



California Prune Board

2023-2024 United Kingdom Marketing Plan

AUGUST 1, 2023 – JULY 31, 2024





United Kingdom Market Overview



- Vision and Purpose
- Expanding Visibility
- Trends
- Market SWOT analysis
- Communication Opportunities/Challenges
- Target Audience



CPB Vision



A world enthusiastic
about California Prunes





CPB Purpose



Promote lifetime
wellness through the
enjoyment of California
Prunes





CPB Marketing Strategy - Expanding Visibility

Develop and execute Global PR & Marketing communication that builds awareness among audiences to help drive the consumption of California Prunes by informing and educating



Market Food Trends At-A-Glance



Same but Healthier

With the criticism against 'ultra-processed' and HFSS growing – consumers are looking for 'better for you' alternatives – be these natural sweeteners, 'swap-outs' or substitutes



Sustainable Food Supremacy

One in four consumers in the UK have changed their food purchases - now opting for sustainable brands, thus suggesting consumer awareness surrounding sustainability is more acute



Finding the benefits

A top movement remains consumers seeking out culinary options with positive health impacts - with gut health firmly back on trend, whilst finding food linked to boosting your overall cumulative health (including bone) is also gaining traction



Batch Cooking

Batch cooking has long been touted as an easy, budget-friendly way to make money and meals stretch further - but as the cost of living continues to rise, cooking in bulk is becoming ever more popular



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STRENGTHS

- California Prunes now have a 0% import tariff to the UK
- The UK is an established market for prunes – and in 2021/22 U.S exports to the UK showed over 10% growth in terms of Value YOY – with U.S prunes holding a 15% market share in the country
- Our ‘Bone Health Approved’ status from the Royal Osteoporosis Society is the latest nutritional accolade, that alongside our body of research on gut + bone health can help to educate the UK audience on our health benefits – which in turn aids us in justifying our premium positioning and pricing within the market
- Reputation in the market as a standard bearer of premium quality, size and consistency

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WEAKNESSES

- Limited visibility and presence throughout a varied strata of supermarkets
- Following global shipping challenges derived from Brexit and COVID , new rules from the International Maritime Organization (IMO) may now impact supply chains which underpin CPB’s efforts to supply the UK market
- Recognisability of California Prunes not always obvious, as source of product isn’t mandatory - which hinders purchasing habits
- Despite our bone health credentials and our promotion of them, awareness of our digestive properties and heritage stills seems to vastly outweigh it in the mind of the public

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OPPORTUNITIES

- Following a successful application – the temporary suspension of the 8% UK import tariff on dried prunes now gives California Prunes a level playing field with Chile (who hold the largest market share in the UK) and France (who hold a premium position in the UK)
- ‘One in four consumers in the UK have changed their food purchases, now opting for sustainable brands’ – California Prunes have great sustainability stories to tell, therefore we should look to leverage these more prominently in 23/24
- The ongoing trend of consumers seeking out culinary options/ingredients with health benefiting attributes is a great opportunity for CPB, as it is a space we are familiar with and moreover, have the nutritional credentials to dominate
- Continuing aspiration for a UK-US Free Trade Agreement , from which CPB could build upon on any market gains derived from our current (but temporary) 0% import tariff

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THREATS

- Following a short crop in 2021/22 as Chile now re-enter the market strongly - California Prunes need to fight hard to **maintain** market share
- The continuing and worsening ‘Cost of Living’ crisis in the UK – which is directly impacting consumers income
- Healthy recipes is a crowded and competitive space, but gaining cut through here is integral to create a ‘top of mind’ awareness within the younger and digitally savvy demographic
- Political and social unrest in the country , with the latter being encapsulated by widespread labour strikes becoming ever-more commonplace



Who are our target audience categories and what are our priority approaches to them?

TRADE

- Continue stimulating the trade's enthusiasm for purchasing/ promoting California Prunes by regularly communicating the benefits: nutrition research, guaranteed product consistency, premium quality etc.
- Maintain the trade's engagement and loyalty toward California Prunes, reaching all buyers of the category with frequent targeted communication e.g. PR and news bulletins

HCP

- Increase education to/ endorsements from Health Care Professionals (HCPs) for California Prunes by reaching out to HCPs
- Capitalize on the HCP networks of professional associations and organizations



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



U.K. Marketing Program (TRADE TARGET ONLY)

- Campaign Creative Theme – Continuing to promote the ‘California Difference’
 - ***Go with your gut.
Feel it in your bones.
Pick California Prunes.***
- Program Activities
 - Trade
 - HCP Nutrition Communications





Campaign Creative Theme

Connecting the elements to each other and everything to the brand





Campaign Platform Overview

WHAT IT IS...

- The campaign platform ties the program together in a way that tells a compelling story to rally internal audiences (*growers/handlers*) and inspire external ones (*media, influencers, RDs, and ultimately, consumers*)
- The platform is a creative, cohesive means to anchor all elements of the integrated plan, including nutrition communications, news bureau, digital/social and industry/trade

WHAT IT IS NOT...

The campaign platform must complement, not replace, our brand platform





CREATIVE THEME

*Go with your gut.
Feel it in your bones.
Pick California Prunes.*



Creative Theme

**Go with your gut. Feel it in your bones.
Pick California Prunes.**

We believe that continuing to implement our fresh and dynamic creative theme from 22/23 is the best way forward for 23/24. Doing so, will allow CPB to build upon the Trade/HCP recognition and familiarity of the theme ensure a continuity of language in the public domain regarding California Prunes. Focussing on this theme helps to underpin our premium pricing strategy, and furthermore, fully maximise value from the overarching concept.

We will of course develop and improve how we interlink our output to –
**Go with your gut. Feel it in your bones.
Pick California Prunes.**

RATIONALE:

We are all encouraged to trust our instincts and listen to what our bodies are telling us, now more than ever, our bodies are telling us to take better care of them.

