

California is for Prunes

LEADERSHIP.
VISION.
ACTION.

California Prune Board
State-of-Play Updates & Highlights



Prunes. For life.

Annual Update

*Welcome to the California Prune Board
state-of-play annual update*

Within these pages you will find a snapshot of strategies that shape the California Prune Board programs alongside data that provides a full picture of the global dynamics, challenges, and opportunities at play for the California Prune business.

The facts and figures provided in section 3, are prepared on a crop-year basis spanning August 1, 2020 - July 31, 2021, and include both current and historical information. This statistical content is compiled using processors reports required by the State Marketing Order. Additional data provided is notated within the context of the update.

Operating with business acumen, California Prune Board resources are intentionally invested to execute priorities set forth by the Board with recommendations from individual committees that matter most to the California Prune industry. With cautious optimism, these programs aim to keep us as the world's largest and most reliable producer of premium prunes.



Want to learn more?

Check out the hyperlinks throughout this report for a deeper dive on specific topics.

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*Advancing Our
Strategic Priority Areas*

Committee Structure

Budget Allocation

*About the
Prune Industry*

section 1

ABOUT THE CALIFORNIA PRUNE INDUSTRY

Advancing Our Strategic Priority Areas

The structure of our programs and how activities are funded is not unlike running a business. As with any marketing board, we have a management staff, Executive Committee, various sub committees, and outside consultants that help us execute the various programs we run. Executive Director Donn Zea and Chairman George Sousa share their perspectives on the California Prune Board.



George Sousa, Jr.
CHAIRMAN

"We keep Board strategies top of mind to ensure they have an impact for the prune industry by revisiting our priorities as an Executive Committee every couple of years. This allows us to update our strategic plan, establish short-, medium-, and long-term goals and objectives, and establish budget guidelines to help support the areas most critical to the lasting health of the industry. Most importantly, to provide maximum return to the growers on their assessments. These are then communicated to the various sub-committees, who come back with their recommendations of how best to spend the allocated funds and meet our goals and objectives."

George Sousa Jr



Donn Zea
EXECUTIVE DIRECTOR

"Who could have predicted that a global pandemic would illuminate consumer perceptions in favor of California Prunes? There is no denying the increased demand in both domestic and export markets. It's a significant feat that we consistently supply the global market complicated by enormous supply chain challenges and inflation crippling the economy at-large. Even with these mounting challenges, I believe the future is positive for California Prunes. Our marketing and communications strategies have never been more strategic and are aligned with what consumers are looking for. With a robust Nutrition Research Roadmap and similar efforts ongoing to deliver tangible ROI to growers through our Crop Research program, we continue to get better, and are more intentional in ensuring a prosperous industry."

Donn Zea

Mission

Unite growers and packers to drive essential activities that support the California Prune industry.

Vision

A world enthusiastic about California Prunes.

Purpose

Promote lifetime wellness through the enjoyment of California Prunes.

Strategic Priorities

NUTRITION RESEARCH

Expanding our understanding of health benefits

EXPANDING VISIBILITY

Global marketing and public relations

UNIFIED INDUSTRY

Expanding involvement, improving connections, sharing value

TRADE POLICY & MARKET SUPPORT

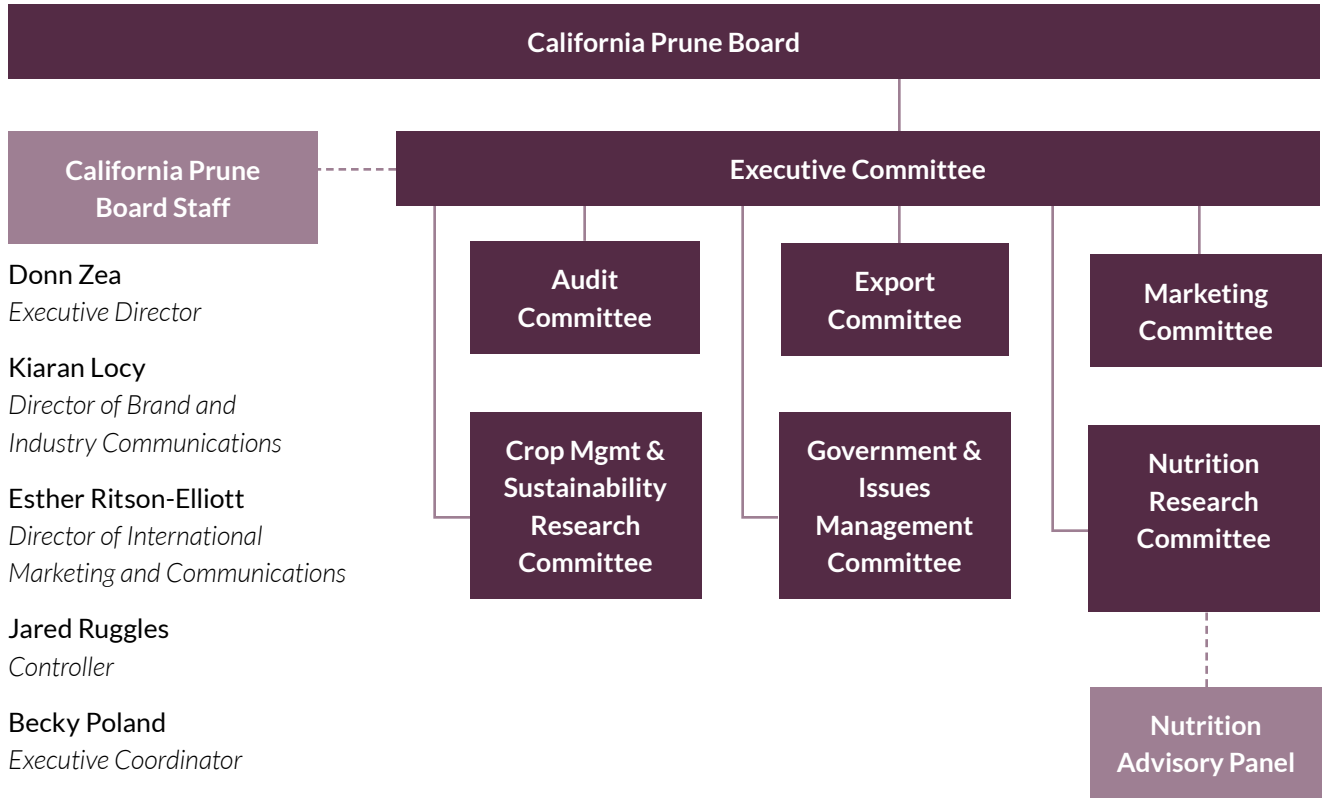
Government purchases, ATP/MAP funding, trade relations

