



californiaTM
prunes

Prunes. For life.

UK

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	<p><u>Performance Measures</u></p> <ul style="list-style-type: none"> • Set and improve the % average opening rate of CPB’s Direct Marketing Emails by trade recipients • Estimated media value coverage achieved, per \$ invested • <p><u>Activity Level Goals</u></p> <ul style="list-style-type: none"> • Reach trade contacts within trade-focused publications, with all pieces of coverage including California Prunes • Generate reach across LinkedIn and Social Media • Attend a major trade show and secure meetings with industry partners to deliver presentations on the benefits of the California Prunes Brand • Secure a joint collaboration with a US commodity board • Generate reach for ROS partnership across platforms • Trade contact list optimization and increasing our number of contacts • Generate visitors to CPB UK Website
HCP	<ul style="list-style-type: none"> • Set and improve the % average opening rate of CPB’s Direct Marketing Emails by HCP recipients • Drive readership of our existing archive of newsletters and publish new developments in a timely manner • Reach HCPs through media relations (e.g., trade press releases published by specialist HCP publications (print and digital)) • Estimated media value coverage achieved • HCP contact list optimization and increasing our number of contacts



Communications Highlights



Communications Summary – Year to date



Social Media CPB

YTD performance
(Organic + Boosted total per platform)

Followers: 2644
Reach: 10,314
Engagement Rate : 63.4%

Followers: 4085
Reach: 11,059
Engagement Rate : 23.9%

Followers: 488
Reach: 2,637
Engagement Rate : 11%



Influencer-owned Social Media Activity

YTD performance

Number of posts: 16
Reach: 9,564
Engagement Rate: 3.80%



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

YTD performance

Earned
Number of articles: 17
Reach: 2,940,900

Paid for
Number of articles: 1
Reach: 45,000

Combined Total
Number of articles: 18
Reach: 2,985,900



Website

YTD performance

Number of unique visitors: 2,142

Average time per session: 53s

Average pages per session: 3.38



23/24 Trade Strategy

Food & Ingredients INTERNATIONAL

Gulfood 20-24 FEB 2023

LAST to Save 40% CHANCE

AED-495 AED 295 REGISTER NOW



California Prune Board welcomes 0% tariff announcement on import of prunes

by editor — 24/11/2022 in Product News 2 min read

METTLER TOLEDO
Safeline X-Ray Kontrol Sistemleri ile
Gıda Güvenliğini ve Kalite Kontrolü Artırın!

Focus on highlighting the of quality California Prunes and tactics that will encourage loyalty from our trade partners to buy Californian, rather than from our competitors in the market

Emphasis on whole prunes (retail sales) , whilst incorporating our continuing creative theme for cornerstone communications related to our researched and accredited bone and gut health credentials

- Trade News Bureau (PR and Media Relations)
- E-Newsletters
- Website Management
- Ambassadors, Partnerships and U.S Commodity Board Collaborations
- Online/Print Advertising
- New Asset Development
- Social Media
- Bone Clever / Good Gut Health 'Box of Tricks' (2024)
- Attendance at a UK Trade Exhibition (2024)

Trade



Trade News Bureau

UK, August – November 2023

Build upon our effective PR and Media Relations activities across the UK. Cultivating and maximizing value from our current trade media relationships. Ensuring our trade audience is informed and well-versed on “The California Difference”

What was the actual outcome?

- 12 articles published this quarter
- Gained excellent levels of value for CPB with a media value equivalent to \$195,000
- Coverage has reached just over 2 million trade professionals

Themes included:

- Brand ambassadors reinforcing versatility, taste and nutritional benefits
- Sustainability initiatives in the orchards
- South Korea and Japan programme to demonstrate global appeal of prunes
- Coverage achieved in key titles including Fresh Produce Journal, AsiaFruit, S&P Global, Food & Ingredients International and Food Ingredients 1st

Key learning points

- Trade PR continues to be a powerful tool to bolster the visibility and credibility of California Prunes within the industry. This is particularly effective when backed by evidence-based messaging, showcasing elements like sustainability research undertaken by growers and the engagement of brand ambassadors

ASIAFRUIT
California Prune Board targets Asian consumers

FRESH PRODUCE JOURNAL
California Prunes get ambassadorial

EUROFRUIT
California Prune Board seeks to attract health-conscious consumers in South Korea and Japan

ASIAFRUIT
California Prune Board seeks to attract health-conscious consumers in South Korea and Japan

FRESH PRODUCE JOURNAL
California Prunes get ambassadorial

Food & Ingredients International
California Prune Board seeks to attract health-conscious consumers in South Korea marketing push

Food & Ingredients International
California Prune Board seeks to attract health-conscious consumers in South Korea marketing push

California prunes

Economic headwinds and grocery inflation are expected to dampen global demand for California prunes this season, according to trade body the California Prune Board. Yet the relative balance of prune supply and demand in the US is likely to underpin pricing for premium product, it says.