We are constantly flooded with information on what foods, vitamins, and supplements to purchase / stock but the saturation of "good for you" ingredient messaging can be overwhelming.

California Prunes will cut through the noise and simplify the messaging for all audiences, especially trade, and healthcare professionals.

WHAT:

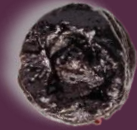
Position California Prunes as **the ideal choice when it comes to gut and bone health and healthy snacking.**

Focus on communicating the benefits of picking prunes for gut and bone health – and picking California Prunes for their quality, reputation, and sustainability.

HOW:

"Go with your gut. Feel it in your bones. Pick California Prunes." will drive purchase through:

- Content that makes it easy to understand the most key health benefits of prunes (gut and bone)
- An established connection to the California origin and the importance of "picking California Prunes" through messaging on sustainability and premium quality



Nutritional Messages

Go with your gut. Feel it in your bones.

Bone, Gut and Immunity Messages

Working with our selected experts and ambassadors e.g. Jo Travers, in combination with leveraging our prestigious 'Bone Health Approved' status from the ROS - we will drive home two key physical health benefits of California Prunes (bone and gut) in a simplified, engaging way, backed up by our research.

In order to tie in the wellness aspect of the theme, we will ensure our audience understands the connection between our mind and our body (especially through the gut).



BONE HEALTH/BONE DENSITY

People of all ages should be thinking about their bone health. To help prevent fractures and certain diseases and to be proactive about maintaining bone density, California Prunes are a trifecta of the bone-building nutrients magnesium, potassium, and vitamin K. Studies show that low vitamin K levels are associated with lower bone density: another reason to get your daily dose of vitamin K with California Prunes.

GUT HEALTH

The soluble and insoluble fibre in California Prunes promote a good balance of healthy gut bacteria, which can also affect mental health. The perfect mix of soluble and insoluble fibre from California Prunes can boost one's immune system and helps to maintain a healthy gut with flora/bacteria that can protect against invading pathogens.

Aim to get **HCP professionals** to recommend California Prunes to their clients and drive consumption



Origin Messaging

Pick California Prunes.



The California Difference

We will ensure messaging around “**The California Difference**” is promoted so target audiences are aware of the difference between purchasing prunes from California vs. other competitor markets.

PREMIUM QUALITY

Unlike other varieties, California Prune plums ripen fully on the tree — pit and all — without fermenting.

It’s the lush valleys with rich soil warmed by a steady sun and cool evening temperatures, along with the most rigorous agricultural standards of any place on earth. It’s the practice of drying prunes in climate-controlled tunnels, which California growers have honed into a precise art, balancing temperature, humidity, and time.

SUSTAINABILITY

California Prunes’ growers and handlers continue to show leadership and resilience when adapting to the ever-changing environment.

Our Trade and eventual consumers are asking tough questions about climate change and sustainability, and CPB is ready to answer. Where and how food is being imported and the process in which it is made are important considerations for our Trade audience as it is demanded by their customers.

Our trade audience are actively seeking out food products that have a minimal environmental impact as customers demand it





Program Activities





23/24 Trade Strategy

Food & Ingredients INTERNATIONAL

Gulfood 20-24 FEB 2023

LAST CHANCE to Save 40%

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)
- Bone Clever / Good Gut Health 'Box of Tricks'
- E-Newsletters
- Website Management
- Ambassadors, Partnerships and U.S Commodity Board Collaborations
- NDFTA - Nut and Dried Fruit Trade Association
- Attendance at a UK Trade Exhibition
- Online Advertising
- New Asset Development
- Social Media



Trade News Bureau



Trade Media Titles	Reach/Circulation*
	<small>*As at April 2023</small>
Eurofruit / Fruitnet.com Fresh Produce Journal Fresh Plaza Food Manufacture British Baker / Bakeryinfo.co.uk The Grocer IHS Markit (SP Global) FoodIngredientsFirst Food and Drink International Food and Drink News (paid for editorial only) BakingEurope.com NutFruit Produce Business UK Food & Drink Technology New Food The Grocery Trader / Wholesale Manager sweetandsnackworld.com /Confectionery Production The Caterer Speciality Food FoodBev / Plant Base magazine Food and Drink Business Europe Food and Ingredients International	133k / 8,500 per issue 133k / 15,000 448k 125k 128k 433k / 28,000 120k 95k 2.6k / 60,000 <1k / tbc <1k / 12,500 6,500 3.6k 5k / 53,000 148k / 30,000 (print and digital combined) 19k / 4,500 1k / 15,000 192k / 30,000 13.6k / 8,500 99k / tbc 1k / 24,000 1.4k / 12,500





Trade News Bureau



Trade Media Titles	Reach/Circulation*
Health Food Business Organic and Natural Business FMCG News (paid for editorial only) Cash and Carry Management Wholesale News NutraIngredients Foodnavigator Bakeryandsnacks.com Bakery Business Talking Retail / IRN International Bakery FAB News (paid for editorial only) European Baker & Biscuit World Bakers Digital Snacks Magazine Natural Products News / Natural Products Global Just-food FoodChain Inside Food & Drink Plant Based Food News Food & Drink Matters (paid for editorial only) Grocery Gazette	<1k / tbc <1k / tbc 7k 6k / 4,500 per issue 4k / 4,000 235k 326k 71k <1k / 28,000 128k / 29,000 6.4k / 15,000 11k 14,000 7k 20,000 7.7k 89k 4k / tbc 6k / 27,000 <1k / tbc 3.8k / 5,000 120k

*As at April 2023



Trade News Bureau

Rationale/Background: 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', which is encompassed by our four pillars - health, taste, quality and versatility. These activities will be executed and then reported in our 'Trade News Bureau'.