PRODUCTION RESEARCH

Lowering costs, improving California Prune quality, protecting investments



Committee Structure



- California Prune Board Staff**
- Donn Zea**
Executive Director
 - Kiaran Locy**
Director of Brand and Industry Communications
 - Esther Ritson-Elliott**
Director of International Marketing and Communications
 - Jared Ruggles**
Controller
 - Becky Poland**
Executive Coordinator
 - Alexis Consulo**
Communications Manager
 - Ginger Holzkecht**
Bookkeeper

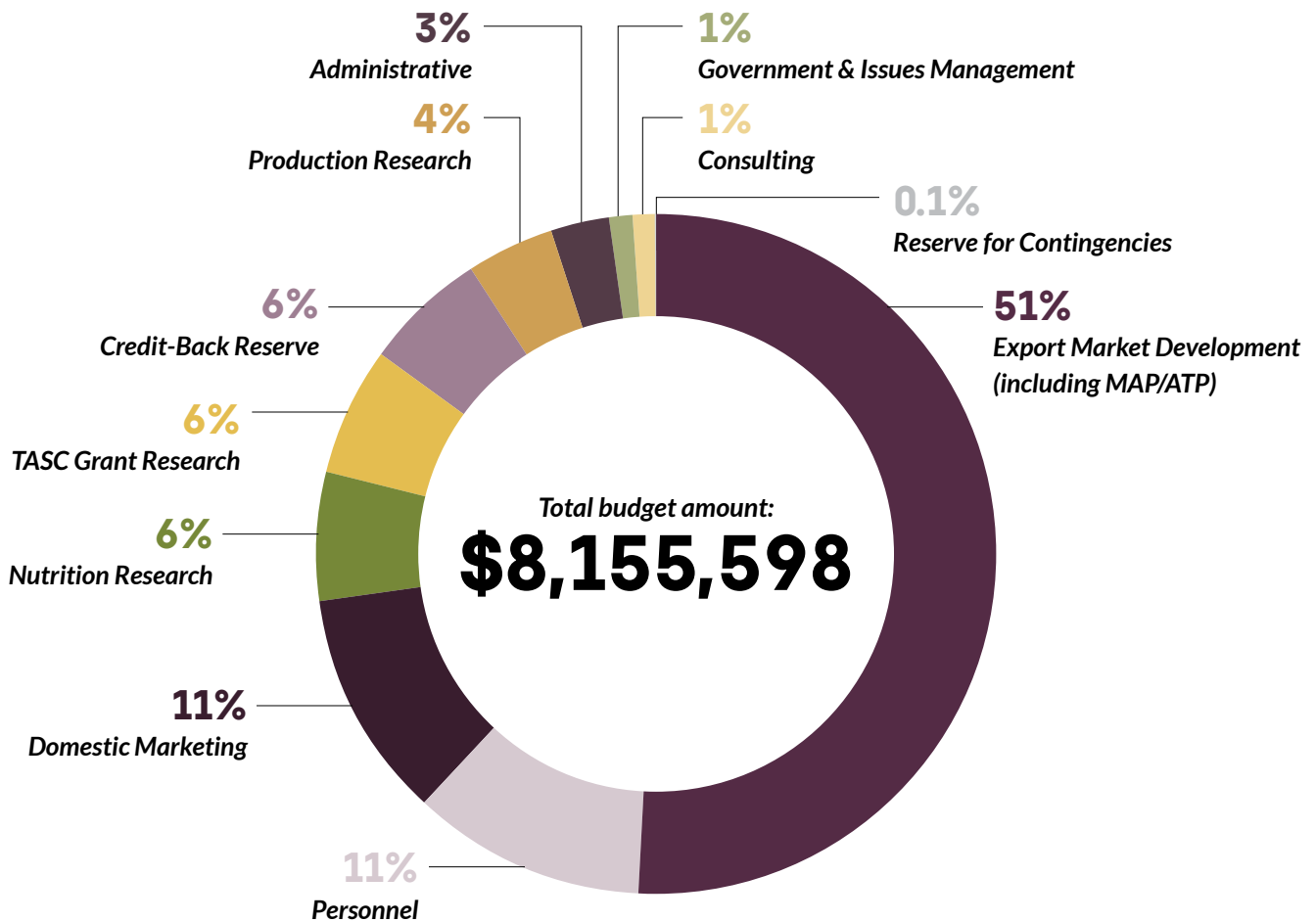
- ADVISORS**
- Mary Jo Feeney, MS, RDN, FADA, FAND**
Nutrition Research Consultant
 - Andrea N. Giancoli, MPH, RD**
Nutrition Research Consultant
 - Gary Obenauf**
Agricultural Research Consultant

“ I believe that coordination, starting with meaningful engagement at the committee level, has never been better. ”

Donn Zea, Executive Director, California Prune Board

Budget Allocation

The California Prune Board’s programs are funded by an assessment placed on the tonnage of prunes grown in California as reported by handlers. Based on guidance from the Executive Committee, budget allocations for the crop year are established and overseen by the individual committees and approved by the California Prune Board. The 2020/21 budget allocations are defined below, and program updates can be found throughout this report.



Actual Financial Results

Assessment Income	4,495,549
Generic Market Access Program	2,379,908
Generic Agricultural Trade Promotion Program	318,248
TASC Grant Income	420,477
Other Income	4,907

TOTAL INCOME 7,619,089

Export Market Development	4,033,244
Domestic Marketing	761,624
Personnel	880,271
Nutrition Research	475,654
TASC Grant Research	420,477
Credit-Back	386,263
Production Research	281,361
Administrative	254,816
Government & Issues Management	113,257
Consulting	49,139