As the 2023 harvest wrapped up in September, California growers reported excellent sugars, sizes and overall quality, with a crop estimate of 68,000 tonnes.

The board also stressed producers' commitment to embedding sustainability practices in California orchards, such as water conservation efforts via precise micro-irrigation systems, and increasing reliance on solar energy.

Why does the UK come to California for prunes?

BONE HEALTH
For all Osteoporosis Sufferers

0% tariff on UK imports

0% tariff on UK imports

The California Prune Board have welcomed the UK Government's decision to suspend the UK import tariff on dried prunes until at least 31 December 2024.

Fresh, sweet, and smooth, California Prunes taste like no other. They are the result of the finest growing conditions on earth combined with the highest agriculture standards of any nation.

You'll taste the difference - and so will your customers. Choose California Prunes.

Follow us on:
 Instagram: California Prunes (Europe)
 Facebook: Californiaprune
 Twitter: Californiaprunes.net

california prunes
Prunes. For life.

Trade



Trade Press Advert – Fresh Produce Journal UK, November 2023



Full page advert in the print edition of Fresh Produce Journal, the UK's number one provider of news, information, and analysis for the UK fresh produce business.

Why does the UK come to California for prunes?



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Choose California Prunes.

Follow us on:
California Prunes (Europe)
California Prune
californiaprunes.net

 **california prunes**
Prunes. For life.

What was the actual outcome?

- Readership of 45,000 industry professionals
- Promoted the 0% tariff UK import messaging
- Underpinned quality and taste benefits of California Prunes and the California Difference

Key learning points

- Opportunity to remind the trade of the tariff status in leading trade title
- Conveyed key messages including Bone Health Approved accreditation from the Royal Osteoporosis Society



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Recipe: California Prune and almond mixed grain Biryani

Recipe | Blog

18 Sep 2023

Share



If you're a fan of curry, you'll love this tasty Biryani dish from chef and California Prunes Ambassador Peter Sidwell. With just 20 minutes prep time and 40 minutes to cook, this is a quick and healthy dinner idea to see you through the colder months.



Royal Osteoporosis Society Bone Health Accreditation

UK, August – November, 2023

The Royal Osteoporosis Society (ROS) is the UK's only national charity dedicated to bone health and osteoporosis. They work to improve the bone health of the nation and provide support services and advice to enable everyone with osteoporosis to live well. California Prunes are 'Bone Health' approved and below is a distillation of the activities we have executed in this period.

What was the actual outcome?

- In September the ROS held its annual conference at the University of Manchester, bringing together a host of healthcare professionals to discuss the latest research on bone health. California Prunes were the proud refreshment sponsor flying the flag for their contribution towards better bone health.
- 8 ROS focused posts on each of our social media platforms gained a total reach of 1652
- 1 CPB recipe was featured on the ROS website and in their September News which was sent to Use professional titles within the healthcare field to emphasize the excellence and nutritional advantages of California Prunes to target nutritionists, dieticians, and other healthcare professionals (HCPs).
- 1 CPB recipe was featured in the ROS October Members Only News which was sent to 8,133 recipients, opened by 5,987 and clicked by 2,503

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

- This initiative offered significant exposure for California Prunes and provided the perfect platform for CPB to continue to promote the significant health benefits of consuming CA Prunes for bone health. Collaborating with the esteemed ROS is a partnership we plan to sustain

