we conducted on-going telecoms and face to face meetings with major Japanese prune trade stakeholders to share with them the up-to-date CPB 22-23 activity summary and 23-24 new program year's marketing plans.

What was the actual outcome?

- 5 In-person trade meetings were conducted with CPB leaders and major Japanese prune trading stakeholders during CPB Global team visit in September
- One on-line trade interview was carried out with CPB executive director for the Japanese in-house publication to feature California Prunes in multi-tiered marketing channels

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

- Japanese trade members appreciate CPB's consistent commitment and support to Japanese trade for promoting premium grade, quality and taste of California Prunes through strategic marketing plans and trade support programs
- Face-to-face meetings between CPB members and Japanese tier-one trade members are always the most welcomed as everything matters when communicated firsthand



日本食糧新聞

The Japan Food Journal

カリフォルニアプルーン協会、「プ活 はじめよう。」26日までTVCM

農産加工 キャンペーン 2023.11.08 Web号 00面

シェアする ツイート



●ローカル番組でも放送枠を確保

カリフォルニアプルーン協会は、『プ活、はじめよう。』コマーシャルキャンペーン・プ活TVCMを11月26日まで放送している。今年4月3日から3週にわたり放映していたCMが、全国のお茶の間に帰ってきた。CM放送に加え、ローカル番組でのフリーパブリシティ放送枠も確保し、積極的な宣伝活動を行う。

TVCMは全国主要5地域で各2つのテレビ局を通じて放送される。日本の総人口の70%に相当する視聴者数を網羅し、消費者へのリーチを図る。同時に、デジタルキャンペーンも展開開始した。TVCM放送をマルチメディアからバックアップし、若年層へのアプローチを強めていく。デジタルキャンペーンはTVCM放送より1週間期間を延長して、11月6日から12月2日までの展開となる。

今回のテレビキャンペーン推進と、日本市場でのカリフォルニアプルーン販売促進のため、消費者に向けた店頭プロモーション実施の呼びかけを得意先に案内している。実店舗内の壁面や商品陳列棚などへの掲載など、さまざまなニーズに応えられるよう、同協会ではダウンロード可能な11タイプ・サイズのPOP、レシピデータ等を用意した。テレビキャンペーンの告知に合わせた取引先へのアプローチ、店頭でのカリフォルニアプルーン販売活動の活発化に協力を求めている。資料のダウンロード、またその他の問い合わせや要望についてはジャパントレード代表（連絡先メール caprunes@rlassociates.co.jp）まで。なお、POPダウンロードページはジャパントレードメンバー向け限定公開で、アクセス時にはパスワードが必要となる。

News Bureau

November 8, 2023

In response to the kick-off of the CPB's 23-Fall TVCM and digital campaign, The Japan Food Journal ran the news on its digital platform. The article featured details of the POS materials and marketing activities.

What was the actual outcome?

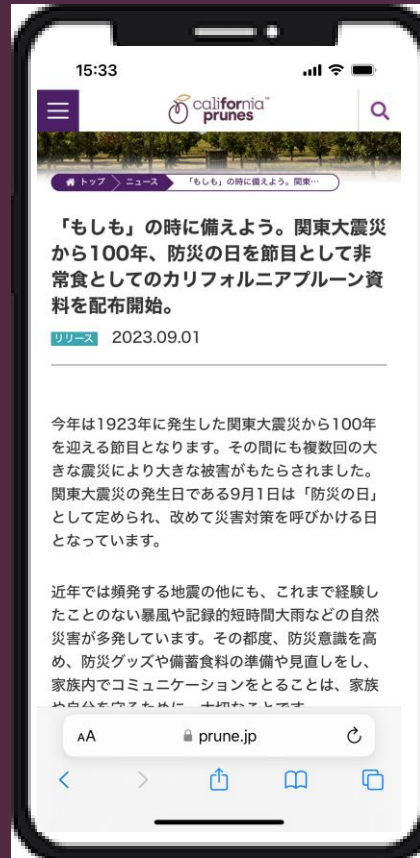
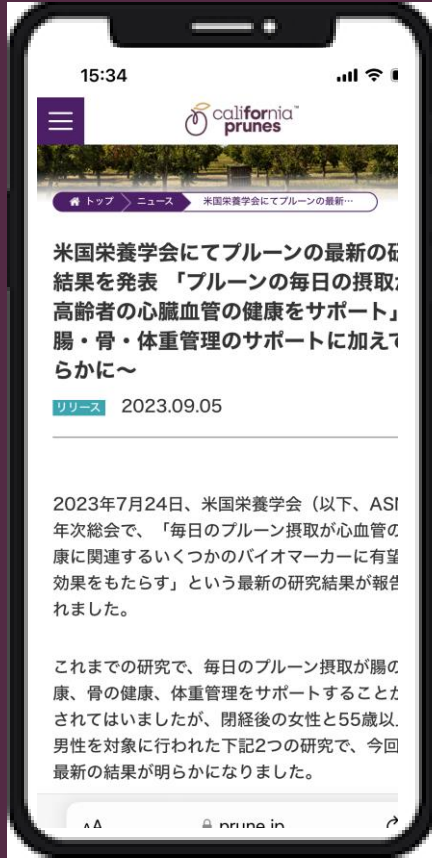
- The news article reached more than 596,000 Japanese food trade members nationwide

