



californiaTM
prunes



Prunes. For life.

GLOBAL MARKETS QUARTERLY REPORT

REPORTING PERIOD

MAY 2023- JULY 2023

CANADA

Prepared for California Prune Board by:
HARBINGER

Measuring our success



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

Target	KPI
Trade	<ul style="list-style-type: none"> • Increase California Prunes-origin labelled SKUs available at Canadian retail • Trade e-newsletters: open rate + contact list size • Trade ads impressions • Earned trade media pitching • Trade leads and new e-newsletter sign-ups at tradeshow • Trade engagement • Longo's retail promotion (retail and online sales) annual reporting
Consumer	<ul style="list-style-type: none"> • Social media influencers – impressions + ER • Digital display + YouTube ads – impressions + CTR • Podcast ads + downloads • New website content – page views • TV segments + earned media relations – impressions • Media partnerships with sponsored content – impressions • Search word ads – impressions + CTR • Website page views • Brand-owned social media – impressions + ER • Samples distributed to consumers • Influencer/media events – impressions + attendance
HCP	<ul style="list-style-type: none"> • Samples distributed to HCPs • Nutritionists/registered dietitians aware of the bone-related benefits of California Prunes • Nutritionists/registered dietitians recommend prunes to their clients/patients • HCP e-newsletter: open rate + contact list size • HCP webinar: attendance + ad/promo impressions



Communications Highlights



Communications Summary – YTD



Social Media CPB

Influencer-owned Social Media Activity

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


TV and Digital TV Activity, Podcast

Website

YTD performance (Organic + Boosted total per platform)

 Followers: 1,932
Reach: 985,441
Engagement Rate: 31.51%

 Followers: 1,675
Reach: 1,344,248
Engagement Rate : 31.17%

 Followers: N/A
Reach: 846,091
Engagement Rate : 1.48%

YTD performance

Total number of posts: 47

Reach: 4,263,477

Engagement Rate : 14.61%

YTD performance

Earned
Number of articles: 339
Reach: 29,394,852

Paid for
Number of articles: 27
Reach: 5,126,352

Combined Total
Number of articles: 366
Reach: 34,521,204

TV YTD performance


Earned: 1
Reach: 520,000

Paid for: 8
Reach: 4,717,732


Podcast YTD performance

Paid for: 2
Reach: 214,606

YTD performance

 Number of unique visitors: 123,452

 Average time per session: 00:19

 Average pages per session: 1.19

Digital Campaign Summary – YTD



Digital Banner Campaign

YTD performance

Impressions: 14,269,835
Clicks: 74,953
Click-through Rate: 0.53%



YouTube Campaign

YTD performance

Impressions: 788,465
Clicks: 1,699
Click-through Rate: 0.22%



Search Ad Campaign

YTD performance

Impressions: 223,795
Clicks: 223,795
Click-through Rate: 5.45%

Anecdotal Feedback from our Audiences...



Reporting Period: May - July 2023

Love prunes.....stuffed with
Peanut Butter xxx ❤️

-Eileen Ramsaroop, Facebook, July 14/23



Such a tasty
salad addition!!

*-bethbierema,
Instagram, June 5/23*



Yes I agree my mom will be 100
in September ate prunes every
day for most of her life beautiful
complexion and a good laxative

-Noella Gervais, Facebook June 25/23

And they are soo
good for you!

*-stylinbycatherine, Instagram,
June 28/2023*

The perfect
afternoon snack



Find snack recipe inspiration at
CaliforniaPrunes.ca

 **california
prunes**TM

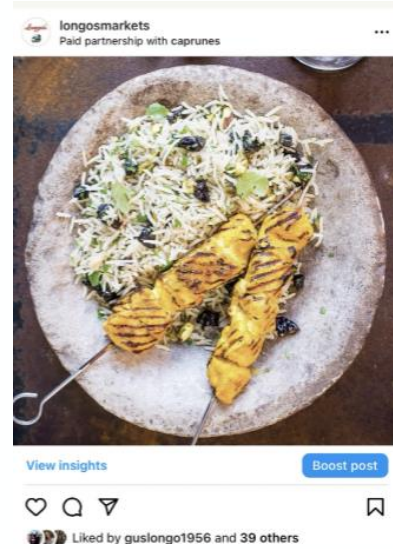
Prunes. For life.

Traditional and Digital Media Activity - Paid



6 Highlights of traditional and digital activity (Trade) – May 2023- July 2023

May 23rd, 2023	
Digital Activation	
Publication:	Longo's
Reach:	214,168
AVE:	N/A
Relevant Brand Pillar(s)	Taste, Quality, Versatility



Traditional and Digital Media Activity- Earned

12 Highlights of traditional and digital activity (Consumer) - May 2023- July 2023



May 10, 2023	
Press Release	
Publication:	Toronto Sun
Reach:	463,000
AVE:	\$4,282
Relevant Brand Pillar(s)	Quality, Taste, Versatility, Health



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Chloe Bow
Reach:	13,200
AVE:	\$122
Relevant Brand Pillar(s)	Health, Taste, Quality, Versatility



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Jaclyn Forbes
Reach:	51,600
AVE:	\$477
Relevant Brand Pillar(s)	Taste, Quality, Versatility



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Deirdre Holder
Reach:	2,361
AVE:	\$22
Relevant Brand Pillar(s)	Taste, Quality



Traditional and Digital Media Activity- Earned



Highlights of traditional and digital activity (Consumer) - May 2023- July 2023

May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Marlie Cohen
Reach:	78,000
AVE:	\$722
Relevant Brand Pillar(s)	Quality, Taste, Versatility



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Jaclyn Irwin
Reach:	201,000
AVE:	\$1,860
Relevant Brand Pillar(s)	Taste, Versatility



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Jordana Hart
Reach:	142,000
AVE:	\$1,313
Relevant Brand Pillar(s)	Taste, Health, Versatility



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Elicia Goguen
Reach:	17,200
AVE:	\$160
Relevant Brand Pillar(s)	Health, Taste, Quality, Versatility



Traditional and Digital Media Activity- Earned



Highlights of traditional and digital activity (Consumer) - May 2023- July 2023

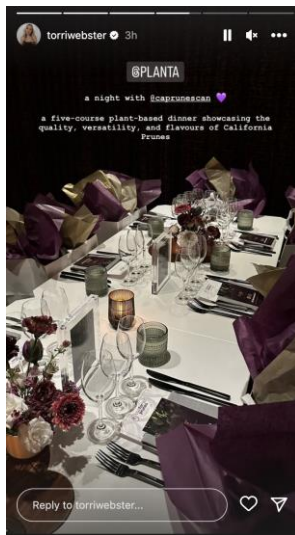
May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Tessa Conway
Reach:	63,900
AVE:	\$590
Relevant Brand Pillar(s)	Quality, Taste



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Alessia Scauzillo
Reach:	25,000
AVE:	\$230
Relevant Brand Pillar(s)	Taste, Versatility



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	Torri Webster
Reach:	522,000
AVE:	\$4,830
Relevant Brand Pillar(s)	Taste, Versatility, Quality



May 23, 2023	
Media & Influencer Dinner Social media post	
Publication:	rudsyyyyyy
Reach:	1,750
AVE:	\$16
Relevant Brand Pillar(s)	Taste, Quality



Traditional and Digital Media Activity- Paid

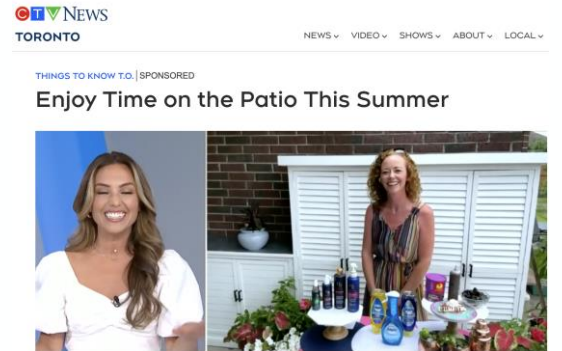


4 Highlight of traditional and digital activity (Consumer) - May 2023- July 2023

April 11- May 15, 2023	
Podcast	
Publication:	SickBoy Podcast
Reach:	130,006
AVE:	N/A
Relevant Brand Pillar(s)	Taste, Quality, Versatility, Health



May 17, 2023	
Enjoy Time on the Patio This Summer	
Publication:	CTV News Toronto
Reach:	1,647,300
AVE:	N/A
Relevant Brand Pillar(s)	Taste, Quality, Versatility, Health



May 17, 2023	
Long Weekend Grilling + Social post	
Publication:	CHCH
Reach:	766,236
AVE:	N/A
Relevant Brand Pillar(s)	Taste, Quality, Versatility, Health



June 24, 2023	
5 Reasons to Incorporate California Prunes into Your Daily Diet	
Publication:	Bel Âge (French)
Reach:	905,000
AVE:	N/A
Relevant Brand Pillar(s)	Taste, Quality, Versatility, Health

CONTENU PARTENAIRE

5 raisons d'incorporer les pruneaux de Californie à votre alimentation quotidienne

La régulation des pruneaux de Californie en matière de digestion est plus à l'honneur. Ces petits superaliments méconnus sont non seulement excellents pour la santé intestinale, mais ils sont également très polyvalents et faciles à intégrer dans votre alimentation quotidienne.