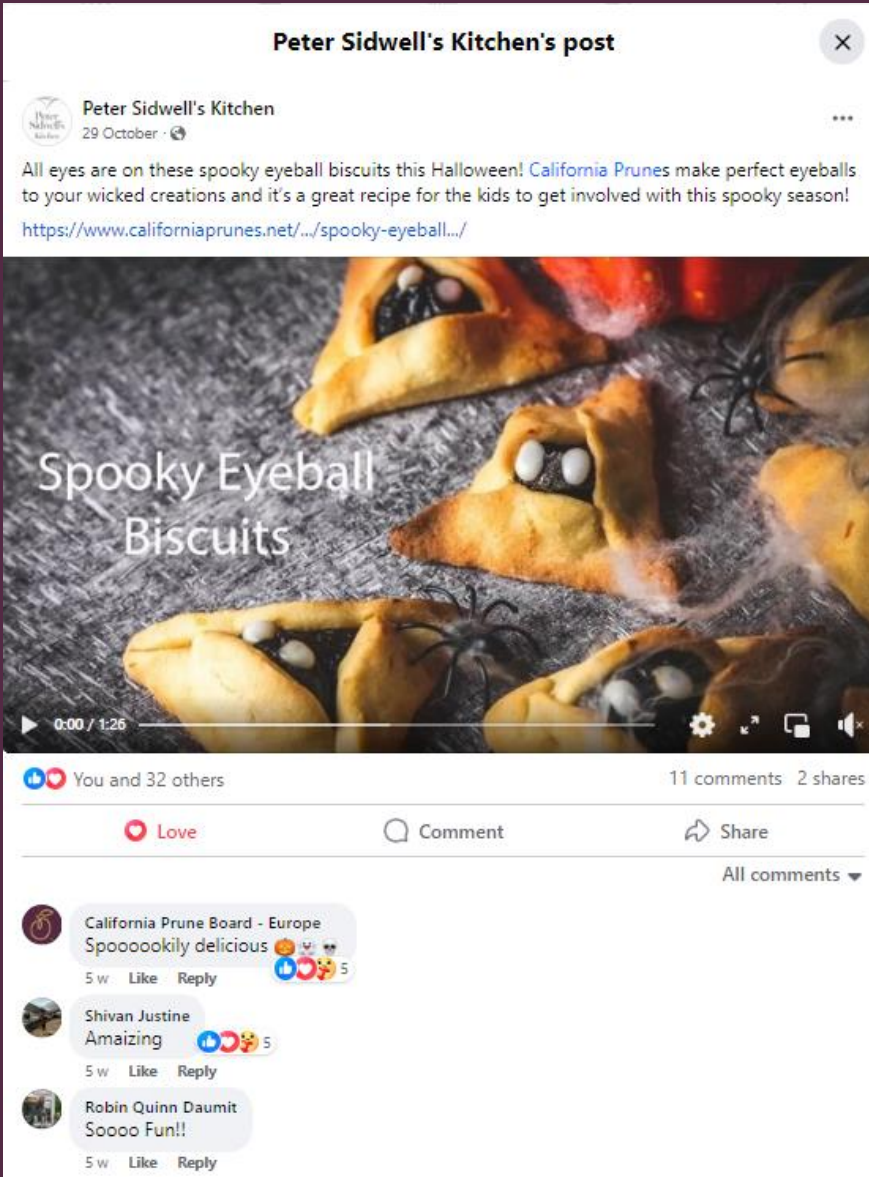
Trade



Peter Sidwell Video Recipes and Posts

UK, August – November, 2023

Peter Sidwell continues to create recipes for the California Prune Board with vibrant photo and video content. All dishes are posted on Peter's media platforms alongside links to each recipe on the California Prunes' UK website. Within this new series, 4 new recipes have been created and published, linking in with some sporting and key events to leverage them to the maximum.



What was the actual outcome?

- 30 August, Lower Sugar Marbel Muffins (back-to-school healthy option)
- 26 September, Slow Cooked Caramelized onion, California Prunes Pasta with Red Wine and Goat Cheese (Men's Ryder Cup)
- 07 October, Chicken, Lemon and California Prune Piadas (Rugby World Cup)
- 28 October, Spooky Eyeball Biscuits (Halloween)

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

- Harnessing Peter Sidwell's culinary creativity, expansive reach, and growing follower network remains a catalyst for bolstering brand recognition and driving increased demand for California Prunes.



U.S. Sustainability Alliance

UK, November 2023

The U.S. Sustainability Alliance (USSA) represents 25 farming, fishery and forestry organisations and supply chain partners with the mission to share with their international counterparts in Europe insights into U.S. production methods, data on world-leading sustainability programs and support commercial interests and export opportunities.