Strategy: We want to weave in our creative theme where pertinent - *Go with your gut. Feel it in your bones. Pick California Prunes.*

CPB research is a key differentiator which must be amplified and leveraged – our PR program is a fantastic method to gain widespread positive and powerful coverage. In order to be viewed as definitive voices within the industry – Thought leadership' releases will be developed and published. Creating dynamic and interesting articles that covers industry news, health, sustainability, market trends and 'Newsjacking' (when appropriate) is vital – in order to gain traction for CPB in the space.

CPB's tariff suspension application successful

With this new circumstance, now would be the optimum time to launch a Trade Advertising campaign (budget depending) - as this would allow the largest amount of lead time until the date when the import tariff to the UK comes back into effect (31st December 2024)

Output Goal will be to deliver **24 press articles** over 12-month period


Outcome Goals will be to deliver more than **4 million reach**, and achieve an **AVE greater than \$400,000**



California Prune Board promotes bone boosting benefits for vegetarians and vegans

24 Nov 2022 | Food and Agricultural Commodities | Research Analysis | General Trade | Facilities & Operations, Research Focus, Production, Research & Development, Health Claims, Nutrition Programs

Julian Gale
Deputy Head of Processed Commodities



Shutterstock

- Prunes can help strengthen bones
- Bone loss at hip is prevented

As the trend towards veganism and vegetarianism continues to grow, California Prune Board (CPB) 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-eating counterparts. The report, published in BMC Medicine and carried out by researchers at the University of Leeds highlighted that vegetarians look to be at greater risk of hip fractures, with Body Mass Index and shortfalls in nutrients believed to play a role.

Registered dietitian, Jo Travers BSc, RD MBDA said: "People turn to plant-based diets for a range of reasons including the welfare of animals, the environment, and personal health. To ensure a healthy diet, it's essential to get a good balance of nutrients across the main food groups and to include protein usually found in meat from other sources. For vegetarians, alternatives include dairy, beans, legumes, lentils, and tofu."

"For bone health, both calcium and vitamin D play a key role. While calcium can be sourced from dairy products and dark green, leafy vegetables, vitamin D is created in the body from sunlight, and can also be found in small amounts in oily fish. In addition to calcium and vitamin D, there is a wide range of other vitamins and minerals that can help strengthen bones, including vitamin B6, vitamin K, potassium, and manganese, all of which can be found in prunes."

A major study published last year outlined how prunes prevent bone loss at hip and protect against fracture risk thanks to their nutritional profile. The research, from Pennsylvania State University, found that daily prune consumption preserved bone mineral density (BMD) at the hip and protected against increased fracture risk in postmenopausal women.

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California Prune Board welcomes 0% tariff on UK imports

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24 Nov 2022 --- The California Prune Board (CPB) is embracing the UK government's latest decision to suspend the UK import tariff on dried prunes. Effective from January 1, 2023, the suspension sees the removal of the 8% tariff until at least 31 December 2024. It also follows an application led by the CPB through the Nut & Dried Fruit Trade Association (NDFTA) on behalf of its UK trade members.

"Removing the tariff gives our industry a level playing field and UK trade access to premium, greater tasting prunes that will appeal to consumers," says Esther Ritson-Elliott, director of International Marketing and Communications for the CPB.

The CPB invests significantly in marketing to raise brand awareness of its prunes in the UK, with a series of promotional activities, including PR, advertising and social media campaigns.

"The Board also leverages its brand ambassadors – chef and TV presenter Peter Sidwell and registered dietitian and professional nutritionist Jo Travers – to further showcase the nutritional and taste benefits of its produce," underscores Ritson-Elliott.





NEW Bone Clever / Good Gut Health 'Box of Tricks'

ACTIVITY:

Supporting taste/versatility/health with a Bone Clever / Good Gut Health box of tricks

CPB could reach journalists with a tactic like a Bone Clever or Good Gut Health box.

A Bone Clever or Good Gut Health box could contain some standard press information, samples of California Prunes, some stats/infographics in the form of a flyer, branded skipping rope/slam ball/mini weights and maybe some personalised recipes from Peter Sidwell /Jo Travers with the relevant ingredients (*like a Hello Fresh approach*) - this would demonstrate the versatility of CP and keep them top of mind.

This could help to position CPB as thought leaders, particularly if we have some important news/updates/research to share.