Les pruneaux de Californie sont gais, mûres, juteux et sucrés. Ils présentent un goût tendre et une texture agréable et peuvent servir de collation ou d'ingrédient dans des desserts ou des plats sains. Ce délicieux fruit est présent en nombreux avantages pour la santé des os, de l'intestin et du cœur. Voici cinq bienfaits parfois sous-estimés — de ces délicieuses Pruneaux cultivés dans les conditions exceptionnelles de la Californie.

- 1. Une aide précieuse pour le contrôle de la glycémie**
Manger des pruneaux de Californie peut en outre aider à maintenir un taux de glycémie optimal. Comment ? Grâce aux fibres solubles à l'intérieur de la peau, les pruneaux de Californie jouent un rôle certain pour le maintien d'une bonne structure osseuse tout au long de notre vie. D'ailleurs, de nouvelles études ont démontré que la consommation quotidienne de 50 g de pruneaux (ou 5 1/2 onces) favorise non seulement la formation osseuse, mais exerce également des effets bénéfiques sur la densité minérale osseuse chez des femmes ménopausées âgées de 55 à 75 ans.
- 2. Un outil de choix pour la santé intestinale**
Personne ne veut sentir digérer, qu'en consommant une seule portion de pruneaux de Californie (on recommande 4 à 5 pruneaux) on offre une belle dose de fibres solubles et insolubles réparties pour faciliter le transit intestinal en combinaison avec le sorbitol et les acides chlorogéniques, deux composés à l'effet laxatif naturel. Ce n'est pas tout, le microbiome profiterait aussi des bénéfices des pruneaux.
- 3. Un rempart contre le cholestérol**
Ces mêmes fibres alimentaires qui aident à maintenir la santé du système digestif peuvent aussi contribuer à réduire le taux de cholestérol dans le sang. Même que certaines recherches ont conclu qu'une consommation quotidienne de pruneaux pouvait entraîner une réduction du taux de cholestérol total tout comme du «mauvais» cholestérol, ou LDL. Une aubaine pour la santé de notre cœur!
- 4. Une aide précieuse pour le contrôle de la glycémie**
Manger des pruneaux de Californie peut en outre aider à maintenir un taux de glycémie optimal. Comment ? Grâce aux fibres solubles à l'intérieur de la peau, les pruneaux de Californie jouent un rôle certain pour le maintien d'une bonne structure osseuse tout au long de notre vie. D'ailleurs, de nouvelles études ont démontré que la consommation quotidienne de 50 g de pruneaux (ou 5 1/2 onces) favorise non seulement la formation osseuse, mais exerce également des effets bénéfiques sur la densité minérale osseuse chez des femmes ménopausées âgées de 55 à 75 ans.
- 5. Un allié pour la santé des os**
Riches en divers nutriments, tels que la vitamine K, le bore, le manganèse et le potassium, les pruneaux de Californie jouent un rôle certain pour le maintien d'une bonne structure osseuse tout au long de notre vie. D'ailleurs, de nouvelles études ont démontré que la consommation quotidienne de 50 g de pruneaux (ou 5 1/2 onces) favorise non seulement la formation osseuse, mais exerce également des effets bénéfiques sur la densité minérale osseuse chez des femmes ménopausées âgées de 55 à 75 ans.

Source: California Prune Board, Borealis Canada, Fondation Louis Pasteur

DES PRUNEUX AU MENU

Intégrer les pruneaux de Californie à votre alimentation quotidienne, c'est facile! Voici quelques suggestions:

- Au déjeuner: Mousse au chocolat et à la prune.
- Au dîner: Salade de quinoa, pruneaux de Californie et feta.
- À l'apéritif: Sal d'œufs et pruneaux de Californie.
- Au souper: Tacos à l'agneau du Québec et croustilles maison.

Découvrez d'autres délicieuses idées de recettes en visitant le site californiaprunes.ca

Une portion de 4 ou 5 pruneaux contient environ 100 calories et 5 g de fibres.

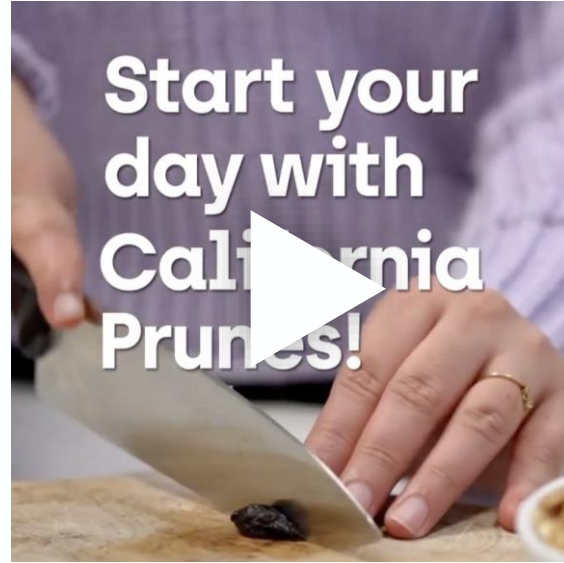
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Social Media Activity



4 highlights of social media activity (Consumer) - [May to July]

Date: July 3	
Platform:	Instagram
Rise and shine with the goodness of California Prunes! ☀️ Fuel your day with a nutritious boost and start your mornings on a sweet and healthy note.	
Reach:	104,407
Engagement:	108,752
Engagement Rate:	104.2%
Relevant Brand Pillar(s)	Versatility & Taste



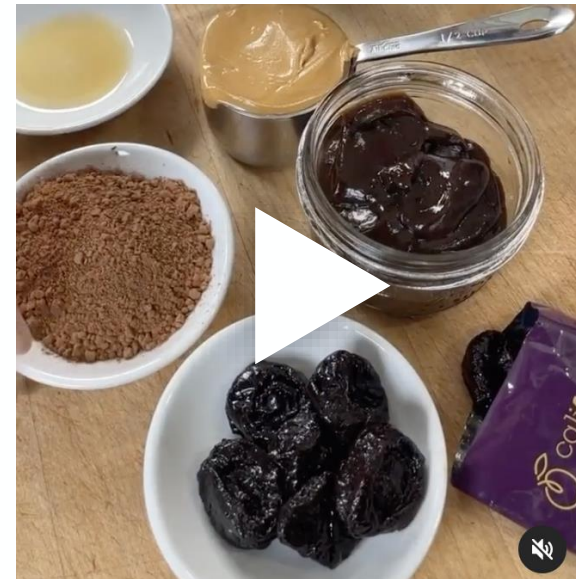
Date: May 15	
Platform:	Instagram
Did you know that California Prunes are good for your: ★ Bones ★ Gut ★ Heart Go with your gut. Feel it in your bones.	
Reach:	46,559
Engagement:	37,009
Engagement Rate:	79.5%
Relevant Brand Pillar(s)	Health



Date: July 7	
Platform:	Instagram
Elevate your snack game with California Prunes! 🍷🍷 Looking for easy and delicious snack ideas? Try incorporating California Prunes into your next snack board!	
Reach:	14,455
Engagement:	10,309
Engagement Rate:	71.3%
Relevant Brand Pillar(s)	Versatility & Taste



Date: May 16	
Platform:	Facebook
Are you on the hunt for an easy pre-workout snack? 🏃 You're going to love our healthy Chocolate California Prune Energy Balls!	
Reach:	8,641
Engagement:	4,303
Engagement Rate:	49.8%
Relevant Brand Pillar(s)	Health & Versatility





Top Performing Post on Social Media

Rise and shine with the goodness of California Prunes!