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

- It is very effective to work with major food trade media like the Japan Food Journal to reach a broader trade audience on a timely basis and to keep them informed not only of CPB activities but what CPB's trade partners will gain by jointly promoting California Prunes
- We will continue to work with this Japan's oldest and largest food trade news company



Trade



News Bureau

September 2023

To keep Japanese trade partners informed on CPB's official announcements on program activities and science-based research studies, two trade PR releases were sent out in this period.

What was the actual outcome?

- 2 trade releases were sent by e-mails to Tier One as well as being posted on News page of prune.jp website
- On September 1st 2023, the day of Disaster Prevention Day set up in commemoration of 100th year after the Kanto Earthquake, a trade release was uploaded to inform on availability of re-designed CPB Japan's Nutrition Guide. This was designed for retailers to place at store ends as well for any future emergency situations
- On September 5th, trade news release went up and running to inform ASN's research paper announced on July 28th, 2023

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

- CPB responded well to the Japanese trade members' needs and requests for more science-based California Prunes' health benefits, value and availability not only as general food but also as eligible and wholesome food to make and keep people healthy both in time of peace and of natural disaster
- We will continue to keep our target audience informed through the trade and public news release on our website



Trade



Pukatsu POS materials

August-November 2023

CPB continued to communicate with Tier One trade members about availability of Pukatsu POS materials. POS was available either by downloading from prune.jp or printed versions upon request.

What was the actual outcome?

- 3 major stakeholders provided to its nationwide retail chains a wide variety of CPB's Pukatsu POS materials prior and during the Pukatsu TVCM and digital campaign period
- Approx 600 California Prune retail chain outlets utilized the POS materials including posters, shelf-talkers, wobblers and recipes

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

- For the coming 2024 Spring TV and digital campaigns, trade members will appreciate to have more variety of CPB POS materials available for the store-ends and shelves with warmer colors and featuring the Pukatsu recipes
- We will continue to keep our trade members excited about California Prunes and our program with regular communications to the industry



November 2nd, 2023



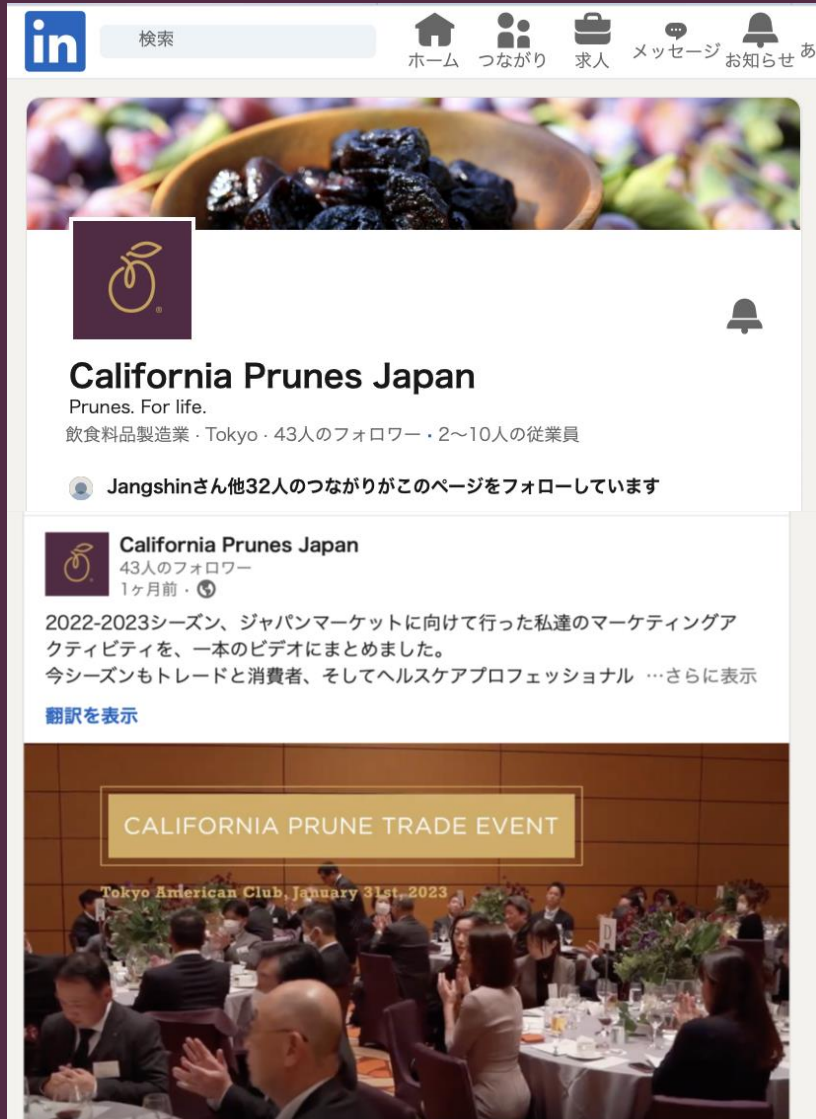
CPB Japan's trade targeted social media platform was built to reach out Japanese and international food professionals and trade members. On November 2nd, CPB Japan's previous program year wrap-up 'sizzle' video was posted.