TOTAL EXPENDITURES 7,656,106

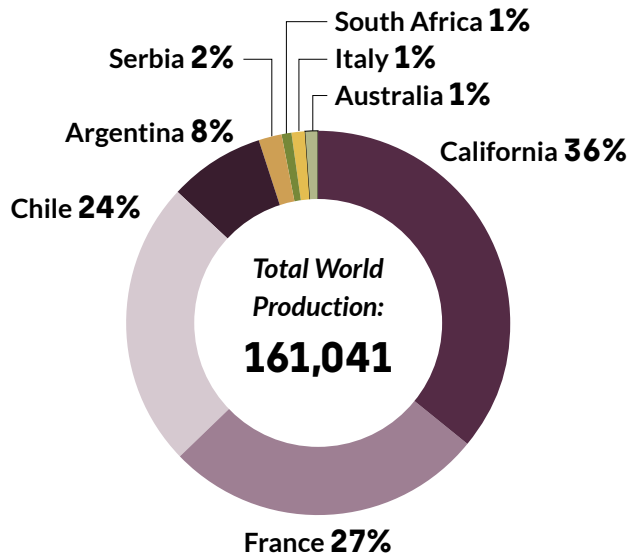
Beginning Balance of Funds 739,506

ENDING BALANCE OF FUNDS 702,489



World Prune Production

Crop year 2020/21



Destinations

U.S. #1 global destination

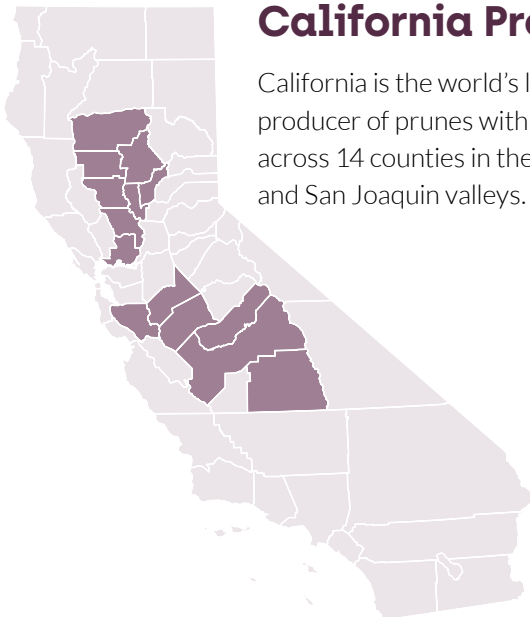
At **57% share of shipments**, the U.S. remains the #1 global destination for California Prunes.

Top 5 exports = 60% of total exports

Japan remains the top export market for volume and value. 2020/21 U.S. export shipments went to more than 50 countries. The top 5 export markets represent 60% of total export shipments.

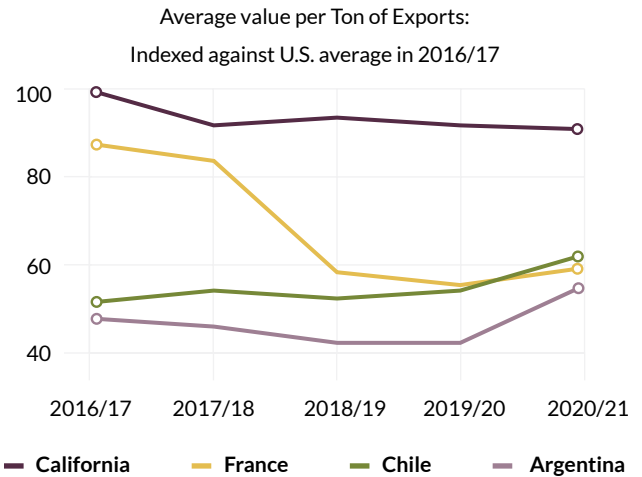
California maintained 48% premium value over competition

In the last five years, the California Prune premium has **continued to retain value** over low-pricing from key competitors



California Production

California is the world's largest producer of prunes with orchards across 14 counties in the Sacramento and San Joaquin valleys.



Source: TDM EXPORTS, year ending July. All averages are indexed against the base value of U.S. Average Value per Ton in 2016/17 which was \$3,917.

Nutrition Program

Brand Update

Production Research

*Global Industry
Communications*

Regulatory Affairs

*Domestic &
Export Marketing*

section 2

HIGHLIGHTS FROM 2020/21

Nutrition Program

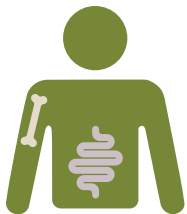
The Roadmap for Nutrition Research

In 2021, we embarked on a strategic course to chart our nutrition research for the next 10 years by developing the California Prunes Nutrition Research Roadmap. The Roadmap represents a bold but achievable journey that will strategically advance California Prunes bone health positioning and **aligns with our brand of taking a life stage approach**. Established by board directives with guidance from the Nutrition Advisory Panel, research consultants, staff, the Nutrition Research Committee, and Executive Committee, the Roadmap capitalizes on the growing body of research evidence through prudent fiscal stewardship and diversification of investment in research methods. As we take the first step in implementing the Nutrition Research Roadmap, we map the path for research to:



EXPAND THE EVIDENCE ABOUT PRUNES AND HEALTHY BONES

Addressing the gaps from the current body of evidence



IDENTIFY A GATEWAY TO THE GUT-BONE AXIS

Investigate California Prunes' probiotic and anti-inflammatory activity

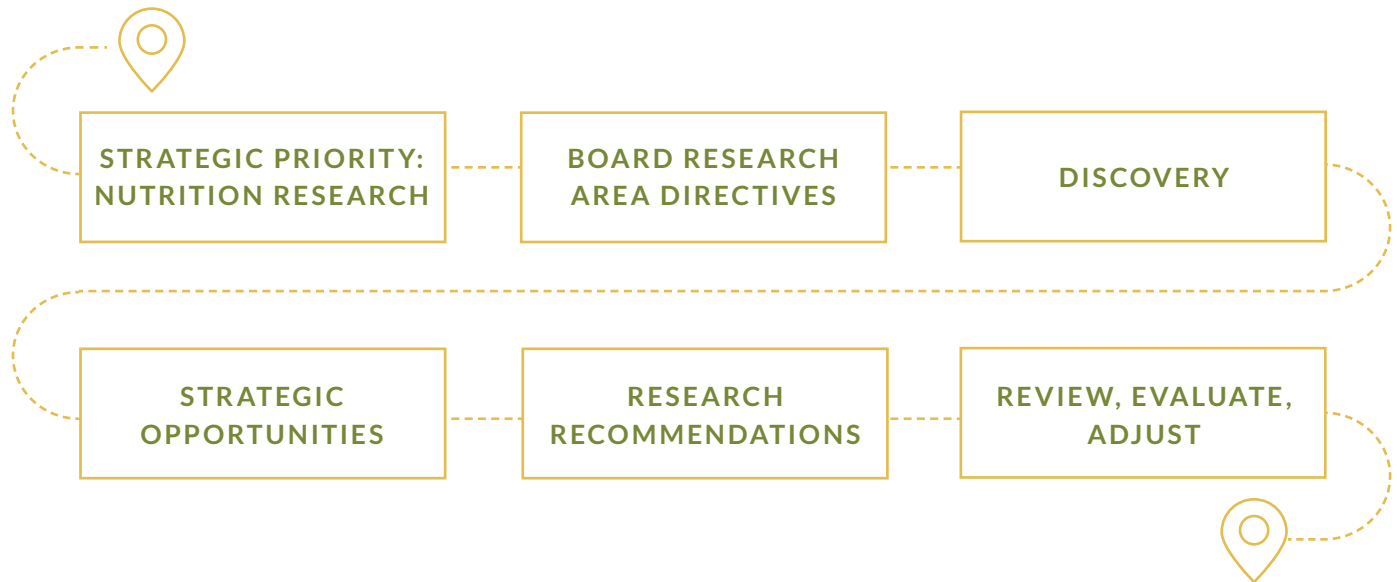
The implementation of the Roadmap is an opportunity to better understand the “prune effect” on bone beyond postmenopausal women to other life stages. It also sets the course to expand knowledge of how the gut and bone are allied in improved bone health, providing an opportunity to leverage the existing connection between California Prunes and digestive health.