Looking to further boost engagement on our Facebook and Instagram pages, the Canadian team sought to develop new video content that could be published as reels on both platforms. This post focused on ways California Prunes could be incorporated into breakfast meals. This post was boosted on both Facebook and Instagram – optimized for engagement.

Post caption: *Rise and shine with the goodness of California Prunes! 🌞 Fuel your day with a nutritious boost and start your mornings on a sweet and healthy note. Try blending them into a nutritious smoothie, sprinkling them on top of your favourite yogurt bowl, or adding them to your pancake batter for a fruity twist. Let us know in the comments below how you enjoy California Prunes in the morning!*

Visit the link in the bio for more recipe ideas!

[Instagram](#) (Post reach 104,407) | [Facebook](#) (Post reach 19,542)



Marketing Activities

Review of Quarter:
Trade Activity





22/23 Trade Strategy



Position California Prunes as a reliable partner for the trade community - thanks to its nutritional benefits as well as versatility in cooking. Focus on promotion of premium California Prunes and activities that will encourage loyalty from our trade partners to buy from California, rather than other origins.

Activities include:

- Trade e-newsletters
- Retail trade campaign with Longo's

Trade



Message from California Prunes

Welcome to The California Prune Report, where we provide you with the latest news and updates about California Prunes. In this edition, we're pleased to bring you updates on:

Union Station Sampling



To help Canadians understand the health benefits and taste of prunes from California, The California Prune Board recently executed a consumer sampling event at Toronto's Union Station – one of Canada's busiest transportation hubs.

Over 15,000 samples were distributed to commuters throughout the day along with contest cards with a short survey for a chance to win a \$250 visa gift card. The event successfully garnered over 450 survey entries and the results revealed that consumers were very likely to purchase California Prunes in the future.

Toronto Influencer Dinner at PLANTA Queen



Trade Newsletters

Canada, June 2023



A trade e-newsletter, including information on marketing initiatives, was distributed to key trade contacts in Canada on June 27th. It provided updates on Canadian programming, including The California Prune Board's 2023 crop and growers, HCP and consumer activities, recipes, and recent/upcoming tradeshow attendance. This tactic assists in raising awareness on how California Prunes can add value to businesses through their premium quality and valuable health benefits.

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

- Resulted in an open rate of 34.50% towards our goal of an average of 32%.
- One trade e-newsletter was distributed on June 27th to 148 trade contacts (up from 118 towards our goal of 140 at the end of the year).

What did we learn from the activity?

- With a strong open rate to our e-newsletters, our trade contacts are seeking valuable information that demonstrates the commitment of The California Prune Board to its partners through its education, expertise and various consumer, HCP and trade marketing tactics.

CPB Brand Pillar(s) addressed

Health	Quality	Taste	Versatility
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Trade



Longo's Retail Engagement

Ontario, May – July 2023

Branded private label packs of California Prunes are being sold by Longo's, a premium grocery retail chain in Ontario, Canada's most populous province. This tactic provides an opportunity to continuously develop our relationship with a key retailer in this region. During this period, continued promotional activities included: a sampling day, product boost, in-store signage and a digital activation. The digital activation provided the opportunity to publish a recipe to the Longo's website as well as their social media.

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

- We saw a +14.01% increase in volume sales (May, June, July 2022/23 compared to May, June, July 2021/22).
- The third and final sampling event was held on June 2nd distributing 5,400 samples across 27 Longo's locations.
- During the final sampling event we saw the in-store units sold by week double between the pre promotion period (37 units) to the promotion period (124 units). They saw an increase in units sold (60) nearly double the weekend after the promotion period in contrast to the weekend prior.
- The overall sentiment from the sampling events were positive, with consumers positively commenting on the taste and quality of California Prunes.



CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



Longo's Retail Engagement..cont

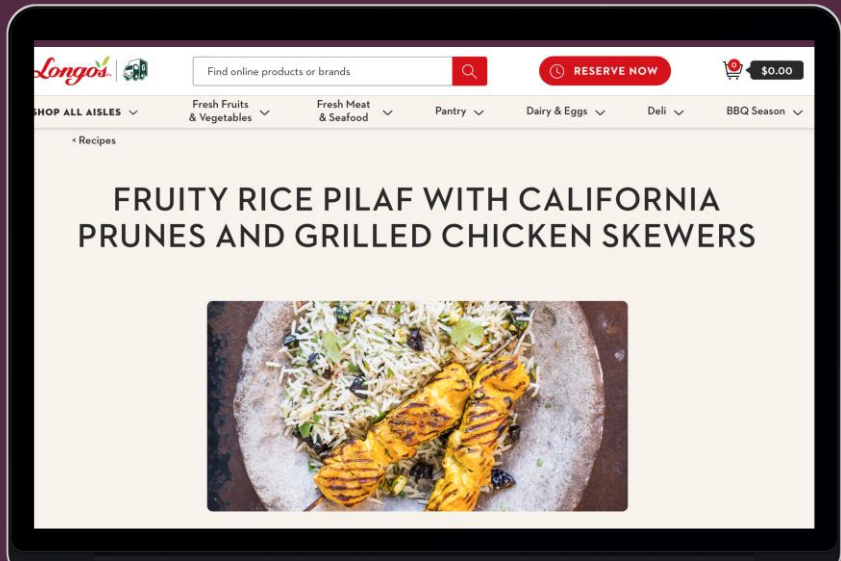
Ontario, May – July 2023

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

- On May 19th, the Fruity Rice Pilaf with California Prunes and Grilled Chicken Skewers recipe accompanied by a social post, went live on Longo's website and social media.
- The digital activation garnered 214,168 social impressions and achieved 309 clicks to the recipe landing page.
- Longo's presented in-store signage (danglers) for California Prunes on June 1st, driving consumer interest and awareness of California Prunes.
- On June 6th, the final product boost took place on the Longo's website to bring awareness to California Prunes for online shoppers.
 - March 14 to 27**
During the boost, the **Fresh Fruits and Vegetables category page** received approx. 4677 views and 11 add-to-carts, while the subcategory of **Nuts, Seeds, and Dried Fruits** got 463 (with 1 add). The **product page** itself had 35 views (up +45.8% from the prior 2 weeks), and 3 adds from there.
 - April 6 to 19**
During the boost, the **Fresh Fruits and Vegetables category page** received approx. 4188 views and 7 add-to-carts, while the subcategory of **Nuts, Seeds, and Dried Fruits** got 380 (with 1 add). The **product page** itself had 53 views (up +55.9% from the prior 2 weeks), and 4 adds from there.
 - June 21 to July 4**
During the boost, the **Fresh Fruits and Vegetables category page** received approx. 4024 views and 6 add-to-carts, while the subcategory of **Nuts, Seeds, and Dried Fruits** got 417 (and 5 adds). The **product page** itself had 34 views (up +9.7% from the prior 2 weeks), with 2 adds from there.

What did we learn from the activity?

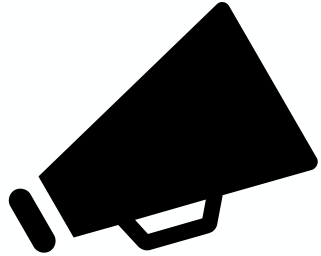
- Maintaining consistent messaging spanning across our pillars was vital for our multichannel approach to keep us top of mind with the Longo's customer, helping to build a new consumer base and develop loyalty amongst prune purchasers.
- Positive feedback was received at the sampling events regarding the taste and quality of California Prunes, leading to sales reinforcing that when it comes to California Prunes tasting is believing.



CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

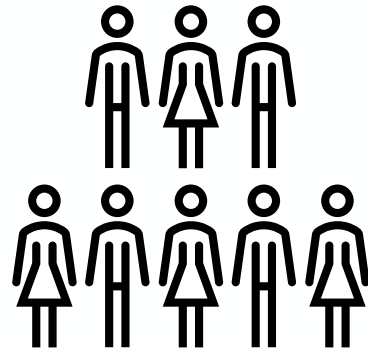


Traditional and Digital Media Activity this quarter (Paid for) TRADE



Output

We participated in one digital activation with Longo's including a social post and online recipe.



Reach

The digital activation achieved 214,168 impressions and the e-newsletter received 6 new trade contacts.



Marketing Activities

Review of Quarter:
Consumer Activity





22/23 Consumer Strategy



Encourage Canadians to *Go with their gut and feel it in their bones* in order to make California Prunes a staple for Canadians. Promote California Prunes as a healthy snack and versatile ingredient that is the ideal superfood to add to your everyday lifestyle. Have consumers select California Prunes because of their superior taste, texture and quality.

Activities include:

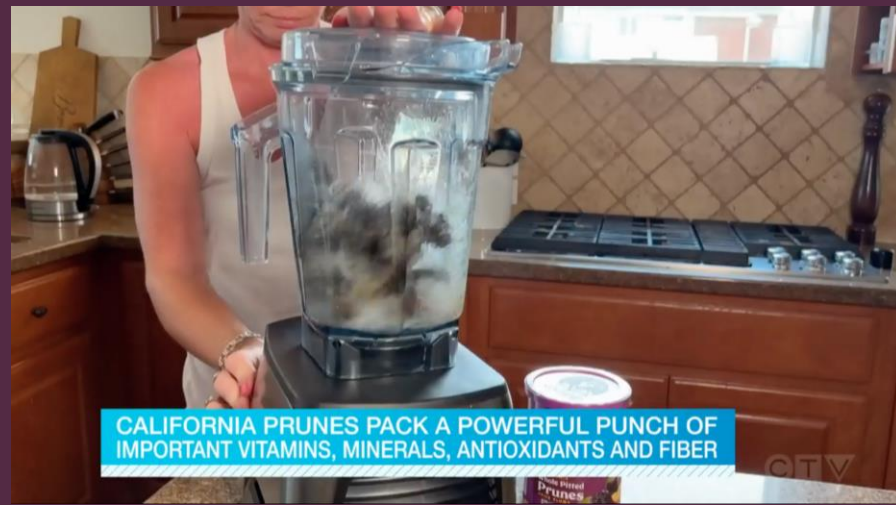
- TV broadcast
- Media & Influencer Dinner
- Consumer Sampling Event
- Media partnerships
- Podcast
- Content Series
- Social media influencer collaborations
- Social media outreach (brand-led)
- Digital advertising
- Website



Consumer



LONG WEEKEND GRILLING



CALIFORNIA PRUNES PACK A POWERFUL PUNCH OF IMPORTANT VITAMINS, MINERALS, ANTIOXIDANTS AND FIBER

To reach consumers with curated campaign messages surrounding health, taste, and versatility, Chef Paul Lillakas appeared on TV Station CHCH, and lifestyle expert Maureen Dennis appeared on CTV News Toronto and CP24 Breakfast. In these segments, Chef Paul highlighted the versatility of California Prunes for summer grilling and Maureen spoke to the versatility and health benefits of California Prunes for light summer desserts. During this reporting period, two spokespeople appeared on three separate TV segments.

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

- On May 17th, Chef Paul Lillakas was on *CHCH* in a segment called "This pork recipe will not end up on the chopping block this long weekend" garnering 766,236 broadcast and social impressions.
- In this segment he demonstrated how to make Grilled Pork Chops with Tangy Prune and Five Spice Tomato Sauce and referred to the taste and versatility of California Prunes.
- On June 9th, lifestyle expert Maureen Dennis was on *CTV News Toronto* in a segment called "Enjoy Time On The Patio This Summer" garnering 946,000 impressions. The segment was also broadcast on *CP24 Breakfast* garnering additional 701,000 impressions.
- In this segment she demonstrated how to make a California Prune purée to add to summer desserts like a No-Bake Cheesecake as well as a Ginger Prune Kombucha Mule Mocktail and referred to the health benefits and versatility of California Prunes.

What did we learn from the activity?

- Securing broadcast opportunities during key seasonal time periods was an efficient way to deliver key messaging around versatility and health benefits through recipe demonstrations as we aimed to integrate prunes into summer themes (grilling and light desserts) to reach a national audience.
- Television allows us to reach a captive audience where they go to look for recipes through a credible expert.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



Media & Influencer Dinner

Canada, May 25th, 2023



During this quarter we hosted a media and influencer dinner at PLANTA Queen in Toronto to drive awareness and demonstrate the versatility of California Prunes. The event featured a five-course dinner that showcased the quality, versatility, and taste of California Prunes. Between each course PLANTA's Chef Oomed spoke to how and why California Prunes paired well with each dish and how they were incorporated. The event deepened our relationships with media and influencers while fostering new relationships with industry experts like next year's spokesperson, Chef Rodney Bowers.

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

- On May 25th, a total of 17 key media and influencers attended the California Prunes event at PLANTA Queen in Toronto.
- Guests of the event shared their experience to their social media garnering 1,160,227 earned impressions. Lifestyle influencer Torri Webster shared her experience at the event and recreating the recipe at-home garnering 523,300 paid impressions.

What did we learn from the activity?

- Educating PLANTA's Chef Oomed on key messaging was an efficient and engaging way to communicate the versatility and taste of California Prunes during the event, as he shared this information when presenting each course of the dinner.
- Leveraging third party credibility from an expert chef and borrowing equity from a renowned plant-based restaurant contributed to the success of the event.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer

Consumer Sampling Event

Canada, May 24th, 2023



During this quarter a consumer sampling event took place at Toronto's Union Station. The intention of the event was to offer consumer trial and drive awareness of California Prunes.

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

- On May 24th, a consumer sampling event was held at Toronto's Union Station where 15,000 samples were distributed between 7 a.m. and 7 p.m. across two sampling booths.
- Nutrition, recipe and contest cards were distributed to 8,000 consumers which directed them to a survey intended to better understand consumer buying behaviour for California Prunes.
- The contest received 400 entries through consumers receiving the contest cards.
- Survey results revealed that of those consumers who sampled California Prunes, 47% of consumers shared that they normally purchase prunes and 82% shared that they will be purchasing prunes within the next month. These results show a direct correlation that when consumers are given the opportunity to taste California Prunes, there is a positive purchase response.

What did we learn from the activity?

- Securing both sampling booths at Toronto's Union Station allowed us to reach a larger consumer audience while providing the opportunity for one-on-one interaction to share key messaging and answer questions on the quality and health benefits of California Prunes.
- When consumers taste the quality difference of California Prunes they become purchasers as can be seen through our survey results.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer

Bel Âge

SANTÉ ENTRE NOUS DROITS ET ARGENT ART DE VIVRE DÉCOUVERTES JEUX

5 raisons d'incorporer les pruneaux de Californie à votre alimentation quotidienne

California Prunes

CONTENU PARTENAIRE

PUBLIREPORTAGE – La réputation des pruneaux de Californie en matière de digestion n'est plus à faire. Ces petits superaliments méconnus sont non seulement excellents pour la santé intestinale, mais ils sont également très polyvalents et faciles à intégrer dans votre alimentation quotidienne.

Les pruneaux de Californie sont gros, moelleux, juteux et sucrés. Ils présentent un goût terroir et une texture agréable et peuvent servir de collation ou d'ingrédient dans des sucreries ou des plats salés. Ce délicieux fruit sec présente de nombreux avantages pour la santé des os, de l'intestin et du cœur.

Voici cinq bienfaits — parfois insoupçonnés! — de ces délicieuses friandises cultivées dans les conditions exceptionnelles de la Californie.

