

# Domestic Quarterly Report

Q4: April 22, 2023 – July 31, 2023

PREPARED JULY 2023



# 22/23 Domestic Marketing At-A-Glance

Budget - \$1,486,100



## NUTRITION COMMUNICATIONS

Prunes. For life.  
Nutrition newsletter

Nutrition Conferences & Partnerships

Retail Dietitian Outreach

Influencer RD outreach

Researcher Thought Leadership

Nutrition Messaging



## NEWS BUREAU

Consumer Media Events/Briefings

Always-On Media Relations/Pitching

Nutrition Research Announcements & Media Briefings

Paid Digital Media Integration

RD Spokesperson

Trade Media Outreach



## SOCIAL & DIGITAL PLATFORMS

Platform Management: Pinterest, Instagram, Facebook, Twitter, YouTube

SEO Analysis

Content Creation (Videos, Recipes & Photography)

Influencer Campaigns

CA Prunes Website



## TRADE & INDUSTRY COMMUNICATIONS

Industry Updates/Newsletters

Tradeshows

Sustainability Communications

Trade advertising and content development

CA GROWN Partnership

Brand Logo Usage

Marketing Collateral & Sampling

Crisis Preparedness



## FOODSERVICE

School Foodservice Exploration & Content Development

Amplification of content via trade shows, events, media outlets and partnerships

# News Bureau

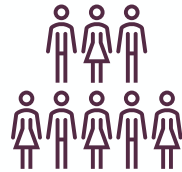
*Year-round media outreach to generate coverage of California Prunes and drive top-of-mind awareness*



# High-Level Earned Media Results



- **14** earned media placements *this quarter (Q4)*.
- **53** earned media placements *to-date*. (Goal: 60-75)



- **284.8 million+** earned media impressions *this quarter (Q4)*.
- **794.5 million+** earned media impressions *to-date* (Goal: 400M)



- **58%** of all earned media coverage *to date* includes messaging that highlights a relationship between prune consumption and bone health



- **100%** of coverage resulted in 100% positive tone.

## News Announcements

This quarter we shared the California Prune Board's 2023 Crop Statement, announced the ASN Presentation and continued to build relationships and advance proactive pitches through the Always-On News Bureau outreach.

# Earned\* Media Results

Placements represent the number of articles generated by the study.

Total **audience reach** represents the readership of the outlet where the article appeared.

It is possible to have larger reach based on fewer placements simply given the audience of the outlet.

## Top Performers At-A-Glance

### ***By Number of Placements***

1. FH Relationship - Always On
2. Microbiome Research
3. NAMs
4. 2023 Crop Statement
5. DeSouza July 2022 Announcement
6. CPB Board Announcement
7. California Farmer/Farmworker Month
8. Leslie

### ***By Total Audience Reach***

1. FH Relationship – Always On
2. NAMs
3. Leslie
4. Microbiome Research
5. DeSouza July 2022 Announcement
6. 2023 Crop Statement
7. CPB Board Announcement
8. California Farmer/Farmworker Month

## California Prunes 2022 – 2023 Greatest Hits - Consumer



35 New Year's resolutions you can actually stick to in 2023



10 Fruits You Should Eat Every Week, According to a Dietitian



7 Top Health Benefits of Prunes, According to Registered Dietitians



7 Uses for Prune Juice for Constipation, According to Registered Dietitians



9 Weird Food Pairings That Are Shockingly Good



6 Foods and Drinks That Support Bone Health (Besides a Glass of Milk)



10 Healthy(ish) Game Day Recipes Perfect for Football Season



15 Simple Ways To Make Average Meals More Nutritious



A Reader's Digest brand

This Old-School Constipation Fix Is Still #1, As Confirmed by Fascinating New Science

# California Prunes 2022 – 2023 Greatest Hits - Industry/Trade



## THE SHELBY REPORT

California Prune Board Announces Incoming Officers, Members



California Prunes Partners with Renowned Chefs for CA Farmer and Farmworker Month



Excellent Sizes Expected for California Prunes this Year

## REAL SIMPLE

### 6 Foods and Drinks That Support Bone Health (Besides a Glass of Milk)

03  
of 06 Prunes



“Certain nutrients found in prunes may help explain why they’re so good for your bones. For starters, they’re super high in vitamin K, which plays a critical role in bone well-being, [research shows](#). A 100-gram serving of prunes offers nearly 60 mcg of vitamin K, per the [USDA](#).”