“ We have a premium game plan dedicated to helping California Prunes win with nutrition research. Uncovering new benefits of our premium fruit in the areas of bone and gut health has the potential to be a game changer for the future of our industry. ”

*George Souza, Chairman,
California Prune Board*

California Prune Board Nutrition Research Process:

Development → Opportunities → Recommendations → Evaluation



What is the Nutrition Research Roadmap?

A successful Roadmap maximizes a consistent pipeline of research through appropriate diversification of research designs deemed scientifically feasible by the Nutrition Advisory Panel to support the desired frequency of publication, and therefore, the communication of positive, timely, and relevant consumer messaging.

- Scientifically Feasible
- Ownable & Impactful
- Cost-efficient
- Timely
- Offers Relevant Consumer Messaging

Life Stage Approach

California Prunes: Every Age. Every Stage. Everywhere.



California Prunes are good for everyone at every stage of life. Taking a life stage approach in our research not only supports our brand positioning, but it will also reinforce the role of California Prunes in bone development and retention in all regions across the globe. The human skeleton is not a static structure, rather it is dynamic, undergoing a continuous cycle of building and breaking down bone. Because of this cycle, bone health, whether building bone in early life or preventing breakdown in adulthood, is critical at all life stages. This approach helps provide a framework for California Prune Board decision making about nutrition research and its nexus with marketing in our pursuit of “owning bone” over the next 10 years.



Check out the complete California Prunes Nutrition Research Roadmap and learn what lies ahead for bone health and beyond

“ We spent the last year working on a strategic road map for nutrition that takes us deeper into our understanding of bone health and what California Prunes actually do to enhance bone. This strategy takes a life-stage approach to consuming California Prunes within the context of bone health but also in gut health and exploration of the gut – of the prebiotic effect of California Prunes and all the things they do within the gut to moderate inflammation. That’s clearly where we’re going. There is a nutritional, healthy food component to what we want the public to know and respond to. ”

Donn Zea, Executive Director, California Prune Board

Brand Update

Driving Demand for Premium California Prunes

The latest market research indicates California Prunes have an opportunity to lean into main purchase drivers, including snacking, health and wellness, and at-home ingredient versatility. The same research shows that the #1 reason consumers purchase California Prunes is specifically for health and wellness benefits.

Through domestic marketing programs and strategically aligned global efforts, we focus on what matters most to consumers around the world to drive demand for our premium California Prunes.

Shipments in the United States and export markets saw increases in the first half of 2021 due to people cooking more at home and seeking functional benefits. By pivoting to digital, evaluating trends, and creating content that matters to audiences, we are keeping California Prunes top of mind. While the current logistics of shipping bottleneck the supply, we keep our eye on demand and use influential partners that affect usage and craft content that people are specifically seeking out in a digital world.

At the heart of our efforts is the California Prunes brand. Our brand promise has moved beyond the proof-of-concept stage to embody every facet of our strategy, from communication to nutrition research, and our logo now appears on 63 handler and private label packs in four key markets including Japan, China, Canada, and the United States.

“ People are looking for stability, normalcy, and something that feels comfortable. People have been at home, and to varying degrees reticent to eat in restaurants. They’re experimenting with new foods and recipes, or simply returning to familiar foods that taste great and make them feel good. Combine all of these things with the practical elements of packaged, shelf-stable food, and California Prunes are becoming popular again. ”

*Donn Zea, Executive Director,
California Prune Board*



On-pack Global Branding Integration



63 on-pack appearances
(handler and private labels)

4 key markets

Japan | China | Canada | United States



Production Research

Rooted in Science

California Prune Board-funded research is directed by the industry to prioritize the projects that improve growers' returns, and fruit quality, as well as sustain industry longevity. This past year, the Crop Management & Sustainability Committee oversaw the funding of 8 projects for a total investment of \$225,584. In early 2021, an industry survey found that 93% of growers say they are happy with the Board's strategic approach to production research. On our journey of continuous improvement, our path forward aims to narrow the focus on priorities that build the orchards for the future and support a viable industry.



[View Production
Research Reports here](#)

“ Each December, growers meet with researchers, field advisors, and staff for our annual production research workshop to discuss current projects and proposals. As we learn more from the research results, the biggest threats and opportunities become more clear, which will help us define our goals and focus on getting the most out of the projects the Board is funding. ”

John Taylor, Taylor Bros. Farms and Chair of the Crop Management & Sustainability Committee

Crop Management and Sustainability Research Overview

(Based on industry survey 01/14/2021)

PRIORITY RESEARCH AREAS	RATIONALE
Disease management	Decrease production cost
Crop management	Improve product size, quality, and safety
Water management	Improve dehydration or processing efficiency
Pest management	Offer more environmentally-friendly alternatives to currently used materials
Breeding new varieties	More consistent production from year to year
Environmental and regulatory	Sound scientific project design
Soil management	Potential return on investment/ payback
Weed management	Reputation of researcher/ organization versus possible alternatives
Pruning technique and efficiency	Industry-wide problem versus localized problem
Drying	Project funding from other sources
Bloom issues	
Disease control	
Tree related issues	
Chemical	

MOST POTENTIAL TO IMPROVE RETURNS

“ Direct benefits of mechanical pruning trials look to provide growers with an alternative approach, or at least an additional tool in certain years, to lower pruning costs; with savings projected as much as \$400+/acre when utilized correctly. ”

*Franz Niederholzer, Ph.D.,
Farm Advisor,
Orchard Systems,
UC Cooperative Extension*



Pruning

Researchers are currently evaluating different mechanical pruning treatments and timings compared to a hand-pruned control. The hope is to identify mechanical pruning practices that produce similar yields at substantially lower costs than hand-pruned trees. This information will help keep California's global competitiveness in the prune market and allow for consistent production of large, high-quality California Prunes.