Output Goal will be to send out **10 kits** over the 12-month period

This activity will help our overall press goal of **4,000,000 reach**





Trade Communications

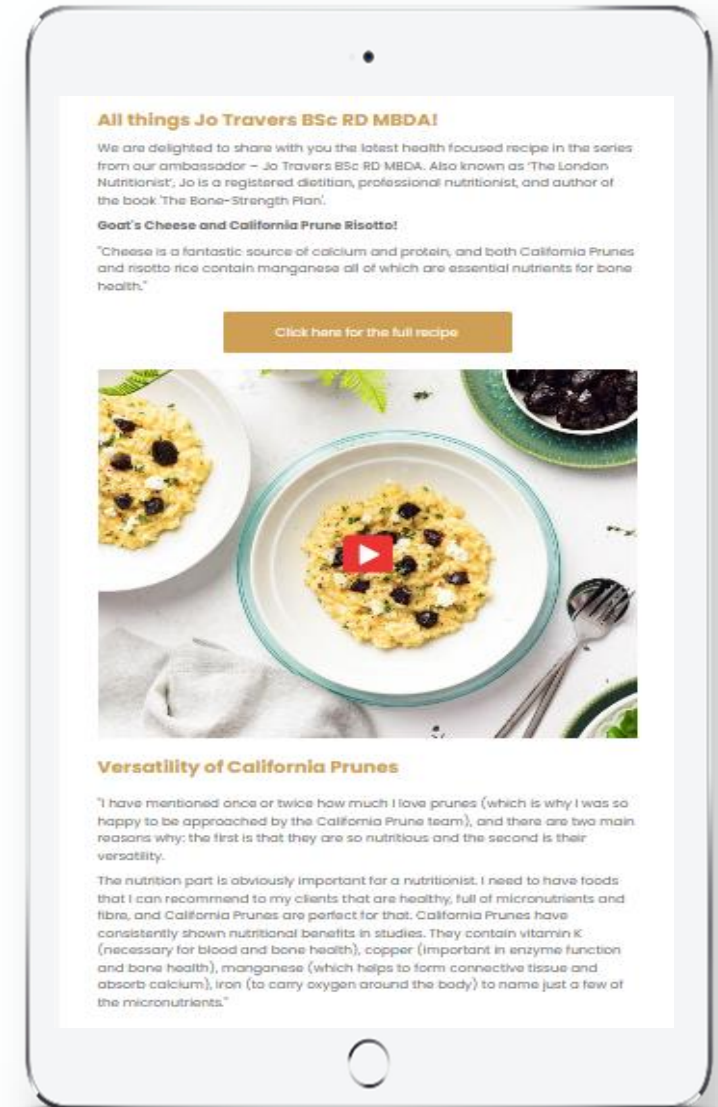
ACTIVITY: E-Newsletters

To regularly send out Trade E-Newsletters to our engaged contact list, so that they are well informed regarding CPB's latest news, research and dynamic projects we are working on. Our publication is sent to key industry contacts across the UK and it has proven an effective tool in communicating our brand and reaffirming our premium positioning within the market.

Through this channel - industry news, export and market share figures, success stories, recipes and the latest information about our partnerships and collaborations is shared.

Output Goal will be to deliver at least **3 E-Newsletters** across 12-month period

Outcome Goal will be to achieve at least a **25% opening rate** and **increase our mailing list contacts to 225**



Partnerships

Royal Osteoporosis Society



ACTIVITY:

After a 22/23 brought tremendous results for this prestigious partnership, we would like to continue to build upon this successful relationship with the Royal Osteoporosis Society (ROS), by amplifying their Bone Health Approved logo.

Support the ROS to raise awareness amongst UK consumers and key trade members, which in turn reinforces the bone health credentials of California Prunes

Tie in our creative theme in the usage of bespoke digital assets that have been created to showcase the partnership.

Create vibrant and fresh content for use on CPB's/ROS social media channels, website, blogs, trade shows and for PR activities.

Distribute the nutritional recipes created by Jo Travers to the ROS, so they can be featured within their print publications and digital E-Newsletters.

Estimated CPR: \$0.15

Output Goals are to schedule **1-2** ROS focussed social media posts every month, provide the ROS with recipes for their publications and amplify our partnership at in person events where possible

Outcome Goal is to achieve at least **40,000 reach** from cumulative activities



A FRUITY TWIST ON ROAST CHICKEN WITH STUFFING

If you include meat in your diet, why not try this iron-rich roast chicken recipe from registered dietitian, professional nutritionist, and California Prune Board Ambassador, Jo Travers BSc RD MBDA

CHICKEN WITH A HERBY CALIFORNIA PRUNE AND MUSHROOM STUFFING

Serves 4 Prep time 10-15 minutes Cook time 30 minutes

INGREDIENTS
 500g (1lb) chicken thighs, skin-on
 250g (9oz) mushrooms
 1 onion
 1 herb garlic, roughly chopped
 1 x ready-to-use stuffed California Prunes
 2 x high-fibre bran-based, chopped (or 1 x poppadum)
 2 x high-fibre egg-based, chopped (or 1 x poppadum)
 Salt and pepper to season

FOR MORE INFORMATION
 See our nutrition for bones page at www.californiaprunes.com

METHOD
 1. Preheat the oven to 175°C/325°F/Gas Mark 3.
 2. In a food processor, chop the mushrooms, onion and garlic. Tip into a bowl with the chopped herbs and California Prunes. Season well.
 3. Take a chicken thigh and, using a spoon or your fingers, gently make a space between the skin and the meat. Don't peel the skin away completely, you just want to create a pocket for the stuffing.
 4. Carefully push some of the stuffing into the pocket, covering the top of the chicken. Repeat with the rest of the chicken thighs until all the stuffing has been used.
 5. Place the chicken thighs in an oven proof dish or roasting tin and cook in the oven for 30 minutes, basting every 10 minutes or so.
 6. After 30 minutes, check the juices run clear by taking a skewer or stick into the thickest part of the piece and cook for a further five minutes before checking again.

FOR MORE INFORMATION
 See our nutrition for bones page at www.californiaprunes.com



Partnerships

Peter Sidwell

Chef Ambassador

ACTIVITY:

After a very productive partnership in 2022/23 we would like to continue to leverage Peter Sidwell's cooking creativity, reach and ever-expanding network of followers to stimulate brand awareness and demand for California Prunes. Peter will craft new, tasty and on trend recipes with California Prunes as the hero ingredient – which will help to justify our premium price to the industry.

His exemplary photography and videography showcase the taste, quality and nutritional credentials of California Prunes. CPB will gain maximum value out of the digital recipe assets, as they will be published on Peter's social media, as well as our own – whilst also becoming evergreen assets for the website and worldwide use.

We also will look to sponsor 1 or 2 of Peter's Kitchen Live episodes, which are broadcast on Saturday mornings on his Facebook channel – after researching and piloting it in 22/23.

We may leverage Peter to do live demonstrations at Trade Events or at his own innovation center – however, this will be only if the correct opportunity arises, and budget allows.

Output Goals are to create up to **10 new CP recipes** with photos + videos and publishing up to **30 social media posts** across his followers

Outcome Goals to contribute towards overall **25,000 reach** from Influencers and to achieve average engagement rate of at least **10%**



Partnerships

Jo Travers BSc RD MBDA Nutrition Ambassador

ACTIVITY:

After a very positive two years of partnership, we want to keep registered dietitian and professional nutritionist Jo Travers BSc RD MBDA as a multi-use ambassador. She brings extra credibility to our nutritional messaging around Bone and Gut Health, with the former being underscored by her authorship of 'The Bone Strength Plan'.