1. Une mine d'antioxydants

Les pruneaux de Californie constituent non seulement de véritables mines d'or d'antioxydants. Ce fruit à la nature naturellement présente dans les végétaux ayant la propriété radicaux libres. Par le fait même, ces molécules sont réputées de même que les maladies inflammatoires, cardiovasculaires,

CONTENU PARTENAIRE

5 raisons d'incorporer les pruneaux de Californie à votre alimentation quotidienne

La réputation des pruneaux de Californie en matière de digestion n'est plus à faire. Ces petits superaliments méconnus sont non seulement excellents pour la santé intestinale, mais ils sont également très polyvalents et faciles à intégrer dans votre alimentation quotidienne.

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1. Une mine d'antioxydants
Les pruneaux de Californie constituent non seulement de savoureuses friandises à déguster à l'heure de la collation, mais aussi de véritables mines d'antioxydants. Ce fruit à la peau presque noire est en effet bourré de polyphénols, naturellement présents dans les végétaux ayant la propriété de ralentir l'oxydation des cellules et de neutraliser les radicaux libres. Par le fait même, ces molécules sont réputées pour leurs effets préventifs contre certains types de cancer, de même que les maladies inflammatoires, cardiovasculaires et neurodégénératives.

2. Un outil de choix pour la santé intestinale
Personne ne sera surpris d'apprendre qu'un consommateur d'une seule portion de pruneaux de Californie (on recommande 4 à 5 pruneaux) on s'offre une belle dose de fibres solubles et insolubles réputées pour faciliter le transit intestinal en combinaison avec le sorbitol et les acides chlorogéniques, deux composés à l'effet

laxatif naturel. Ce n'est pas tout : le microbiome profiterait aussi des bienfaits des pruneaux.

3. Un rempart contre le cholestérol
Ces mêmes fibres alimentaires qui aident à maintenir la santé du système digestif peuvent aussi contribuer à réduire le taux de cholestérol dans le sang. Même que certaines recherches ont conclu qu'une consommation quotidienne de pruneaux pouvait entraîner une réduction du taux de cholestérol total pour la santé de notre cœur!

4. Une aide précieuse pour le contrôle de la glycémie
Manger des pruneaux de Californie peut en outre aider à maintenir un taux de glycémie optimal. Comment? Grâce aux fibres solubles à circulation lente qu'ils contiennent, l'organisme assimile les glucides plus lentement après un repas, ce qui évite les pics de glycémie. C'est ce qu'on appelle un aliment à indice glycémique faible. Qui plus est, ces fibres contribuent à la sensation de satiété, ce qui fait du pruneau un en-cas idéal pour combler les petites fringales.

5. Un allié pour la santé des os
Riches en divers nutriments, tels que la vitamine K, le bore, le manganèse et le potassium, les pruneaux de Californie jouent un rôle certain pour le maintien d'une bonne structure osseuse tout au long de notre vie. D'ailleurs, de nouvelles études ont démontré que la consommation quotidienne de 50 g de pruneaux (4 ou 5 fruits) favorise non seulement la formation osseuse, mais exerce également des effets bénéfiques sur la densité minérale osseuse chez des femmes ménopausées âgées de 55 à 75 ans.

Source: California Prune Board, Diabète Canada, Fondation Louis Bonduelle

DES PRUPEAUX AU MENU

Intégrer les pruneaux de Californie à notre alimentation quotidienne, c'est facile!

- Voici quelques suggestions:
- Au déjeuner: Mousse au chocolat et à l'avocat
 - Au dîner: Salade de quinoa, pruneaux de Californie et feta
 - À la collation: Bol d'ajaci et pruneaux de Californie
 - Au souper: Tacos à l'agneau du Québec et courge marinée

Découvrez d'autres délicieuses idées de recettes en visitant le site californiaprunes.ca

présenté par 



Media Partnerships

Canada, June 24th, 2023



During this quarter we secured one French content partnership. In June, we partnered with Bel Âge, a popular French lifestyle publication, to drive awareness of the health, taste and versatility of California Prunes and positioning them as the ideal superfood snack to add to your daily diet.

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

- On June 24th, a digital and print article was published in Le Bel Age titled "5 Reasons to Incorporate California Prunes into Your Daily Diet" garnering 905,000 digital, print and social impressions.

What did we learn from the activity?

- Securing a French content partnership was an efficient way to deliver key messaging around versatility and health benefits to the French-speaking audience in Canada and aimed to integrate prunes into the daily diet.
- Content Partnerships allow us to reach a captive audience where they go to look for health information, tips, and recipe ideas from a trusted and credible source.

CPB Brand Pillar(s) addressed

Health

Quality

Taste

Versatility

Consumer



Media Relations - Earned



Canada, May 10th, 2023

During this quarter, we shared one press release. As a result of our May press release titled "Elevate Your Summer Grilling with California Prunes", we secured 104 articles across various networks.

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

- In May, one press release was distributed on GlobeNewswire across the Canada National and Disclosure Networks.
- As a result of this earned coverage, we have received a total of 7,204,400 impressions and pick-up from 104 outlets.

What did we learn from the activity?

- Topical and timely consumer press releases have positive receptiveness amongst media and consumers.
- We have recognized positive results from partnering with Chef Paul in our May press release to provide credibility and expertise through custom and seasonally relevant recipes.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



Podcast

Canada, April 17th - May 17th



This quarter we reached a highly engaged audience who actively consumes audio content. This was achieved by integrating purposeful campaign messages through a Sickboy podcast ad that highlighted the health and quality of California Prunes. The Sickboy podcast brought together the podcasts' mission to drive conversation about ending the stigma surrounding illness with key messaging on the health benefits of California Prunes which help to maintain positive overall health.

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

- Between April 17th and May 17th, The Sickboy Podcast ran narrator-read ads speaking to the health benefits and quality of California Prunes.
- The Sickboy Podcast garnered 130,006 impressions (exceeding our goal of 130,000) and contributed to our activity goal of partnering with two podcasts.

What did we learn from the activity?

- Recurring ad spots provide the opportunity to capture a wide audience who are actively listening to a host that they trust and value. Partnering with these credible shows ensures that we reach a receptive and repeat audience to achieve brand awareness and recognition.
- Developing narrator-read ads provides the opportunity to customize and tailor key messaging to reach a target audience by sharing valuable information on the health and quality of California Prunes.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



Content Series

Canada, May - July 2023

This quarter we launched three content series with partners, Matt Demille (Chef), Jyoti Nanra (Baker) and Cara Rosenbloom (R.D.). This content highlighted the health benefits and versatility of California Prunes and demonstrated actionable usage ideas both in video and blog formats that was hosted on the California Prunes website as well as being promoted through social media. During this reporting period, California Prunes shared three content series on CPB Canada's website and social channels.

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

- Between May and July 2023, California Prunes released three (*A Sweet Twist on Summer*, *The Many Sides of Prunes*, and *Meals for the Family*) content series on the website, its blog, and promoted the content through social media channels.
- To date, the content series has garnered over 11,600 website page views – far exceeding our original goal. The video content produced by our partners proved to be very popular – and a strong source of traffic to the site. The social posts generated over 493,200 social impressions. Promotion of the content series on Facebook garnered an engagement rate of 27.4% contributing to our goal of 20% social media engagement.

What did we learn from the activity?

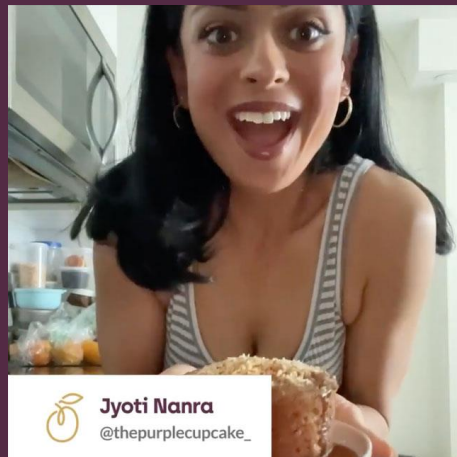
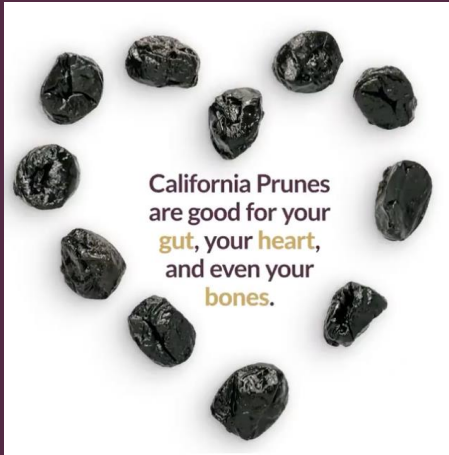
- Leveraging an existing partner, Cara Rosenbloom, and building new relationships with Jyoti Nanra and Matt Demille, we were able to publish video and blog content across multiple channels while driving awareness of campaign messaging and usage ideas for California Prunes.
- The content series has proven to be an efficient way to create multi-channel content that is informational and engaging for audiences.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility





Consumer



Social Media – CPB channels

Canada, May – July 2023

Canadian social media platforms (Instagram, Facebook, Pinterest) drive traffic to the Canadian California Prunes website and raise awareness of the taste, quality, versatility, and health benefits along with engaging a dialed in audience of consumers who are interested in California Prunes. During the reporting period 10 static posts were planned per month plus Instagram stories to amplify each week.