Rootstock Anchorage

The California Prune industry has historically used five rootstocks. Some concerns with these rootstocks include being susceptible to bacterial canker and crown rot, poor anchorage, and suckers. Research on 15 rootstocks with diverse genetic backgrounds is underway to screen for future replicated trial potential and to evaluate survival, yield, dry away, dry fruit size, and anchorage. The research team will continue to evaluate these rootstocks in-depth but currently, Krymsk 86, Viking, and Atlas rootstocks are performing well.



Pest and Disease Control

Production research continued to investigate pests and diseases in California Prunes. Two focus areas were Cytospora canker and Phellinus wood rot, and exploring management strategies for infections.

This year, production research continued to examine:

- The effects of time treating pruning wounds with a selected protective fungicide and biological agent to reduce and prevent infections.
- Latent infections pathogens in budwood from selected nurseries.
- Tracking early infections in newly planted orchards and prevention of infections.
- Field and lab experiments on the efficacy of Topsin M and Trichoderma Atroviride in reducing canker incidence and severity and on Trichoderma products including BW161, Vintec, and dormant oil.



Shared Enthusiasm for New Varietal Development

Evaluation of new varieties continued with a focus on:

- Lowering operational costs by introducing a new, more efficient French-like variety.
- Reducing drying costs with lower dry away ratios.
- Investigating new tree structure research that would reduce pruning costs whether it be making mechanical pruning possible or eliminating pruning all together.
- Spreading bloom out over time to reduce the risk of crop failure from weather-related problems during bloom.
- Test processing most promising varieties by handlers.

With continued grower and industry enthusiasm, trials are being planned on two of the most promising varieties, including Solano and Yolo Gold. Stay tuned for future updates!



*Interested in planting a new variety?
Contact Sarah Castro scastro@ucdavis.edu*

“ I’m very enthusiastic about a couple of the new varieties that have come out of the prune breeding program. It’s exciting to see the industry taking them into consideration and moving varieties forward in testing viability. ”

Matt Bozzo, Triple B Ranch and Vice Chair of the Crop Management & Sustainability Committee

Global Industry Communications

California's Influence on Display at the International Prune Association (IPA)

Last May, California hosted global industry colleagues for a virtual gathering of the 19th IPA Congress. The congress brought attendees together for a taste of the Golden State to celebrate the “Global Goodness of Prunes” as the congress theme. IPA President and California Prune grower, Brendon Flynn, welcomed the global audience to California in a message from his orchards as attendees tuned in from countries including Chile, Argentina, Australia, France, South Africa, Italy, and the United States. International prune industry leaders joined experts in their fields for various sessions that provided deeper insights into how weather, science, nutrition, and culinary expertise shape the industry and drive prune consumption. The sessions showcased California’s leadership in the global prune industry and our ability to bring producers and exporters from competitive backgrounds together to navigate the next decade and promote more prune consumption around the world.

“ With Congresses traditionally held in beautiful prune growing regions like France, Italy, South America, Australia, South Africa and California, the virtual IPA was a reminder of how much we miss the camaraderie among associates, enthusiasm for our business, and local culture which can be aptly shared in person. Nevertheless, holding the virtual event came at an opportune time and elevated the value of the IPA by bringing clarity to our shared challenges and opportunities. ”

Donn Zea, Executive Director, California Prune Board



200
ATTENDEES

11
COUNTRIES

Strengthening Our Community

Keeping the California Prune community apprised of the latest research, crop management techniques, global industry issues, and how we reach consumers are principal elements supporting the vigor of our industry. Through a variety of touchpoints and digital updates, we translate the knowledge to provide you with a better understanding of how the resources invested are affecting your operations.

Your engagement in industry surveys and meetings offer valuable guidance as the California Prune Board staff collaborates with committees to effectively allocate budget and determine necessary steps towards adopting practices that matter most.

In early 2021, the Crop Management & Sustainability Committee engaged growers in responses that provided insights on how we can support useable research that lowers costs and improves profitability. Responses were shared at the virtual Prune Day in February and will continue to guide discussions about how to keep the industry thriving well into the future.

The Orchard Notes and Positively Prunes newsletters are an easy way to stay informed about the Board's activities. Regular updates from staff and access to our reports and resources can help you make the best decisions to protect your investments and improve profitability. Engagement in these regular updates lets us know what matters most to you.



View past issues in
our Reports & Resources



Regulatory Affairs

Building Relationships and Navigating a New Administration

2021 ushered in a new Administration and we actively managed the transition in Washington, D.C. by meeting with lawmakers, agency executives, and their staff to educate them on key issues related to labor, water, sustainability, and costs. As these vital communications continue throughout the year, we are addressing issues our industry faces and advancing our perspective. With guidance from the Government & Issues Management Committee, we continue to address prune tariffs and non-tariff barriers in existing trade policy and ongoing trade negotiations, facilitate opportunities to partner with USDA as a supplier of California Prunes for government nutrition programs, build a case for export market support through USDA/FAS programs, and keep Congressional members and agencies informed on legislative, regulatory, and administrative matters that are important to California Prune growers and handlers.

Executive Director Donn Zea recently met with USDA/FAS, Congressmembers John Garamendi, Jim Costa, and Doug LaMalfa and their key staff on port challenges, the potential impacts of the China Decrees, and our success due to MAP funding and elevated their awareness of the implications of these supply chain and trade challenges on California's prune growers and handlers.

Congressman John Garamendi is a co-sponsor of the "Ocean Shipping Reform Act of 2021," a bipartisan proposal that passed in the house, making it the first major update to federal regulations for the global ocean shipping industry since 1998. The proposal is supported by the Ag Transportation Coalition and many California ag and trade businesses and organizations including, the California Prune Board.

USDA Purchases

The California Prune Board worked closely with USDA/AMS to secure \$14.6 million in California Prune sales and 4,257 in tonnage in 2020/2021. This adds to the \$50.1 million secured over the past 4 years for school nutrition programs and food banks. Our relationship continues for the long term. With market conditions changing so dramatically over the past year, we had less sales to USDA because of our need to reserve our prunes for our customers in the marketplace but it continues to be an important part of our strategic responsibilities.

The industry support of coalition and allied associations at the federal and state level are essential to addressing issues important to growers and handlers.