Jo enables us to showcase the nutritional benefits of California Prunes through a multitude of ways. Jo will continue to create new health focused recipes, share our messages on her Social media platforms, write regular columns for our HCP newsletter, distribute California Prune samples at her in-person workshops, feature in nutritional videos and if the opportunity arises – she would be great as a public speaker or advocate at a live event.



Output Goals will be to create a series of health focussed recipes, write bespoke CPB content for various channels, appear in nutritional videos and amplify our content on her social media

Outcome Goal to contribute towards overall **25,000 reach** from Influencers



New Asset Development

ACTIVITY:

Continue to commission high-quality food content from existing CPB ambassadors Peter Sidwell and Jo Travers – ensuring stylistically we stay on trend and maintain clear CPB branding.

In 22/23 we worked with two new UK lifestyle influencers who created fresh recipes which they also showcased on their social media; we may look to continue using them in 23/24 as they were very affordable in regards of cost.

We will also explore the use of international chefs by leveraging our FAS contacts, as they will be able to provide us with authentic ethnic dishes. Furthermore, we will be open to discussions with 'Great British Chefs' – as this network of experts are highly skilled, their social media presence is strong and partnering with them will help to diversify our recipe database.

We will carry on using photographer Sigourney Whitesel if opportunity and budget allows.

In addition to recipe focused new asset development, visually engaging lifestyle imagery will be produced to reflect our creative theme or tie in with bespoke activities we are undertaken (when appropriate).

Output Goals include ensuring CPB secures intellectual property rights belonging for use across all media, in all geographic territories

With further details to be confirmed, as activity develops



Collaboration / Promotional Campaign

Dried Fruit Alliance



ACTIVITY:

The objective of this annual campaign is to raise awareness of health benefits and create a constructive conversation and sentiment around key health messages.

Esther Ritson-Elliott is on the Executive Committee, together with Phil Gowland (Whitworths), Marcus Walsh (Ozgur Foods), Mark King (Chair DF Australia), Ferdie Booth (S A Raisins), David McCormick (Besana UK), Tracy Kane (Community Foods), Tom Cheug (DF Australia)

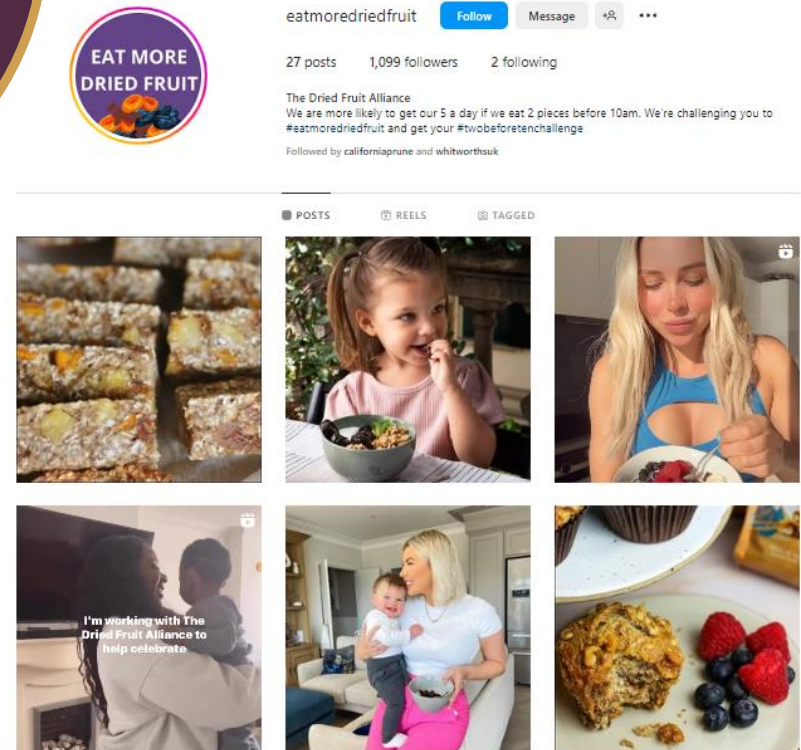
A continuation of the PR campaign to promote the positive health benefits of dried fruits. In 2022, the lead Ambassador was TV personality and Olympic hero Matty Lee, and for 2023 their new 'Two Before Ten Challenge' was spearheaded by five-time Olympic champion Dame Laura Kenny.

For the 2023 campaign, CPB supported by giving digital assets to the DFA for usage on their newly formed social media channel – in addition to distributing samples to three of the other social media influencers tied to the campaign.

For 23/24 we would endeavor to support in a similar fashion if promotional funding is received from INC.

Output Goals to be set when activity and budgets are finalized

Outcome Goals will be agreed as part of the planning of the campaign



Social Media & Website

Trade Facing Demonstration of Category Leadership





LinkedIn : Trade Engagement

ACTIVITY:

Maintain and grow our position within the CPB trade contact base on the platform – ensuring they are aware of the qualities of California Prunes, and how we can add value to their firms.

Create relevant and trending content, whilst also keeping our community aware of industry news, CPB research and latest activities in addition to leadership thinking. Be a part of the online discourse when appropriate opportunities are presented.

We will also look develop and leverage a community of digital supporters to give further amplification to our LinkedIn output. Use our valued partnerships with The Royal Osteoporosis Society, CPB Ambassadors, fellow U.S Commodity Boards and the NDFTA to reach a wider and more diverse audience.

After successfully implementing the boosting of strategic posts in 2022/23, we will continue to do this for suitable content (**budget allowing**).