What was the actual outcome?

- We gained 2 more followers during this period
- We also gained 158 organic impressions during this period

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

- LinkedIn is an up and coming platform that is not yet widely used by our main Japanese trade audience. CPB plan to do some boosting campaigns to develop trade network and convert them to this media platform
- We will post the CPB marketing activity updates more regularly in 2024 to cultivate more digital trade recipients and increase or followers



The screenshot shows the LinkedIn profile for California Prunes Japan. The profile picture is a purple square with a gold outline of a prune. The name is "California Prunes Japan" with the tagline "Prunes. For life." and "飲食料品製造業 · Tokyo · 43人のフォロワー · 2~10人の従業員". Below the profile is a post from 1 month ago with the text: "2022-2023シーズン、ジャパンマーケットに向けて行った私達のマーケティングアクティビティを、一本のビデオにまとめました。今シーズンもトレードと消費者、そしてヘルスケアプロフェッショナル ...さらに表示 翻訳を表示". The post image shows a group of people at a "CALIFORNIA PRUNE TRADE EVENT" at the Tokyo American Club on January 31st, 2023.

Trade



Collaboration with FAS Japan/ATO

October 11-13, 2023

The FABEX shows are organized across multiple cities in Japan and they are run by the Japan Food Journal, Japan's biggest and oldest trade news media company. CPB anticipated within the USA Pavilion at the FABEX Kansai food trade show to develop connections to the Western Japan-based dried fruit trade members.

What was the actual outcome?

- 154 trade contacts were made during the 3-day trade show at the CPB stand – CPB Japan team will add any relevant contacts to our Trade database
- 300 people enjoyed California Prunes samples
- 300 people tried gluten-free California Prune Banana cake bites
- 300 people were given California Prunes health value talking leaflets

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

- CPB had a good presence and the stand was next to ATO Osaka booth. CPB promoted the health, quality, versatility and delicious taste of California Prunes
- A lot of the visitors were foodservice and food manufacturing/processing industries, so in future it would be good to promote more professional B2B recipes



Trade E-Newsletters

KPI	Annual Goal	Quantity / %	P1	P2	P3	Current running average and trend towards Goal
Open Rate	To achieve a % opening rate	40%	39.4%/35.0%			37.2% (Average)
Number of E-Newsletters sent throughout the year	Distribute 4 newsletters	At least 4	2			2
Number of Trade Contacts/Reach	To increase our trade list to 200 tier 1 trade members	200	381			381 (Combined)
CTR (Click through rate)	Increase the average Click Rate across the E-Newsletters	At least 6%	6.9%/8.7%			7.8% (Average)

Consumer Strategy & Activities



Encourage health-conscious consumers to have a ‘joy of eating’ California Prunes and to portray our strategy that ‘California Prunes are what makes every day active and fun’

Promote California Prunes for snacking, as a versatile ingredient and relay our health benefits. Make the California Prunes key messages as prominent and accessible as possible, including:

- TV Campaign including POS refresh
- Digital Campaign
- Social media communications on Twitter (X), Instagram and secondary platform Facebook
- Boosting Campaign 2024
- Influencer Campaign 2024
- Print Advertising

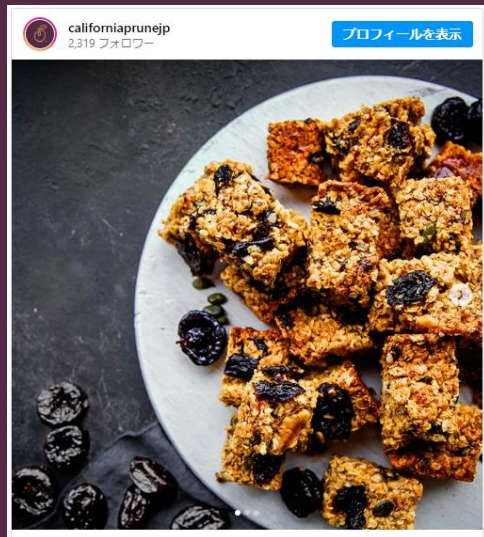
Consumer

Social Media (SNS) Activities



Tokyo, Japan / August-November 2023

The SNS program included both organic and paid activities. The SNS program continued on primary platforms X (formerly twitter) and Instagram with a secondary campaign on Facebook. Boosting (Instagram only) started in October and posts performing well. Content includes existing and new recipes, seasonal posts and occasional updates from the orchards. Responses to sweet recipes have been particularly good.



What was the actual outcome?

- Paid
 - Number of followers has been consistently increasing by more than 50 per month
 - Number of reach and engagement rate are also increasing, video posted on 13 October received more than 200 views
 - Over 3,000 accesses to recipes using azuki beans
- Organic
 - Good response to sweet recipe posts
 - Mountain Day post recorded the highest response rate of 3% and also an engagement rate of 21%

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

- Paid
 - We will continue to pick up material that responds well to our posts and continue to explore material that can acquire a good response from users
- Organic
 - To further improve overall performance, we would like to explore another category of posts besides recipes

Consumer

Print Advertising - Tokyo Newspapers



Tokyo, Japan / 26th November 2023



On 26 November, an advertisement was placed under the front-page title of the Tokyo newspaper to coincide with "Good Prune Day". Next to the advertisement was an article on 'What day is today', attracting readers.

What was the actual outcome?

- Official circulation is 394,198 around Tokyo and seven prefectures in the metropolitan area
- Provided information at the start of the day, and increased awareness of the prune on the day of the anniversary

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

- As anniversary-related contributions have a high affinity with Japanese culture, newspaper advertising may be considered as a measure to broaden the target audience, depending on cost and budget available



HCP Strategy & Activities



Communicate the health benefits of California Prunes to Healthcare Professionals (HCP's)

As they are conduits to our consumers, it is imperative we effectively connect to HCPs and highlight the value our product can play in their professional lives. In order to achieve the above, we will also leverage access to CPB Ambassadors' to encourage recognition and promotion of California Prunes.

To appeal to healthcare professionals, we will strengthen our partnerships with magazines and communications utilizing the following tactics:

- HCP Ambassadors
- HCP Magazine advertorials, News bureau PR articles + adverts
- HCP Seminars Q3 2024
- HCP Associations Q3 2024
- HCP Research Q3 2024
- Sampling opportunities





News Bureau (PR)

September 2023

To build relationships with HCPs in Japan in 2023-24 and to increase the awareness of premium quality, versatility and health benefits of California Prunes., where appropriate CPB distribute press releases when relevant global research and nutrition news becomes available. In September, CPB released the latest Cardiovascular release from research presented at the American Society of Nutrition.

What was the actual outcome? (what results did we achieve, and how do they contribute to overall goals)

- 1 Cardiovascular press release was translated and distributed in September
- Press release generated 28 earned articles with over 660M reach
- Earned coverage was worth \$80,574

What did we learn from the activity?