– Real Simple

#### Always-On:

##### Redbook – 1,062,839 UVM

- Redbook helps today’s woman enjoy her nonstop life by bringing her the latest tips and tricks for full, well-rounded life.
- [9 Weird Food Pairings That Are Shockingly Good](#)

##### Real Simple – 9,809,713 UVM

- Real Simple is a monthly women’s magazine featuring articles and information related to homekeeping, childcare, cooking, and emotional wellbeing.
- [6 Foods and Drinks That Support Bone Health \(Besides a Glass of Milk\)](#)
  - Syndicated to [Yahoo! Life](#) – 136,457,889 UVM

##### First for Women – 135,585 UVM

- First for Women is a national consumer magazine that delivers positive info on everything from health
- [9 Low-Glycemic Fruits to Consider Adding to Your Diet – Even if You Suffer from Diabetes](#)
  - Syndicated to [Yahoo! Life](#) – 136,457,889 UVM

#### DeSouza July 2022:

##### Harvard Health Publishing\* – unknown UVM

- Harvard Health Publishing is the media and publishing division of the Harvard Medical School of Harvard University.
- [Surprising foods that boost bone health](#)

*\*coverage originally appeared in Q2 but surfaced in monitoring during Q4*





## Excellent Sizes Expected for California Prunes this Year



“California experienced favorable weather during prune bloom and growers are observing good sizes on fruit set. While production looks promising, supplies are expected to be tight again this season with an estimated 75,000 short tons (68,000 MT) in volume for the 2023 prune crop year according to the Executive Committee of the California Prune Board.”

– California Ag Network

## 2023 Crop Statement

### California Ag Network – 1,320 UVM

- California Ag Network is the #1 source for updates on the latest news in the ag industry.
- [Excellent Sized Expected for California Prunes this Year](#)

### Fresh Produce Journal – 68,129 UVM

- Fresh Produce Journal is the reference point of choice for business leaders in the fresh fruit and vegetable supply chain.
- [California Prune Supplies Tight, Predicts CPB](#)

### Western Farm Press – 430,631 UVM

- Western Farm Press focuses on the diversified production interests of California and Arizona producers, farmers, and ranchers.
- [Calif. Prune Crop Could Size Up Well This Year](#)

### Fresh Plaza – 255,234 UVM

- Fresh Plaza delivers worldwide fruit and vegetable news.
- [Optimistic Outlook for California’s Prune Crop](#)

## ASN Announcement

### Fresh Fruit Portal – 30,918 UVM

- Fresh Fruit Portal is the go-to information reference for importers, exporters, retailers, growers and suppliers throughout the world.
- [Prunes may support cardiovascular health](#)

### Fruit Net – 68,129 UVM

- Fruitnet brings together several of the fresh produce industry’s leading publications to provide a single, reliable source of news, insight and analysis..
- [Studies show prunes support heart health in older people](#)



## Excellent Sizes Expected for California Prunes this Year



“California experienced favorable weather during prune bloom and growers are observing good sizes on fruit set. While production looks promising, supplies are expected to be tight again this season with an estimated 75,000 short tons (68,000 MT) in volume for the 2023 prune crop year according to the Executive Committee of the California Prune Board.”

– California Ag Network

## ASN Announcement (cont.)

### Nutraceutical Business Review – 30,510 UVM

- Nutraceutical Business Review reports on innovation and trends in the nutraceutical and functional food and drink industries.
- [New study reveals cardiovascular benefits of regular prune intake](#)

### Nutrition Insight – 58,426 UVM

- Nutrition Insight is the go-to source for news about nutrition and diet trends, providing a huge range of detailed nutrition health articles, scientific nutrition articles and nutrition research articles.
- [ASN endorses prune and strawberry consumption to combat “one of the leading causes of death”](#)

### PennWatch – 8,857 UVM

- PennWatch.org brings informed analysis and reporting of the issues, policies, investigations, oversights, and legislation that affects everyone with a vested interest in the Commonwealth of Pennsylvania.
- [New Studies Show Daily Prune Consumption Supports Cardiovascular Health in Aging Population](#)

# California Bountiful Highlights

Reached between 20,000-25,000 viewers in 10 major markets throughout the state of California

Circulated Half-Page Ad to 13,440 California Bountiful Magazine recipients via May/June Issue

## E-Newsletter ads

- 4 banner ads
- 9,000+ subscribers
- 69 clicks

## Bonus Metrics:

### YouTube:

- CA Prunes Dedicated Segment Video: 209 views
- Full Episode with Segment Included: 552 views