The California Prune Board has joined forces with the USSA to reinforce its commitment to the environment and will work together to promote sustainable production practices.

What was the actual outcome?

- CPB collaborated with the USSA on their November newsletter which featured an interview with CPB's grower Sandra Mitchell about their new technologies and sustainable practices. The newsletter was sent to 1,362 and opened by 30%

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

- The California Prune Board and U.S. Sustainability Alliance will carry on working together to highlight their progress to worldwide audiences

PRUNE PERFECTION: PRESERVING FAMILY TRADITION IN THE SACRAMENTO VALLEY

21 November 2023



SHARE    

CATEGORIES: FARMING | SUSTAINABILITY

According to prune grower Sandra Mitchell, Northern California is the perfect place for producing high-quality prunes due to the fertile soil, warm and dry growing season and cool winter temperatures. Sandra and her family work hard to ensure their business thrives and future generations can enjoy the same ideal growing conditions. Discover how technology, renewable energy and conservation practices are helping them achieve their goal.

Sandra and her husband, Neill, have more than a century of farming experience between them. Neill has been in agriculture since he left college, while Sandra got involved when she married into a farming family. Today, the couple farm with their son Joseph in Yuba City, Sutter County, located in the Sacramento Valley. They grow over 200 hectares (500 acres) of mainly prunes and walnuts on land previously owned by Neill's parents.

Sandra reflects on the tremendous advancements in their prune business since it started 40 years ago, thanks to new technology and sustainable practices.

Mechanical shakers now replace the traditional approach to harvesting prunes – knocking the fruit on the ground using mallets with a rubber tip and putting them in lug boxes. The machines save valuable time by automatically catching the prunes and putting them in bins – work previously done by hand.

The drying process that turns the fruit into prunes has also improved significantly, saving time and energy. "We've gone from taking 24 hours to dry prunes to around 18 hours through new technology and advances that we've made and more efficient use of gas and electricity," Sandra explains.

Adding a large solar array for the dryers has also considerably improved the efficiency of the Mitchell family's operation. They now use solar power during the two months of the year when the dryers run and sell the excess electricity generated back to the supplier for the remaining ten months. Sandra says this approach works well for a seasonal business like running a prune dryer, especially with fluctuating gas and electricity rates.

Water conservation is another area of focus for the Mitchell family. "Even in Northern California, where we generate most of the water we use, water is essential for our crops. Therefore, conservation practices are key to being able to stay in this business," Sandra explains.

They have moved from flood-irrigating their prune orchards to using micro-jet systems, which apply water in a more targeted way for greater efficiency.

However, for Sandra, sustainability means more than being responsible stewards of the land and resources. It also means preserving the business for the next generation. Sandra and Neill's son Joseph returned to the farm after a career as a chef to continue the family tradition, and Sandra hopes that one day, his children will follow in his footsteps. She says, "We are always thinking about the future. Most growers want to be able to turn their property over to their children at some point, so it's imperative to do everything right."

Trade



USA Week at Westminster Kingsway College



London, November 2023

“USA Week” is a special initiative run by the U.S. Embassy and London’s premium catering college Westminster Kingsway. The initiative is an annual celebration of the U.S.’ best exports in the run up to Thanksgiving. The California Prune Board joined other collaborators in discovering the creative ways future chefs would use U.S. grown ingredients in cooking and baking

What was the actual outcome?

- California Prunes were prominently featured on the menu during USA Week, highlighting their versatility in a wide array of dishes ranging from appetizers to desserts

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

- USA Week has proved once again to be a great opportunity to showcase California Prunes to the students and future chefs at this prestigious London catering college

Trade



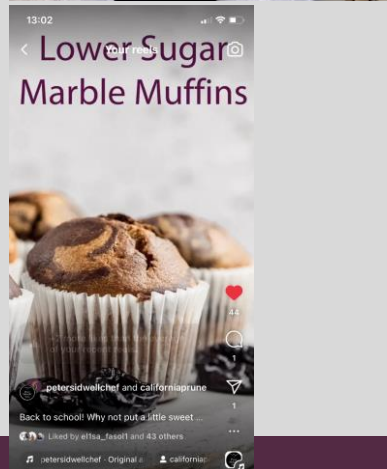
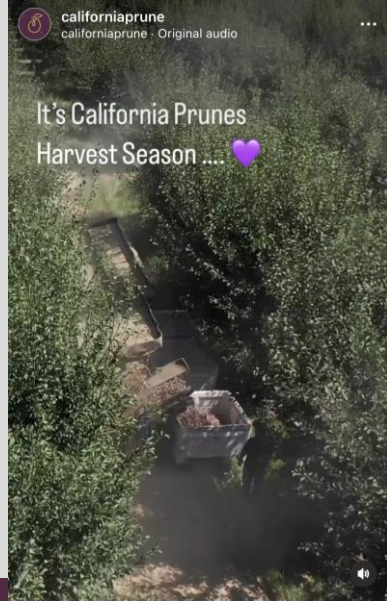
Social Media Overview