- Ag Export Coalition
- California Dried Fruit Coalition
- California Specialty Crops Council
- Minor Crop Farmer Alliance

Our Investment in Sustainability

Sustainability is growing in importance for policymakers, stakeholders, and consumers. Putting your shadow on the ground each day and operating in a true biological system, requires long-term thinking. Generations of families in the California Prune industry operate with sustainability in their DNA. Growing a healthy food stems from healthy soils and trees. While there is no one-size-fits-all approach to sustainable practices, efficiency is job number one – from irrigation and pest management to finding better uses of energy for drying – all to sustain a viable industry.

This past year, the topic took hold with strategic integration across committees, staff, researchers, growers, and handlers. As our sustainability story unfolds, the California Prune Board will continue to share our journey of continuous improvement underscoring the premium difference of California Prunes and the investment we make as an industry to support the communities we serve.



THE CALIFORNIA PRUNE INDUSTRY DELIVERS MAJOR ECONOMIC IMPACT

California Prune growers and handlers generate more than \$717.0 million in annual economic impact, translating to nearly \$2 million flowing into the U.S. economy every day of the year.



The California Prune industry – including more than 600 growers and 29 handlers – play an important role in strengthening the economic climate of the State and touch nearly every aspect of life in California.



JOB: *The California Prune industry creates and sustains more than 7,000 full-time equivalent jobs each year.*



LABOR INCOME: *More than \$367.8 million in labor income is generated by the business activities of growers and handlers equating to more than \$1 million each day.*



INDIRECT BUSINESS TAXES: *Each year, nearly \$28.2 million in indirect business taxes, not including income taxes, are generated by California Prune growers and handlers translating to nearly \$77,150 per day.*

Navigating Pandemic-Related Challenges

CORONAVIRUS FOOD ASSISTANCE PROGRAM (CFAP 2)

With new information announced from a changing administration on programs that directly support prune growers, we continued to monitor for additional funding such as the Coronavirus Food Assistance Program (CFAP 2) guidelines and USDA's Pandemic Response and Safety Grant Program.

In April 2021, USDA announced the reopening of the Coronavirus Food Assistance Program 2 (CFAP 2) and in August, the USDA shared the new provisions with an extended deadline for new or modified applications. The CFAP 2 pandemic assistance program provided direct support for California Prune producers among many other specialty crop growers eligible for financial payments due to lost sales and depreciated prices due to COVID-19 impacts.

HAUL WEIGHT SPECIAL PERMITS

As handlers reported mounting shipping challenges and nuanced issues with trucking, we began working with our agricultural colleagues in August to secure the authority for special load permits. These permits allowed for the increase haul weights on various truck and truck/trailer combinations with the intention of finding additional options for growers and handlers to address truck and driver shortages due to challenges in the workforce and other COVID-related challenges. Initially, the permits were considerably limited in scope, but prunes were successfully included in the program and CDFA announced the changes that expanded the program's eligible truck specifications and program expiration.



“ As with any business, there are multiple challenges we face. As I write this today, we are in unprecedented times. In terms of long-term challenges, the ones that are top of mind are working in a global economy, labor, water, and regulatory constraints. This is why the California Prune Board is so important. Given we are a smaller commodity, it is critical we work together to help our members reduce costs and develop quality and nutritional benefits of California Prunes that set us apart from our competition around the world. This is how we persevere, and more importantly, thrive. ”

George Souza, Chairman, California Prune Board

Taking Action for Exports in a Rapidly Changing Global Environment

Demand for prunes is on the rise and total shipments for **California Prunes have increased 7.5% from 2019/20 to 2020/21 and the most in the past 4 years.** Even with global dynamics shifting in our favor from pandemic-driven purchasing to weather challenges rocking our competition, the complexities of the supply chain, geopolitical challenges, regulations, and protocols are all issues at play affecting potential sales for California Prunes. We are actively addressing prune-related issues in several key markets by:



UNITED STATES

- Supporting agricultural coalitions to inform State and Federal Administrations and lawmakers of shipping challenges and delays.
- Monitoring rules for recycling symbols on packaging, the advancement of sustainability discussions, and incentives for agriculture.
- Providing support to the Minor Crop Farmer Alliance to submit comments to EPA to retain safe and effective pesticides.
- Tracking research on Methyl Bromide alternatives and emissions reductions.

EUROPEAN UNION

- Applying for suspension of import tariffs with U.K. government.
- Addressing the MRLs and use of sulfuryl fluoride for exports to the E.U..

CHINA

- Following reduction in import tariffs Chinese trade behavior.
- Monitoring new regulations that can affect future exports into the Chinese (and potentially Hong Kong) market.
- Partnering with tree nut cooperators to submit comments to USDA/USTR regarding nut and dried fruit exports to China.

Domestic & Global Marketing

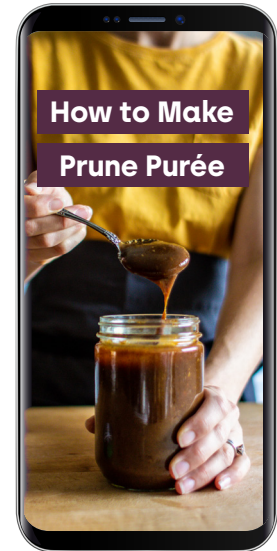
Expanding Visibility for California Prunes Around the World

UNITED STATES

The team maximized the nutrition research investment by announcing the results of two new nutrition research studies. The news generated highly favorable national headlines about the remarkable nutrition benefits of California Prunes. Additionally, the team launched a new nutrition-focused newsletter for healthcare professionals. Additional activity includes an “always-on” news bureau to share more about the great taste, quality, nutrition, and versatility of California Prunes with national consumer media in top-tier outlets. Along with the traditional media outreach, the team was actively engaged on social media platforms, including Instagram and Pinterest, to further inspire audiences about the countless ways to enjoy California Prunes.

FUN FACT:

The United States is the #1 global destination for California Prunes



2020/21
EXPORTS TO
CANADA

U.S. Volume Share in Market:
73% (+15)

Canada Share of U.S.
Global Export Volume:
8%

2020/21 U.S. Export Volume:
+18% YOY

Export Data Source: FAS, year ending
July/share sourced from TDM

CANADA

“Teamed Up” with Canadian Olympic athletes to inspire and motivate Canadians in their own health journeys and athletic endeavors, no matter their age, ability, or skill level. The campaign ran through the summer games with many of the athlete ambassadors becoming local hometown heroes and continues with a slate of winter 2022 athlete ambassadors to champion the bone health benefits of California Prunes. Through their own voices and platforms, the athlete ambassadors made emotional connections with consumers and shared California Prunes’ health and nutritional benefits, as well as their own favorite ways to eat California Prunes in their day-to-day lives.