### Instagram:

- CA Prunes Post: 28 Likes, 599 Views
- Episode Promo: 24 Likes, 627 Views



Featuring Recipes by YouTube Chef, Jerry James Stone



Vegan Chocolate "Ice Cream"



Peppered "Vegan Salami"



California Bountiful Magazine Ad Placement

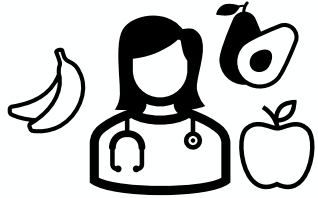


California Bountiful e-Newsletter Ads

## News Bureau Key Take-Aways



We leveraged nutrition research to drive media coverage in the past year surpassing goals; however, there is opportunity to highlight taste and versatility for earned media to increase positive perception.



Though CPB research shows that **consumers perceive prunes as healthy, awareness of their nutrition and multiple health benefits continues to be low.** Among many consumers, prunes still carry a “first perception” of being the fruit with laxative-like qualities.



Consumers have low awareness of **how many prunes they can/should eat and how to use prunes.**

- **Snacking:** The healthy snacking landscape is crowded, and it takes time and focus to foster the creation of a new snacking habit.
- **Recipes:** More insights are needed into how much prep and cooking our target is/will be willing to do.

# Nutrition Communications

*Outreach to spread the word and help educate about the health and nutrition benefits of California Prunes*






# Communication Timeline for Nutrition Research Projects

	2014-2016	2017	2019	2020	2021	2022	2023	2024	2025
De Souza Penn State (postmenopausal women)	Commenced Dec 2015				Feb completed Dec primary bone paper submitted	Bone publication/communicate; IOF, ASN, EB abstract presentations	Microbiome, bone strength, phenolics, inflammation, metabolomics publication/communicate		
Turner Michigan State (prebiotic, colon carcinogenesis in rats)	Commenced 2014	Abstract FASEB				8 mo NCE for completion of 2 papers	Publication/communicate		
Arjmandi Florida State (men's study USDA-funded)		Commenced Nov			1 yr NCE	Jan completion 3 mth results published	Final results data analyses 2023 publication/communicate		
Hooshmand/Kern San Diego State (hormonal contraceptive study in young women)			Commenced Oct			1 yr NCE	Late 2023 completion	Publication/communicate	
Clifton/Kim/Keogh Gyeongsang National University, Jinju (Korean postmenopausal women)				Commenced Jan		December completion	Publication?		
Gallaher University of Minnesota (colon cancer in rats)				Commenced Sep		7 mo NCE	October completion	Publication/Communicate	
McCabe Michigan State (GC induced osteoporosis in mice)				Commenced Sep			Sep completion	Publication/communicate	
Lemay UC Davis (assessing food surveys for prune inclusion)						Commenced Aug	Phase 1 Nov completion Consider Phase 2		
McCabe Michigan State (PM women fecal transplant to mice)							March/April anticipated commencement	Publication/communicate	
PI TBD (Japanese PM women gut-bone, BMD)							Anticipated commencement		

NCE = no cost extension

# Prunes. For Life. Nutrition Newsletter

## Quarterly Outcomes and Running Averages Compared to Annual Goals

KPI	ANNUAL GOAL	QUANTITY	Q1 NOV 2022	Q2 JAN 2023	Q3 MAY 2023	Q4 JUL 2023	CURRENT RUNNING AVG. & TREND TOWARD GOAL
<b>Subscriber Base</b> (Number of newsletter recipients)	<b>INCREASE TO</b>	<b>1,600</b>	1,515	1,582	1,780	1,761 <sup>^</sup>	<b>1,660</b> 
<b>Open Rate</b> (Percentage of recipients who opened the newsletter email)	<b>INCREASE TO</b>	<b>29% (AVG)</b> <b>(26.5 LY)</b>	27.9%	37.7%	40.4%	38.0*	<b>36.0%</b> <b>(+9.5% from LY)</b> 
<b>Click Rate</b> (Percentage of recipients who clicked at least one link within the newsletter)	<b>INCREASE TO</b>	<b>5.79% (AVG)</b> <b>(3.29 LY)</b>	6.5%	8.9%	11.2%	10.8%*	<b>9.4%</b> <b>(+6.1 from LY)</b> 

\*Metrics as of 7/28/2023 - One week after distribution. Metrics may continue to increase over time.

<sup>^</sup> Subscriber base increased an **additional 85 subscribers** after the Q4 newsletter was distributed. This significant increase resulted from sponsored e-blasts and social media posts with Today's Dietitian, which went live during the last week of July. Per MailChimp, CPB's FY2024 Q1 Newsletter is currently set to send to **1,828 subscribers**.