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

- This quarter we were very focused on increasing our engagement rates – which led to the development of several new video reels that were published during Q4. Both Facebook and Instagram platforms heavily favour video content – and we saw this in the results with much higher engagement rates this quarter.
- This quarter we also launched social video promotions for three new content series pieces on our website with content from Chef Matt Demille, Jyoti Nanra; and Cara Rosenbloom, RD.
- Achieved over 1.5M impressions this quarter for a YTD total of over 5.6M social impressions and a total YTD engagement rate of 23.4% surpassing our engagement goal of 20%.
- 102 posts in total were published this quarter, including both organic and boosted posts.
- The number of our dedicated followers has increased by 32.4% on Facebook and 30.9% on Instagram since the start of the activity year.

What did we learn from the activity?

- Video content continues to be the most popular format on both Facebook and Instagram. The videos produced for the content series alone drove more than expected click throughs to the website, resulting in – over 11,600 website page views to the content series YTD.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



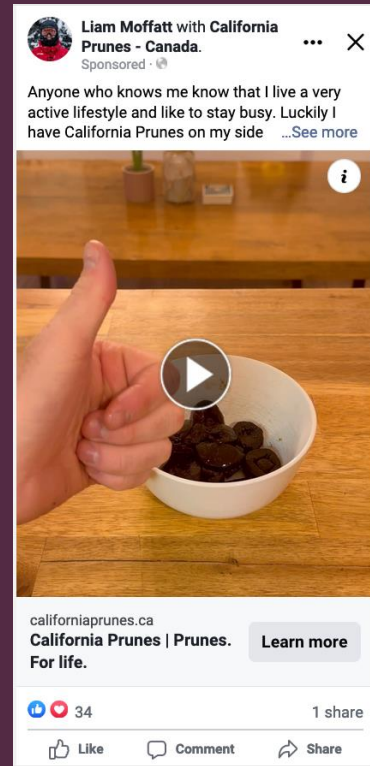
Social Media - Influencers

Canada, May – July 2023

CA Prunes partnered with two micro-influencers during this reporting period who focused on the nutrition and versatility of California Prunes as an ingredient to unique and versatile dishes and health tips. The influencers' content contributed to the overall annual goal of partnering with 45 influencers and achieving an engagement rate of 8%. Each influencer published a recipe featuring California Prunes, and paid boosting dollars were allocated to each post to target specific audiences. Influencers' recipes were added to the website to drive website traffic.



@stylinbycatherine



@liam_moff

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

- Two influencers (contributing to our goal of 45) went live with new content during the period of May - July, where they brought brand awareness to new audiences and generated engagement amongst them. We also continued to boost some influencer content in May that went live at the end of April.
- Influencer content, with boosting support, resulted in over 2,239,653 impressions and 18.7% ER this quarter. Currently our influencer promotions have a YTD engagement rate of 14.46%, well ahead of our 8% ER goal.

What did we learn from the activity?

- It continues to prove beneficial to put paid support behind influencer content, as it expands the reach of their content beyond their organic audience and helps us reach more consumers.
- We will continue to work with credible sources to create unique dishes that incorporate California Prunes that receive a high amount of engagement.
- Video content remains very desirable for social promotions. Influencers who create videos/reels continue to see high engagement over static posts.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



Consumer



Digital Advertising

Canada, May – July 2023

During this quarter we continued the banner display ad campaign. New ads were developed and launched: most significantly – the new YouTube pre-roll ads were launched. We monitored and adjusted the campaign throughout the period, deactivating some lower-performing ads to focus on those that had a high click-through rate.

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

- Contribute to increased awareness of the health, quality, taste and versatility benefits of California Prunes.
- Developed 6 new sets of ads during the reporting period.
- In Q4 our banner ad campaign generated over 2,115,800 ad impressions and achieved a 0.69% CTR.
- The new YouTube Ads generated over 788,400 ad impressions, and a 0.22% CTR.
- Combined we ended the campaign with YTD values of over 15,058,000 ad impressions with a 0.51% click-through rate.

What did we learn from the activity?

- We ran two creative options for our YouTube test – a “Health” focused ad and a “Versatility” focused ad.
- We saw a larger percentage of people viewing the Versatility ad in its entirety (36.43% vs. 29.73%) – and the Versatility ad drove slightly more traffic back to the website (854 vs 845 clicks).
- We ran both ‘skippable’ and ‘non-skippable’ versions of the ads to test which one was the most effective route in terms of viewership. Click-through rates were lower on the non-skippable ads. We also saw a slight preference for the Versatility ad.
- The non-skippable ads were more expensive to run, with an average CPM of \$9.66 compared to \$5.11 for the skippable ads.
- We will be taking the learnings into consideration when planning for 23/24 activities.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



Website Maintenance

Canada, May 2023 – June 2023

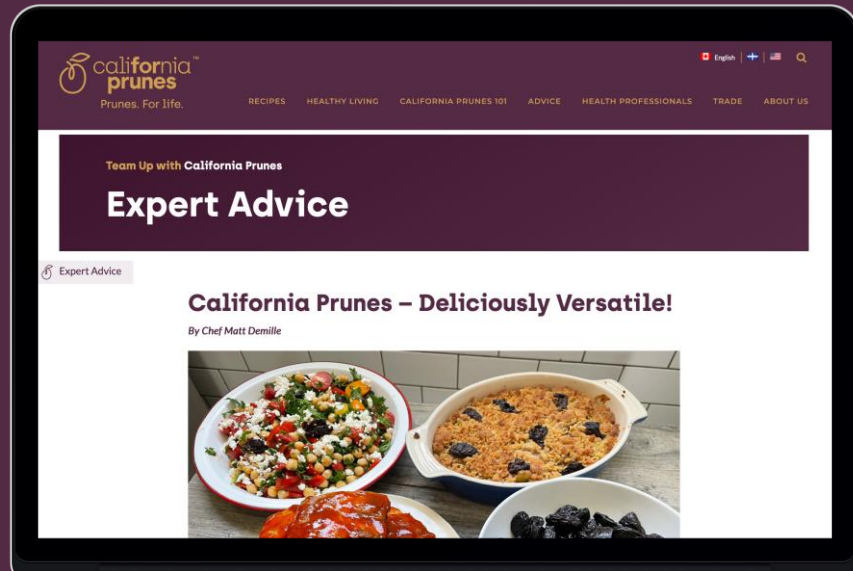
During this reporting period we continued to manage and maintain the content on the website. The recipe section of the website was updated with new recipes – and the “Expert Advice” section of the website was fully updated with all the new content series pieces from our partners.

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

- In addition to new recipes that were added to the website, three new content series pieces were added to the site this quarter, including: "California Prunes – Deliciously Versatile!" by Chef Matt Demille; "California Prune Walnut Cake" by Jyoti Nanra; and "Add California Prunes to Packed Lunches" by Cara Rosenbloom, RD. There were over 40,100 visits to the site that resulted in over 48,900 page views (of our 115,000 goal) during the reporting period.
- The search word ads this quarter resulted in more than 75,190 impressions (of our 200,000 search ad impression goal) and 3,923 clicks to the website, with an average CTR of 5.22%.
- We are currently looking at YTD values of over 160,190 page views on site, and over 223,790 Google Search Ad impressions (with a 5.45% CTR).