UK, August – November 2023

Using social media platforms of Instagram, Facebook and LinkedIn to maintain visibility, demonstrate versatility and taste with recipes, and educate regarding health benefits.

Platforms are kept fresh and relevant by mixing recipe ideas, with health messages, and updated news or event activity.

Credibility and authenticity is gained by partnering with ambassadors, by sharing recipes from global partners, and from updates direct from the Prune Farmers. The partnership with ROS is also highlighted.



What was the actual outcome?

- Overall – 24,010 reached, with average engagement of 39.5%. 7258 followers
- LinkedIn – 15 posts; engagement 11.0%
- Instagram – 61 posts; engagement 63.4%
- Facebook – 57 posts; engagement 19.0%

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

- The Instagram posts consistently maintain high engagement rates, which is attributed to a varied content strategy incorporating diverse formats such as images, carousels, reels, and daily Stories. LinkedIn continues to have steady growth and is assisted by the team attending events and being visible
- Instagram experienced a decline in followers recently. Competition held at the beginning of 2023 boosted follower numbers, and the decrease may be attributed to followers re-evaluating their list of accounts at the year's end (very common behaviour)
- LinkedIn updates regarding events and sharing photography has positive impact



Trade E-Newsletters

KPI	Annual Goal	Quantity / %	P1	P2	P3	Current running average and trend towards Goal
Open Rate	To achieve at least a 25% opening rate	25%	35.53%			35.53% +10.53%
Number of E-Newsletters sent throughout the year	To deliver at least 3 E-Newsletters	3	1			1
Number of Trade Contacts/Reach	To increase our mailing list contacts to 225	225	219			219 -6
CTR (Click through rate)	n/a	n/a	5.08%			5.08%



HCP Strategy & Activities

The screenshot shows the nbnutraceutical website with a navigation menu and a featured article. The article is titled "California Prunes offer bone boost for vegetarians and vegans" and is dated 24-Jan-2023. It includes social media sharing icons and a sub-headline: "Regulatory | Food". The main text states: "This follows a study published last summer which revealed middle-aged women who never eat meat are more likely to break a hip". Below the text is an X-ray image of a hand. To the right of the article is a BioCell Collagen advertisement with the text "NOT ALL COLLAGENS ARE ALIKE. BioCell Collagen® Stands Alone backed by Human Clinical Trials". Below the advertisement is a "Related Content" section with several links and small images.

nbnutraceutical
BUSINESS REVIEW

Catalent
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Active Nutrition Cardiovascular Digestion Cognitive Finance Regulatory

California Prunes offer bone boost for vegetarians and vegans

24-Jan-2023

Regulatory | Food

This follows a study published last summer which revealed middle-aged women who never eat meat are more likely to break a hip

NOT ALL COLLAGENS ARE ALIKE.
BioCell Collagen® Stands Alone backed by Human Clinical Trials
Learn More >

Related Content

- California Prune Board seeks sustainability
- CPB welcomes UK government's 0% tariff on prunes
- California Prunes approved for bone health support by ROS
- California Prune Board teams up with athletes for bone health
- California Prune Board highlights the importance of a family friendly bone-healthy diet
- Prunes can contribute to fat reduction in baked goods
- California Prunes gear up for vitamin K-driven increased demand
- California Prune Board urges men to take bone health seriously
- Prunes the perfect companion in meat-plant blends, says California Prune Board

As the trend towards veganism and vegetarianism continues to grow, California Prunes brand ambassador and professional nutritionist Jo Travers is encouraging those switching to a plant-based diet not to miss out on nutrients important for overall health.

It follows a study published last summer which revealed middle-aged women who never eat meat are more likely to break a hip than their meat/fish-eating counterparts.