2020/21 EXPORTS TO THE UNITED KINGDOM

U.S. Volume Share in Market:
18% (+10)

United Kingdom Share of U.S. Global Export Volume:
5%

2020/21 U.S. Export Volume:
+99% YOY

UNITED KINGDOM

Raised awareness of California Prunes and bone health among both trade and consumer audiences, by developing a relationship with the Royal Osteoporosis Society in anticipation of a “Bone Health Approved” seal for use in 2022.



2020/21 EXPORTS TO ITALY

U.S. Volume Share in Market:
20% (+4)

Italy Share of U.S. Global Export Volume:
5%

2020/21 U.S. Export Volume:
+31.5% YOY

ITALY

Partnered with highly influential chefs and healthcare professionals to drive awareness of the great taste, versatility, and health benefits of California Prunes, while inspiring consumers to try the delectable fruit via a sampling campaign.



2020/21 EXPORTS TO CHINA/HONG KONG

U.S. Volume Share in Market:
40% [+7]

China/Hong Kong Share of U.S.
Global Export Volume:
10%

2020/21 U.S. Export Volume:
+13.5% YOY

2020/21 EXPORTS TO JAPAN

U.S. Volume Share in Market:
94% [+1]

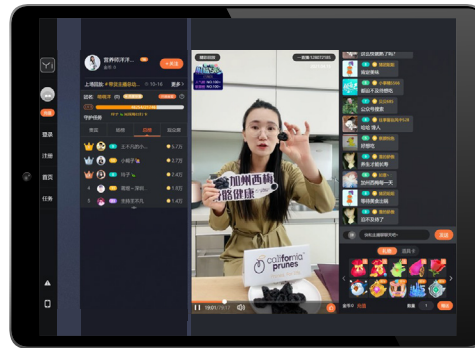
Japan Share of U.S.
Global Export Volume:
22%

2020/21 U.S. Export Volume:
+11% YOY

Export Data Source: FAS, year ending July
combined with TDM data for 'moist prunes'/
share sourced from TDM

CHINA/HONG KONG

Advanced an integrated consumer education and awareness campaign through media outreach, social media integration, and event participation at the Annual Summit of Osteoporosis, underscoring the California Prunes bone health message.



JAPAN

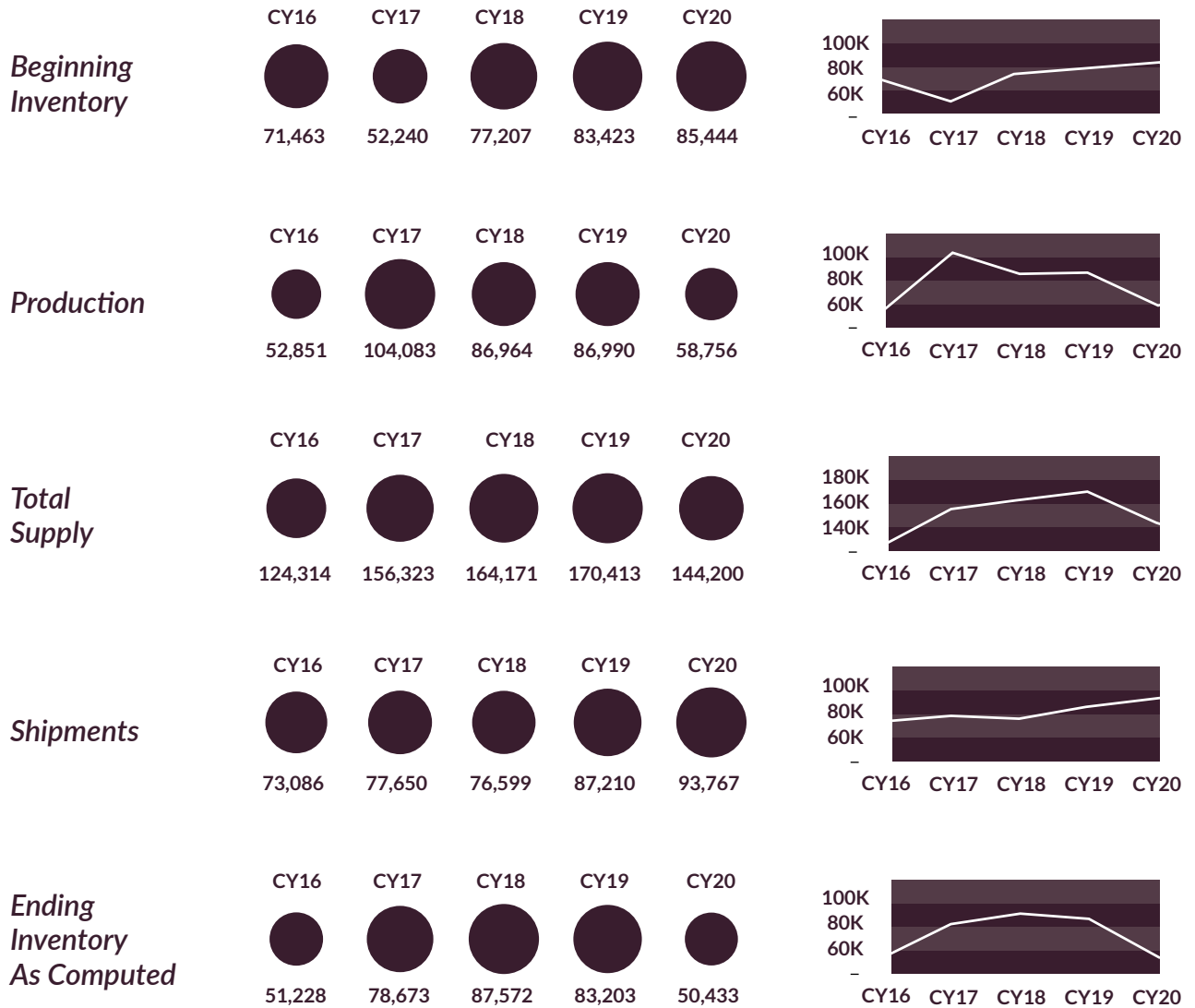
Continued the highly successful “Blessings from California” television advertising campaign to promote one-of-a-kind, premium quality prunes – only from California.