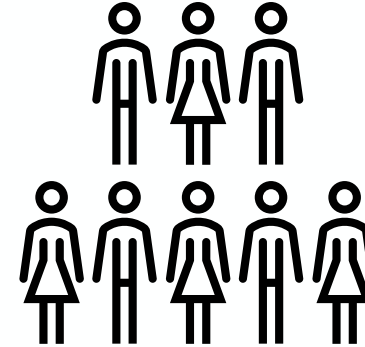
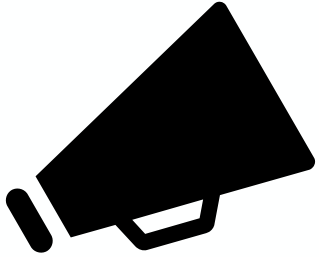
What did we learn from the activity?

- Recipe content continues to be a key driver to the website – but the new content series pieces, in conjunction with the video promotions on social, were a top source of traffic this quarter. The three new content pieces that went live were in the top five pages visited this quarter.
- The top three drivers of traffic to the website in Q4 were (in order) Digital Banner Ads, Social Media and Paid Search.



CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Traditional and Digital Media Activity this quarter (Paid for) CONSUMER



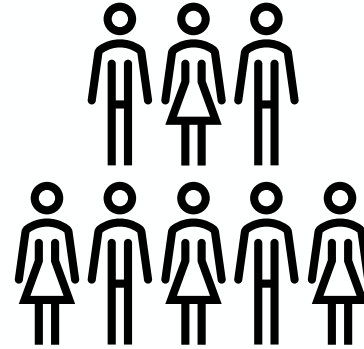
Output

- *For television partnerships, we had one segment air with spokesperson Chef Paul Lillakas that went live on CHCH.*
- *We also had two segments air with spokesperson Maureen Dennis that went live on CTV News Toronto and CP24.*
- *We secured one content partnership with Bel Age.*
- *We also secured one podcast partnership with Sickboy podcast.*

Reach

Our consumer coverage has garnered 3,448,542 impressions.

Traditional and Digital Media Activity this quarter (Earned) CONSUMER



Output

- *We secured 104 articles from the press release highlighting Summer Grilling ideas with California Prunes.*
- *We secured 11 social media posts from influencers and media as a result of Media & Influencer Dinner.*

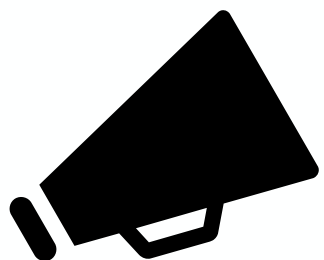
Reach

As a result, our consumer coverage has garnered 8,364,627 earned impressions.

AVE

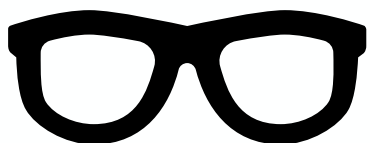
We've managed to gain total AVEs of \$77,370 on the earned media coverage.

Social Media Activity this quarter (Boosted + Organic) CONSUMER



Number of posts

*We've published
102 posts this quarter.*



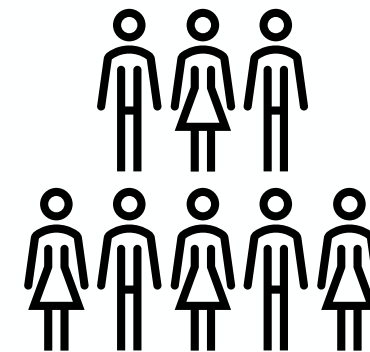
Followers

*The number of our dedicated
followers has increased by 32.4% on
Facebook and 30.9% on Instagram
since the start of the activity year.*



Total (Comments, Likes and Shares)

*This quarter our content received
over 406,178 post engagements
on Meta and Pinterest.*



Reach

*Our social posts focused on
engagement this quarter – and
reached over 910,480 consumers.*



Engagement Rate

*Influencer content had a
very good Engagement Rate
this quarter, hitting 18.74%.*



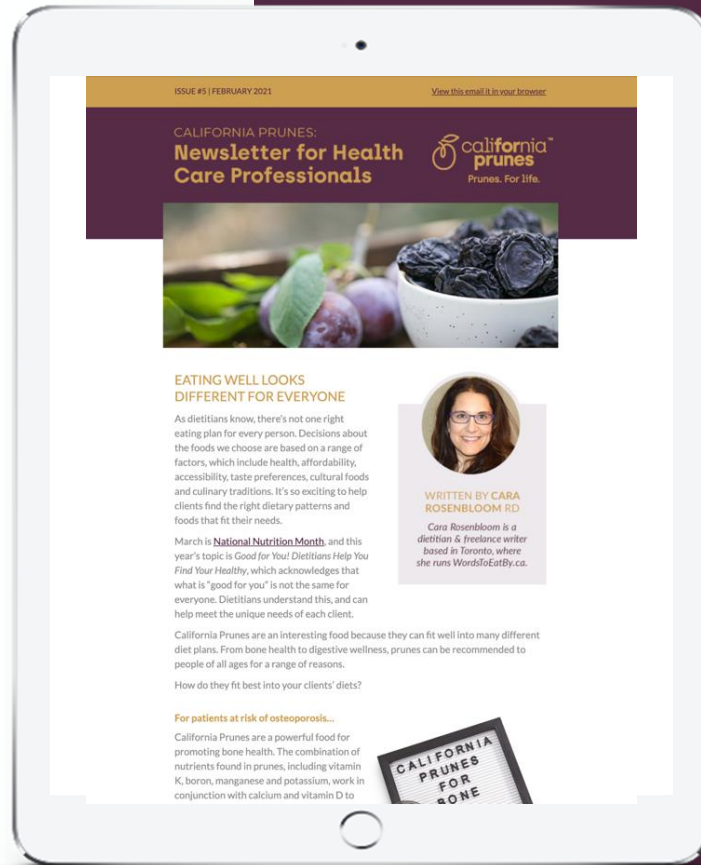
Marketing Activities

Review of Quarter:
HCP (Healthcare Professionals)
Activity





22/23 HCP Strategy



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

Activities include:

- HCP e-newsletters
- HCP webinar
- HCP Survey



HCP E-newsletter

Canada, June 29th, 2023

An HCP e-newsletter that focused on Gut Health was distributed to healthcare professionals on June 29th. It was provided in English and included information on the microbiome and how California Prunes work to positively affect gut bacteria.

What was the actual outcome (what results did we achieve)?

- The English version of the HCP e-newsletter was sent to 262 contacts.
- The English version of the HCP e-newsletter achieved an open rate of 37.40%. This surpassed the goal by 5.4%

What did we learn from the activity?

- E-newsletters are a great way to share past events (i.e., webinar) and share valuable industry research and activities with HCP contacts.
- We have a seen 6.5% increase in the number of HCP contacts between Q3 and Q4 which may be a positive result of the HCP webinar hosted in May.

Learn from The Experts

Enjoy a cooking demo and learn more about prune research by viewing **Go with Your Gut, Feel it in Your Bones**, a webinar presented by the California Prune Board. Recorded live on April 20, 2023, dietitians Cara Rosenbloom, Andrea Giancoli and Leslie Bonci discuss the health benefits, quality, taste, and versatility of California Prunes.

Go with your gut, Feel it in your bones
Presented by the California Prune Board

MAY 11, 2023 | 1:00 – 2:00 PM ET CaliforniaPrunes.ca

Spotlight: Prunes, gut health, and the microbiome

For dietitians, the microbiome is a fascinating area of research. As scientists unravel its secrets, we are learning more about how the microbiome plays a role in cognition, heart health, diabetes, immunity, mental health, bone health and more. Researchers who study prunes are interested in how this dried fruit may impact the microbiome. Since prunes contain fibre, antioxidants and several micronutrients, they may exert unique effects on the microbiome.

why gut health matters

Immunity Sleep

Skin Health Mental Health Digestion

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



Webinar

Canada, May 11th, 2023

A webinar hosted by and for registered dietitians that focused on the health benefits of California Prunes was captured for healthcare professionals on May 11th. Guided by leading nutrition experts, the “Go with your gut. Feel it in your bones.” webinar covered topics including the background of The California Prune Board, the latest scientific research on prunes, and tips for how to incorporate prunes into diet and lifestyle.