California Prunes (Europe)

California Prunes are naturally nutritious, supporting bone, heart, digestive gut health, and immunity.

#PrunesForLife

Food and Beverage Manufacturing · Market Harborough, Leicestershire · 417 followers

Output Goal is to publish **40 posts** throughout the 12-month period

Outcome Goals are to **contribute to 75,000 reach** across our combined social media platforms and increase followers to **500**



Social Media – Facebook and Instagram



ACTIVITY:

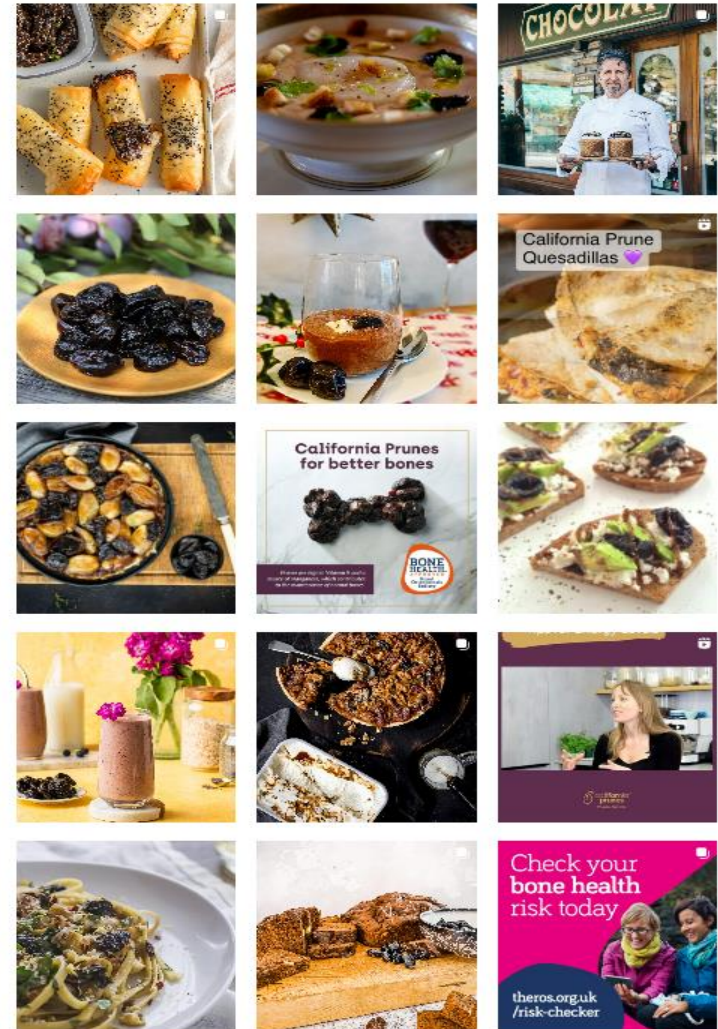
To continue a vibrant ‘maintenance’ oriented schedule of diverse content on Instagram and Facebook in a balanced and frequent manner. We will cover recipes, nutritional + health information, ambassador collaborations, resharing of influencer content ,a promotion with a fellow U.S commodity board , our flagship partnership with the Royal Osteoporosis Society – whilst also maximizing the value from evergreen and relevant assets derived from other markets. Highlighting to UK industry that CPB are peerless in their support for prunes, in our objective to make them more top of mind consumers. With these endeavors looking to ensure our premium-price position is warranted in their minds and secure incremental business.

- Publish a variety of content that reflects our stated brand pillars: health benefits, versatility with exciting recipes, provenance/quality, events, ambassador activity and collaborations
- Ensure we leverage and amplify our creative theme where possible, be this through bespoke digital assets or within copy/hashtags
Go with your gut. Feel it in your bones. Pick California Prunes.
- Optimize our strategic boosting of key posts every month (**budget allowing**)
- Look to incorporate more orchard based content into our schedule, this heritage angle is popular as people are very interested in where their food comes from
- There could also be room to orient some of our output towards children and the angle around natural sweetness, goodness - snacking, after school, as well as family recipes

Estimated CPR across Social media: **\$0.37**

Outcome Goals are to create **120 posts/reels on Facebook and on Instagram**

Outcome Goals are to **contribute to 75,000 reach** across our combined social media platforms and maintain an average **engagement rate of 15%**



Website Management



ACTIVITY:

Maintain and cultivate our website with fresh and on trend content , including diverse recipes from UK culinary creators and those from further afield.

We will also ensure that our blog space + press room is kept up to date with relevant pieces covering CPB news, research developments and ongoing larger activities.

Additionally, all the aforementioned assets will be uploaded to Chorus to allow shared usage by other markets.

To tie in with our creative theme, we may look to categorize the recipes created by Jo Travers as either Gut or Bone focused –so that those visiting our website understand and appreciate our coordinated messaging