- Use HCP titles to reinforce quality of California Prunes alongside nutritional benefits with end audience of nutritionists, dieticians and HCPs
- HCP titles are interested in CPB updates and research news – this can generate great earned coverage

2023.09.05

米国栄養学会にてブルーンの最新の研究結果を発表「ブルーンの毎日の摂取が高齢者の心臓血管の健康をサポート」

【カリフォルニアプルーン協会】



～腸・骨・体重管理のサポートに加えて明らかに～

2023年7月24日、米国栄養学会（以下、ASN）年次総会で、「毎日のプルーン摂取が心血管の健康に関連するいくつかのバイオマーカーに有望な効果をもたらす」という最新の研究結果が報告されました。

これまでの研究で、毎日のプルーン摂取が腸の健康、骨の健康、体重管理をサポートすることが示されてはいましたが、閉経後の女性と55歳以上の男性を対象に行われた下記2つの研究で、今回の最新の結果が明らかになりました。

1. 男性において、ブルーンの長期摂取は、HDLコレステロールと総コレステロール/HDL比を改善し、酸化ストレスと炎症性バイオマーカーであるC反応性タンパク質（CRP）を減少させた。

2. 高齢女性において、ブルーンの長期摂取は、総コレステロール、総トリグリセリド、空腹時グルコース、インスリン値など、心臓病リスクに関連する様々な代謝指標に悪影響を及ぼさなかった。

両研究の結果は、マサチューセッツ州ボストンで開催されたASN年次総会で発表されました。心血管疾患は、米国における主要な死因の一つです。危険因子には高コレステロール値、糖尿病、肥満、加齢があります。心血管疾患リスクを低下させるためには、多種多様な果物や野菜を摂取することが推奨されます。

そこで、砂糖を添加していないホールフルーツであるブルーンの摂取は、健康的な食事パターンをサポートし、心血管の健康に関するより良い結果を促進する可能性があります。



Sampling Activity

Tokyo, Japan / Nov 2023

Sampling opportunity was carried out by Kagawa Nutrition University, at their two-days school festival from November 4th to 5th, healthcare event at Shibuya from November 9th to 12th and at a Seminar at Toita Women's College on 21st November. Collaboration with them provided us an opportunity to reach potential targets offline and get consumers and HCPs to try a delicious California Prunes sample.



What was the actual outcome? (what results did we achieve, and how do they contribute to overall goals)

- Kagawa Nutrition University - 400 sampling bags were handed out to the visitors
- Healthcare event Shibuya - 500 sampling bags were handed out to the visitors
- Toita Women's College - 40 sampling bags were handed out to the attendees



What did we learn from the activity?

- It would be a great collaboration to continuously carry out samplings at Kagawa Nutrition University's school festival twice a year
- As we hear many positive comments from visitors – not only related to prunes' taste such as "California Prunes are tasty" but also related to ways of daily consumption like "our kids eat prunes with yogurts"
- At healthcare events, many health-conscious people attend, which is the right target, so we would like to continue to do sampling at health-related events if the opportunity occurs



Marketing Activities:



Timeline

Timeline

	Reporting Period: AUGUST – NOVEMBER 2023	Reporting Period: DECEMBER – MARCH 23/24	Reporting Period: APRIL – JULY 23/24
Trade	<ul style="list-style-type: none">Trade SNSTrade E-NewsletterFOODEX Japan 2024 applicationWebsite updates in accordance with Pukatsu campaigns and recipe developmentPOS distributionATO Fabex Show	<ul style="list-style-type: none">Trade SNS boosterTrade E-NewsletterTrade Advertising2024 POS materials developmentFOODEX Japan 2024 participation – March	<ul style="list-style-type: none">CPB trade meetings in OsakaCPB trade meetings/events in TokyoMurakawa Gakuen future chef event in Osaka (California Prunes Seminar, Cooking Demo, Recipe Competition)Trade SNSTrade advertisingTrade E-NewsletterSupport to US Embassy July 4th events

Year-Round Programming

For Trade:

- Nurturing trade relations
- Trade News Bureau (Public relations)
- Website – ongoing content updates



Timeline – Consumer & HCP

	Reporting Period: AUGUST – NOVEMBER 2023	Reporting Period: DECEMBER – MARCH 23/24	Reporting Period: APRIL – JULY 23/24
Consumer	<ul style="list-style-type: none">• Consumer SNS• TVC and Digital Campaign first flight	<ul style="list-style-type: none">• Consumer SNS• Digital Campaign first flight• Pukatsu POS Creative Refresh	<ul style="list-style-type: none">• Consumer SNS• Social boosting campaign• TVC and Digital Campaign second flight• Influencer campaign
HCP	<ul style="list-style-type: none">• Ambassadors Support – HCP website update	<ul style="list-style-type: none">• Ambassadors Support	<ul style="list-style-type: none">• Ambassadors Support• Seminars• Magazine Advertorial• HCP Research

Year-Round Programming

- Trade News Bureau (Public relations) as required
- Creative & design support