What was the actual outcome (what results did we achieve)?

- On May 11th, 30 attendees viewed the “Go with your gut. Feel it in your bones.” live webinar.
- The webinar received a total of 49 registrants for the webinar.
- 100% of registrants received a link to view the webinar on-demand post webinar.
- 62% of registrants viewed the webinar live.
- 10% of those who did not attend the webinar clicked to watch.
- 13% of those who did attend the webinar clicked to watch again.

What did we learn from the activity?

- Partnering with leading nutrition experts provided credibility and garnered interest to the webinar.
- Interactive and engaging approaches allow for valuable two-way communication, which was achieved through a live Q&A sessions between the hosts and attendees.



CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



Survey

Canada, June 8th to July 15th, 2023

Harbinger enlisted Brand Spark, a reputable research firm, to conduct a survey among Canadian Health Care Professionals (HCPs) including 186 Registered Dietitians and Nutritionists who have worked with clients in the past year. The purpose of the study was to garner HCP's knowledge and sentiment of California Prunes including but not limited to the following the likelihood of recommending prunes to their clients, general understanding of the health attributes of prunes including bone and digestive health, consumption recommendations and their desire to receive educational resources.

What was the actual outcome (what results did we achieve)?

- Dietitians who are aware of the scientific studies (16%) are more likely to include prunes in their clients' meal plans. Among this group 86% do so, up 10pts since 2020. This group is also more likely to consume prunes themselves (9% in 2020 to 24% in 2023), helping to broaden recognition of how prunes can be consumed (ex. in salads, smoothies, not only as a snack).
- The number of dietitians recommending consumption of prunes increased from **65%** to **70%** since 2020. Supporting gut health or relieving constipation remain the primary factors in dietitians' prune recommendations. Bone health is still not recognized by many dietitians but is the second most important benefit among those aware of scientific studies of California prunes, reflecting the importance of continuing to get those findings to dietitians.



CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



Survey Continued



- Among dietitians who do not recommend prunes, lack of relevance to their patients' conditions and concern with sugar content are the main barriers. This suggests that there is value in continuing education on prunes' low glycemic index and that prunes have benefits beyond digestion.

What did we learn from the activity?

- Among this group, education correlates positively with recommendation i.e., dietitians aware of scientific studies of California prunes are substantially more likely to recommend prunes to their patients.
- Knowledge among HCP's about the digestive health benefits of prunes is strong, however there is a great opportunity to educate this group about bone health and low GI attributes. Communication tactics in 2023/24 should highlight the above while leveraging relevant research.
- The versatility message is resonating with HCP's and many are suggesting a greater variety of ways to consume prunes vs. 2020. In 2023/24 healthy recipes should be highlighted throughout various communication tactics.
- The results of the survey will assist with future CA Prune messaging to Health Care Professionals in Canada.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



HCP E-Newsletters

KPI	Annual Goal	Quantity	Q1	Q2	Q3	Q4	Current running average and trend towards Goal
Subscriber Base	Increase from 374 to 400	400	391	384	384	409	Increased by 6.5%
Open Rate	Increase from 29.6% to 32%	32%	34.5%	24.3%	33.6%	37.4%	Increased by 11.3%



Marketing Activities: New Assets





New Assets uploaded to Chorus

MAY-JULY

- Trade ads
- CPB Webinar videos and images
- CHFA NOW- Vancouver
- Influencers content





Outcomes/Results



Outcomes/Results - Trade Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Trade								
Canadian trade (importers, distributors, wholesalers and retailers) are price driven. They are not aware of how California Prunes can add value to their business -through quality, taste and health advantages.								
Performance Measures (as per UES/Notification):								
Number of California Prunes-origin labelled SKUs available at Canadian retail (calculated annually)	49 2019/2020	65	65 SKUs	n/a	n/a	n/a	64	64
Opening rate of trade e-newsletter	19.70% 2019/20	30%	32% open rate (average)	n/a	40%	33.9%	34.50%	36.1%
Activity Levels (as per UES/Notification PLUS Market Plans):								
Trade Outreach – E-newsletters (3)	85-89 2020/21	109	140 contacts at end of year	n/a	121	147	153	153
Earned trade media impressions	117,000 2021/22	117,000	130,000 impressions	n/a	260,000	92,389	0	352,389
Trade engagement	To Be Set 2022/23	696	900 page views on trade landing page of website	120	192	187	654	1,153

Outcomes/Results – Trade Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Trade								
Activity Levels (as per UES/Notification PLUS Market Plans):								
CPB to exhibit at major Tradeshow – new trade leads	5 2021/22	5	6 trade leads	N/A	N/A	0	0	0
CPB to exhibit Tradeshow – new sign ups to trade newsletter	40 2021/22	40	40	N/A	N/A	29	0	29
Longos' Retail promotion (retail and online sales) annual reporting by retailer	To Be Set	N/A	+2% YOY (units)	+0.73%	+4.6%	+10.12%	+14.01	+7.22%

Outcomes/Results – Consumer Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Consumer								
Canadian consumers lack understanding of health benefits, taste, convenience and versatility of California Prunes								
Performance Measures (as per UES/Notification):								
Secure influencers with whom to partner in educating consumers	4 2018/19	42	45	7	23	10	16	56
CTR from digital ads to CPB website	0.33% 2020/21	0.42%	0.38%	0.54%	0.55%	0.54%	0.86%	0.62%
Engagement rate from CPB brand-owned social media accounts	19.2% 2021/22	19.2%	20%	26.0%	4.2%	29.2%	44.6%	23.4%
Activity Levels (as per UES/Notification PLUS Market Plans):								
Earned impressions (excluding influencers, including traditional + digital media)	12,393,344	12,393,344	13,000,000	0	21,117,836	80,000	7,204,400	28,402,236
Google AdWords CTR	3.71% 2021/22	3.71% CTR	3.7% CTR	5.27% CTR	6.02% CTR	5.41% CTR	5.22% CTR	5.45% CTR
Website page views	105,000 2019/20	113,000	115,000	28,958	41,972	40,318	48,945	160,193

Outcomes/Results – Consumer Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Consumer								
Activity Levels (as per UES/Notification PLUS Market Plans):								
Social media influencers (paid + earned) Engagement Rate	0.64% 2018/19	9.7%	8%	11.4%	9.6%	13.8%	18.74%	14.61%
Social media influencers – unpaid/non-contracted influencer content only – unpaid impressions	To Be Set 22/23	N/A	150,000	0	307,869	49,100	1,160,227	1,517,196
Consumer sampling – total number of samples distributed to consumers with accompanying information leaflets	N/A 2021/22	19,100	12,000	8,500	0	10,800	20,485	39,785

Outcomes/Results – HCP Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
HCP								
Canadian healthcare professionals have limited knowledge about the health benefits and healthy applications of California Prunes								
Performance Measures (as per UES/Notification):								
Increase % of nutritionists/registered dietitians aware of the bone-related benefits of California Prunes	21% 2018/19	n/a	Goal +2%	N/A	N/A	N/A	N/A	29%
Increase the average % of nutritionists/registered dietitians who recommend prunes to their clients/patients	85% 2018/19	n/a	Goal +2%	N/A	N/A	N/A	N/A	93%
Increase the number of RD requests for California Prune samples	5 2020/21	49	51	1	1	10	12	24
Activity Levels (as per UES/Notification PLUS Market Plans):								
HCP Outreach – E-newsletters Opening Rate (AVG)		29.6%	32%	35% EN 34% FR	24.3%	33.6%	36.02%	32.48%
HCP Outreach – E-newsletters Contacts		374	400	321 EN 70 FR 391 TOTAL	384	384	409	409
HCP Webinar(s)	To Be Set 22/23	N/A	35 attendees	N/A	N/A	N/A	30 attendees (49 registrants)	30 attendees