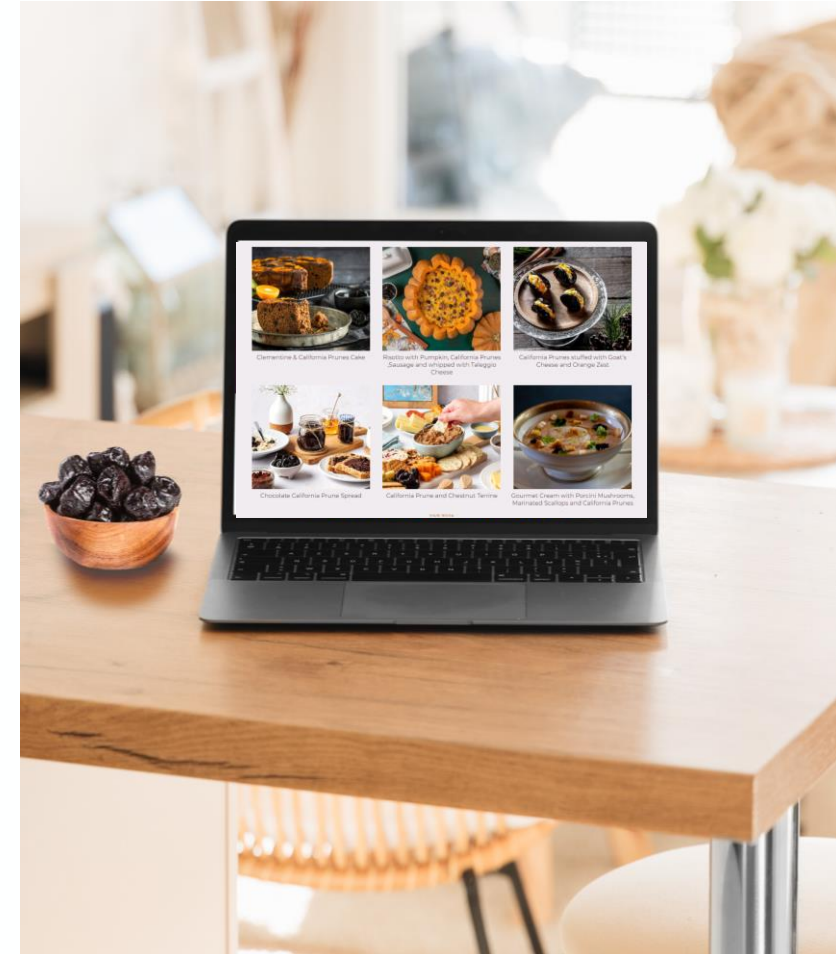
Traffic to our website is driven through social media, E-Newsletters, trade shows, partnership collaborations in addition to organic searching.

We monitor and analyze our performance via Google Analytics , with the monthly results being featured and commented upon within our Quarterly Reports.

Estimated CPR : **\$0.055**

Output Goals are to upload **3 recipes per month, latest press releases as they are published** and up to **6 blogs per year**

Outcome Goal is to achieve **13,500 visits to the website** (budget depending)





23/24 HCP Strategy

The screenshot shows a website for 'nutraceutical BUSINESS REVIEW'. The main article is titled 'California Prunes offer bone boost for vegetarians and vegans' and is dated 24-Jan-2023. It features a sub-headline: 'This follows a study published last summer which revealed middle-aged women who never eat meat are more likely to break a hip'. The article includes an X-ray image of a hand and a 'Related Content' sidebar with several links. A BioCell Collagen advertisement is also visible on the right side of the page.

nutraceutical
BUSINESS REVIEW

Catalent
Innovation to Fuel Your Growth
THE TECHNOLOGIES & EXPERTISE TO LAUNCH BETTER BRAND EXTENSIONS
LEARN MORE TODAY!

Home Ingredients Research & Development Manufacturing Packaging Events Directory

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

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)

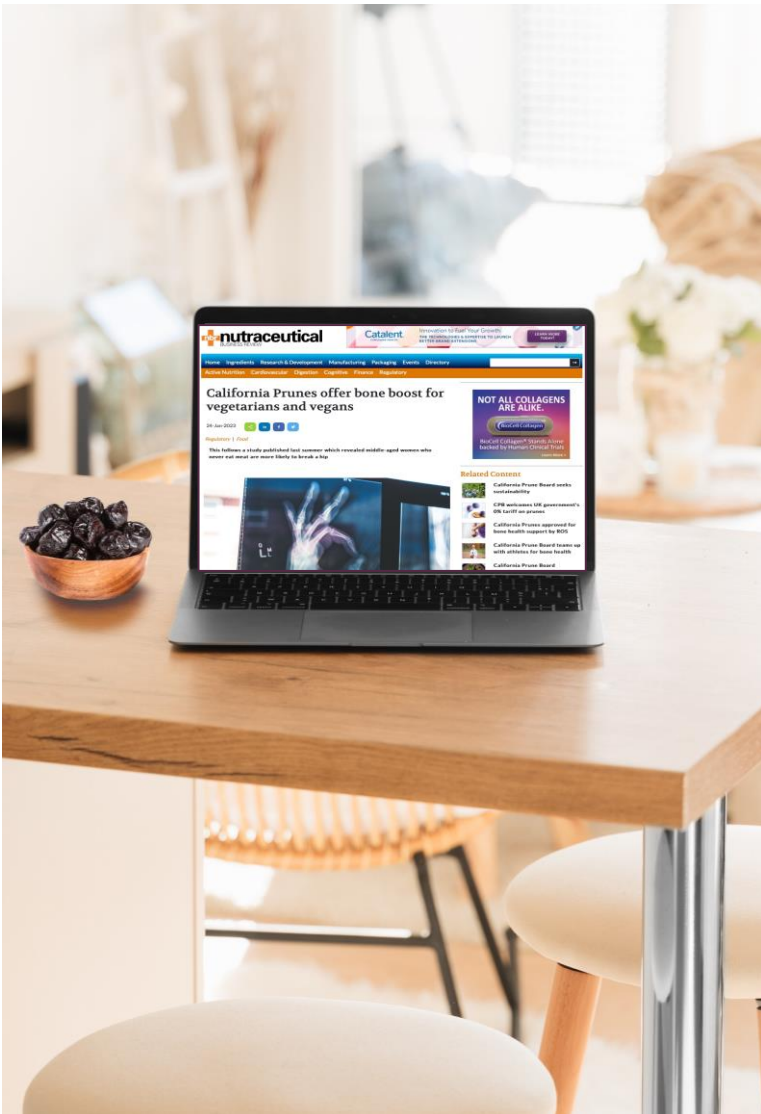
As they are conduits to our consumers, it is imperative we effectively connect to HCPs and highlight the value our product can play in their professional lives

In order to achieve the above, we will also leverage access to CPB Ambassador, registered dietitian and professional nutritionist Jo Travers BSc RD MBDA (slide 29)

- HCP News Bureau (PR and Media Relations)
- E-Newsletters



HCP News Bureau



HCP Media Titles	Coverage
Nutraceuticals Business Review Nutritioninsight.com Optimum Nutrition Nutrafoods IHCAN magazine Complete Nutrition (paid for editorial only) New Nutrition Business (paid for editorial only) British Nutrition Foundation News Scienmag.com News Medical.net	97k / 6,000 per issue 170k tbc tbc tbc <1k / 10,000 1k / tbc 115k 30k 4.2m





HCP News Bureau

Rationale/Background:

In conjunction with our EU HCP activity, we will build upon our existing relationship with both UK and EU HCP's in 23/24.