# Prunes. For Life. Nutrition Newsletter

## Ongoing Insights from 2022/2023 Newsletters:

- Across four newsletters, research highlights, expert advice, and recipes, remained the top three performing links, occasionally switching in order.
  - **Our subscribership increased significantly** during Q3 and Q4 newsletter following several mass sign-ups, including those from School Nutrition SmartBrief, the Today's Dietitian Symposium, and Women's Health Dietetic Practice Group webinar. This indicates that providing a quick and convenient way to opt into receiving the newsletter (in-person or via a simple form) is an effective to improve subscriber numbers.
  - Open-rate and click-rate also increased greatly in Q3 and held steady in Q4. This can partially be attributed to new subscribers receiving and opening their first newsletter, but this also indicates an ongoing interest from longtime subscribers.





# Today's Dietitian 2023 Spring Symposium

Savannah, GA | May 14 – May 17

## What our sponsorship included:

1. Reach *Today's Dietitian's* 77,000 followers via 1 Facebook post that promotes California Prunes
2. Reach *Today's Dietitian's* 44,300 followers twice via 2 tweets that promote California Prunes
3. Conduct one 60-minute presentation to at least 200 symposium attendees
4. Customize sponsored lunch menu to include California Prunes in at least 2 recipes
5. Send 1 pre- or post-attendee e-blast to at least 500 conference attendees



Representatives for the California Prune Board (CPB) traveled to Savannah, GA to attend the **Today's Dietitian 2023 Spring Symposium**. Presenters on behalf of CPB included Lauren Manaker, RD, CLEC and Connie Rogers, PhD, who joined together to present a 1-hour educational session as part of a sponsored luncheon. In addition to these onsite activities, CPB's sponsorship included a booth, multiple email and social media promotions that were sent prior to the conference, as well as an additional post-event email and social media outreach following the conference.

# Today's Dietitian 2023 Spring Symposium

Savannah, GA | May 14 – May 17



## What were the actual outcomes?

1. Reached *Today's Dietitian's* 77,000+ followers with 1 Facebook post that promoted California Prunes' booth at the conference
2. Reached *Today's Dietitian's* 44,300+ followers twice via 1 tweet that promoted California Prunes' booth and 1 tweet that promoted the *Prunes. For Life.* nutrition newsletter
3. Conducted one 60-minute presentation on recent bone & inflammation research and applications in client counseling to approximately 250 luncheon attendees
4. Customized sponsored lunch that included prunes in 4 recipes/cooking applications
5. Sent 2 pre-event e-blasts that promoted registration for sponsored luncheon to 600+ conference attendees
6. Gained visibility with more than 600 conference attendees
7. 96 new subscribers to the *Prunes. For Life.* nutrition newsletter (via in-person and pre-event promos)

## BEYOND Today's Dietitian: Impact on *Prunes. For Life.* Nutrition Newsletter

A new issue of *Prunes. For Life.* was sent out approximately 1 week after the Today's Dietitian Spring Symposium. Its subscriber list included all new subscribers who signed up during the conference. Along with being distributed to the largest contact list to-date, this issue reached new record-high engagement metrics.

### Sent to 1,780 subscribers

- 96 from Today's Dietitian

### Record-High Engagement Metrics

- 39.7% Open Rate
- 11.1% Click Rate

The screenshot shows a presentation slide for California Prunes. At the top left is the California Prunes logo. Below it is a thank you message for attendees at the Today's Dietitian Spring Symposium. A survey link is provided. The slide lists health benefits for bones, gut, heart, and immune system. A central image shows a bowl of prunes with the words 'Health', 'Taste', and 'Versatility' around it. Below this is a text box stating prunes are a premium ingredient. To the right, there are three small images with text boxes: 'Health' (nutritional powerhouse), 'Taste' (naturally sweet), and 'Versatility' (ideal for snacking). At the bottom, there is a call to action to join the network by subscribing to the Prunes. For Life. newsletter, with a link to 'Join Our Network' and a small image of the newsletter.

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Thanks for joining us at the *Today's Dietitian* Spring Symposium!

If you visited our booth or attended our lunch presentation, please take this survey for a chance to win one of three \$50 Amazon gift cards and to help inform future nutrition communications initiatives.

SURVEY

California Prunes are Good Every Day in So Many Ways!