The report, published in BMC Medicine and carried out by researchers at the University of Leeds highlighted

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 have also leveraged access to CPB Ambassador, registered dietitian and professional nutritionist Jo Travers BSc RD MBDA.

Activities include:

- PR and Media Relations
- Targeted email newsletters

HCP



HCP Press Campaign UK/EU

UK, August – November, 2023

Build upon our existing relationship with both UK and EU HCPs in 2023/24. This allows CPB to consolidate and increase the awareness of the premium quality, versatility and health benefits of California Prunes

What was the actual outcome?

- 4 articles published this quarter
- Gained excellent levels of value for CPB with a media value equivalent to \$45,000
- Our coverage has reached just under 500,000 HCP professionals

Themes included:

- Brand ambassadors reinforcing nutritional benefits of CA Prunes
- 'Newsjacking' of National Cholesterol Month
- Sustainability initiatives in the orchards
- Coverage achieved in Nutraceutical Business Review, Nutrition Insight and Nutrition2me.com

Key learning points

- CPB will continue to use professional titles within the healthcare field to emphasize the excellence and nutritional advantages of California Prunes to target nutritionists, dieticians, and other healthcare professionals (HCPs)



Researchers found that ending the TSA could cost billions of dollars and tens of thousands of jobs.

California Prunes extended its campaign in the UK with nutritionist Jo Travers and chef Peter Sidwell as brand ambassadors. The ambassadors promoted the health benefits and versatility of Californian prunes as a snack, ingredient and source of bone and gut-friendly nutrients. Jo Travers, known as "The London Nutritionist," is a registered dietitian and author of books on nutrition, while Peter Sidwell is a chef, author and TV presenter. The partnerships are part of the California Prunes Board's ongoing marketing campaign to raise awareness and consumption of Californian prunes, capitalizing on health-conscious UK consumers and those seeking shelf-stable alternatives to fresh fruit. A collaboration with the Royal Osteoporosis Society further highlights the prunes' bone health benefits.



UK, November 2023

Registered dietitian and nutritionist, Jo Travers BSc RD MBDA is a California Prunes' ambassador and helps us spread the word of the health and nutritional benefits of California Prunes. Her credibility aligned with her personable nature means we are able to communicate to the HCP community and beyond, the importance of including California Prunes within many diets.



What was the actual outcome?

- Jo recorded 3 x short videos on key topics such as bone health, satiety and versatility and how California Prunes can support one's health in all the above. These were posted on our social media accounts and on Instagram alone they generated 916 plays
- Jo continues to create healthy recipes which we upload on our website and post on our social media. Jo then re-shares them her accounts. Some recipes have also been picked up by the Royal Osteoporosis Society for the newsletters and website

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

- Jo continues to be a valuable ambassador and advocate for California Prunes, and this is reflected in the high quality and diverse work she is completing for us
- We have commissioned Jo with more bite-size videos and healthy recipes as well as column for the next HCP newsletter



HCP E-Newsletters

KPI	Annual Goal	Quantity / %	P1	P2	P3	Current running average and trend towards Goal
Open Rate	To achieve at least a 20% opening rate	20%	25.82%			25.82% +5.82%
Number of E-Newsletters sent throughout the year	To deliver at least 2 E-Newsletters	2	1			1
Number of HCP Contacts/Reach	To increase our mailing list contacts to 440	440	438			438 -2
CTR (Click through rate)	n/a	n/a	2.11%			2.11%



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"> ▪ ROS Campaign ▪ Trade E-newsletter 	<ul style="list-style-type: none"> ▪ ROS Campaign ▪ Trade E-newsletter ▪ UK Trade Show - IFE • Collaboration with US Commodity Board • Bone Clever/Gut Health Box of Tricks • Advertising 	<ul style="list-style-type: none"> ▪ ROS Campaign ▪ Trade E-newsletter • Advertising
HCP	<ul style="list-style-type: none"> ▪ HCP E-newsletter 		<ul style="list-style-type: none"> • HCP E-newsletter

Year-Round Programming

- Trade News Bureau (***Public Relations and Media relations***)
- HCP News Bureau (***Public Relations***)
- Website Content Nurturing
- Social Media Content, Communication and Engagement and boosting if budget allows
- Partnerships and Collaborations including ambassadors e.g., Peter Sidwell and Jo Travers BSC RD MBDA