This will allow CPB to consolidate and increase the awareness of the premier quality, versatility and health benefits of California Prunes.

When creating our releases, we will ensure to weave in our continuing creative theme as appropriate to ensure a coordinated approach across portfolio of activities is maintained.

Strategy:

In order to achieve the aforementioned, there will be a concentration on our abundant and upcoming research, featuring gut health or bone health messages.

Additionally, through supplying industry news and health updates/information CPB should gain media cut through both online and in print.

Finally, we will leverage access to CPB Ambassador, registered dietitian and professional nutritionist **Jo Travers BSc RD MBDA** (slide 28) and use where appropriate (and budget allows) **Andrea N. Giancoli, MPH, RD**, and Nutrition Advisor for CPB.



Output Goal will be to deliver up to **8 press articles** over 12-month period (joint UK/EU)

Outcome Goals will be to deliver more than **5 million reach** (joint UK/EU), and achieve an **AVE \$450,000**

HCP Communications

ACTIVITY: E- Newsletters

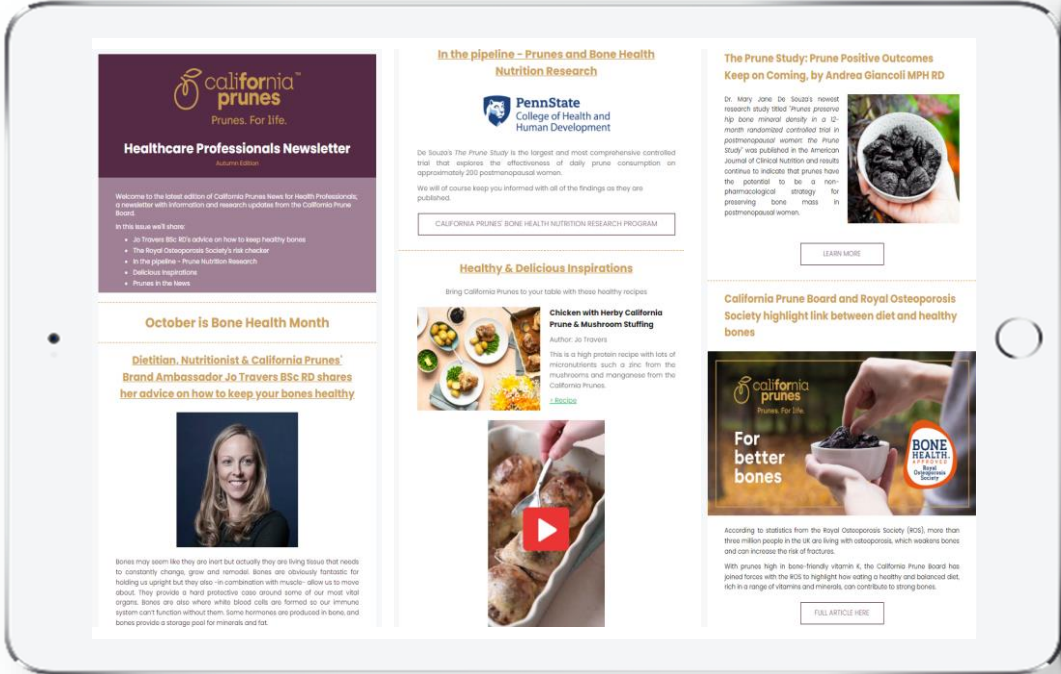
HCPs are conduits to our consumers, and E- Newsletters are a great tool to communicate to them CPB's ongoing commitment to research, as well as the role that California Prunes can play in their patients lives.

To continue to deliver regular E-Newsletters that highlight insightful and relevant content from across our markets to our burgeoning Health Care professional database across the UK and EU.

Leveraging our Nutrition Ambassador Jo Travers BSc RD MBDA with her columns and health focused recipes is an additional accessible hook for the publication. CPB also has access to capitalise on content where appropriate from Andrea N. Giancoli, MPH, RD, who is a Nutrition Advisor for the board.

Output Goal will be to deliver at least **2 E-Newsletters** across 12-month period

Outcome Goal will be to achieve at least a **20% opening rate** and **increase our mailing list contacts to 440**





Timeline

	Q1: AUG - OCT	Q2: NOV - FEB	Q3: FEB - APR	Q4: MAY - JULY
Trade	<ul style="list-style-type: none"> • ROS Campaign • Trade E-Newsletter • NDFTA Annual Meeting 	<ul style="list-style-type: none"> • ROS Campaign • Collaboration with fellow U.S Commodity Board • Bone Clever / Good Gut Health 'Box of Tricks' • Advertising (tbc) • DFA Campaign (tbc) 	<ul style="list-style-type: none"> • ROS Campaign (renewal) • Trade E-Newsletter • UK Trade Show – IFE • Advertising (tbc) 	<ul style="list-style-type: none"> • ROS Campaign (if renewed) • Trade E-Newsletter
HCP	<ul style="list-style-type: none"> • HCP E-Newsletter 		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

Thank you!