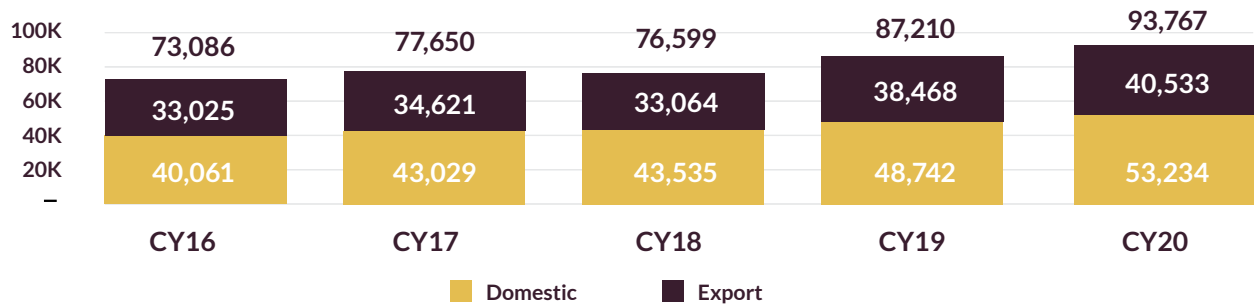
section 3

FACTS & FIGURES

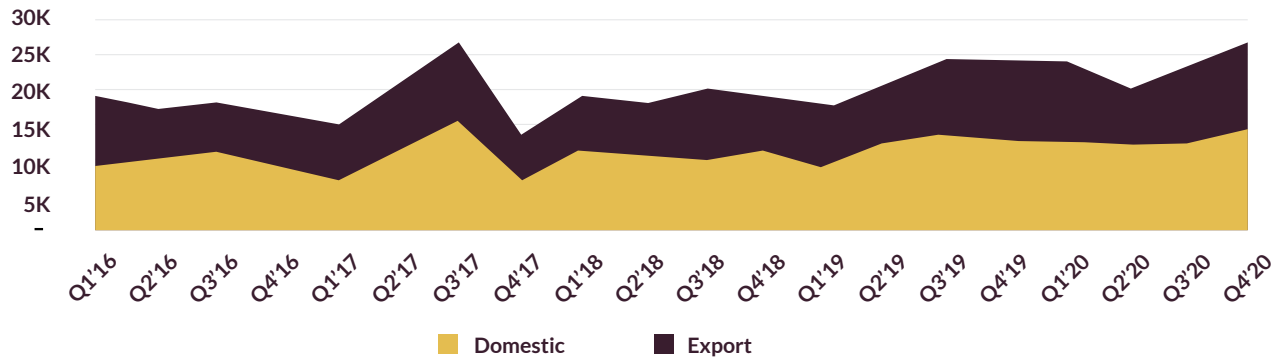
California Prune Supply, Shipments & Beginning and Ending Inventories



California Prune Shipments



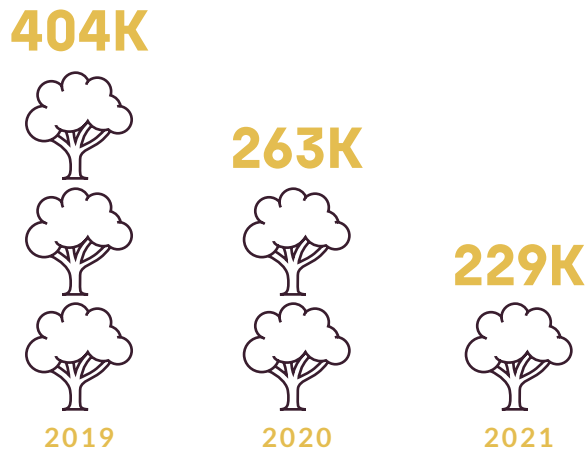
California Prune Shipments by Quarter



Get more on Reports & Resources page
 Email klocy@californiaprunes.org for the password



Prune Tree Sales



Source: California Prune Board Nursery Survey

2020 Total Production

58,756
SHORT TONS

2021 Natural Condition Supply

123,000
SHORT TONS (projected amount)

The Board's crop estimate of 75,000 plus the carry-in inventory of 48,000

Average Grower Returns

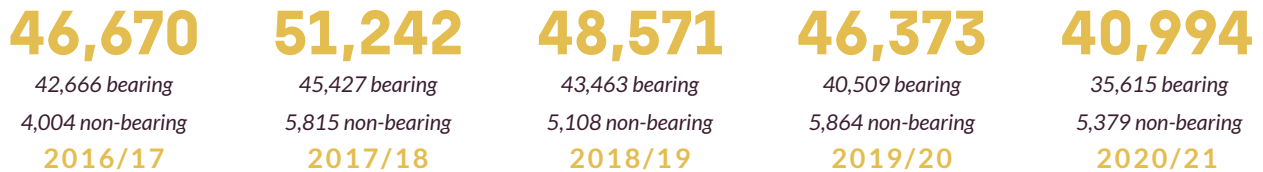
2016/17	\$2,180
2017/18	\$1,980
2018/19	\$1,912
2019/20	\$1,801
2020/21	\$1,869

Source: USDA, NASS Walnut/Raisin/Prune Report State Summary

2020 Carry-In Inventory

48,000
SHORT TONS

Total Prune Acreage



Source: Processors' Reports

*We Are Here for You
- Connect with Us!*

Resources

section 4

CALIFORNIA PRUNE BOARD RESOURCES

We Are Here for You – Connect with Us!

We welcome any feedback or any questions you might have about the California Prune Board activities. Please reach out anytime. Sign up for our regularly distributed newsletters and follow us on our various social media channels for ongoing news, updates, and inspiration about the many wonders of California Prunes.

Ensure you're getting all the latest information from the California Prune Board staff throughout the year



A Look at 2022 70th Anniversary of the California Prune Board

California Prune Board election underway. Watch for ballots in March 2022



California Prune Board

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Resources



NEWSLETTER SIGN UP

- Orchard Notes: Grower focused with crop information
- Positively Prunes: Broader industry updates
- Prunes. For Life.: Nutrition focused



UC ANR IPM:

- Resource for the Integrated Pest Management recommended by UC ANR.



UC ANR PRUNE RESEARCH REPORTS DATABASE:

- A database of past production research reports.



CALIFORNIA PRUNES IN THE NEWS

- See how prunes are gaining media traction and stay up to date on press releases.



MEETINGS

- List of industry meetings and events.



INDUSTRY REPORTS AND RESOURCES

- Annual Statistical Report
- Production Research Reports
- Inventory and Shipment
- Exports by Country
- Brand Resources & Asset Library