- BONES** – California Prunes boast vitamin K, copper, and manganese, all of which are important for bone health.
- GUT** – California Prunes are a good source of fiber, a natural prebiotic, and essential for good gut health. Research has shown that they can increase beneficial bacteria in the gut.
- HEART** – California Prunes are loaded with antioxidants that help combat inflammation and lower risk factors for heart disease.
- IMMUNE SYSTEM** – California Prunes contain vitamins A, C, and E, and copper – both support healthy immune function.

ADDITIONAL RESEARCH

Try California Prunes at Home!

Ricotta Toast with California Prune Jam

Health – California Prunes are a nutritional powerhouse. They have no added sugar and pack important vitamins, minerals, antioxidants, and fiber that support gut, bone, and heart health – all in roughly 4-6 prunes per serving.

Taste – California Prunes are not only a tasty snack right out of the bag, but they are also a naturally sweet ingredient that adds one-of-a-kind flavor to breakfast, lunch, and dinner, too.

Versatility – California Prunes are ideal for snacking, cooking, and baking. They can even be used as a healthy swap to reduce sugar, oil, and/or eggs in a variety of recipes. They offer a highly versatile flavor profile that adds incredible depth to both savory and sweet dishes.

Join our network by subscribing to Prunes. For Life.

In this quarterly newsletter created for health care professionals, we share research updates, expert articles, recipes and more. Sign-up by clicking the link below!

Join Our Network

CLICK HERE

Sign-up for our quarterly nutrition newsletter to receive research, news, and recipes!

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# Women's Health Dietetic Practice Group Sponsored Webinar

Zoom Webinars | July 13<sup>th</sup>, 2023



Presenters, Lauren Manaker, RD, CLEC and Connie Rogers, PhD, joined together to present a 1-hour webinar to the members of the Women's Health Dietetic Practice Group – a membership organization of Registered Dietitians who specialize in and advocate for women's health issues. FleishmanHillard's Rhea Bartlett and Jake Ferguson staffed the webinar. California Prunes' sponsorship package also included two dedicated e-Blast to the full membership list.

## What were the intended outcomes of the activity?

1. Reach at least 1,000 Women's Health DPG members via e-Blasts, including one that promotes sign-ups for the nutrition newsletter
2. Present prune research and lifestyle applications to at least 100 webinar attendees

## What were the actual outcomes?

1. *\*e-Blast to deploy in September, CPB to continue communications with WH-DPG*
2. *Presented prune research and lifestyle applications in LIVE webinar to 47 attendees. This webinar received 95 registrations and those who did not make the live presentation will have access to the recording in September.*

The slide has a dark purple background. The title "Good to the Bone: The Intersection of Inflammation, Bone Health, and a Daily Handful of Prunes" is written in a light-colored, sans-serif font. Below the title, the speakers' names and titles are listed. The California Prunes logo is in the bottom right corner, and the date "JULY 13, 2023" is in the bottom left corner.

**Good to the Bone: The Intersection of Inflammation, Bone Health, and a Daily Handful of Prunes**

*Speakers:*  
Connie Rogers, PhD, Professor and Department Head, University of Georgia  
Lauren Manaker, MS, RD, LC, CLEC

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JULY 13, 2023

The slide has a white background with a dark purple header. It features two circular headshots of the speakers. Below each headshot is their name, title, and a list of disclosures.

TODAY'S SPEAKERS | DISCLOSURES

  
Connie Rogers, PhD  
Professor and Department Head, University of Georgia  
Disclosures:  
None

  
Lauren Manaker, MS, RD, LD, CLEC  
Spokesperson, Author, and Contributor  
(Eat This, Not That!, EatingWell, The Kitchen)  
Disclosures:  
California Walnuts  
The Dairy Alliance  
National Cattlemen's Beef Association  
Florida Department of Citrus

The slide has a dark purple background. On the left, there is a photograph of a hand holding a white bowl filled with dark prunes. To the right of the photo, the title "Today's Objectives" is followed by a list of three bullet points.

**Today's Objectives**

At the end of this activity, participants will be able to

- Understand which food groups may reduce inflammation and why that is important clinically
- Explain the findings linking prunes and a reduction in inflammatory mediators
- Identify at least 2 simple ways to advise clients to include bone health-supporting nutrients in their diets.

# Digital/Social Media

*Platform Management, Influencer Program & Campaigns,  
Content Development for CPB owned channels*



## The “Hits and the Classics” - Influencer Campaign

**GOAL:** 1 million impressions + views, 9 new recipes or content pieces

**OUTCOME (to date):** 5.85 million impression + views, 9 new recipes

To date, our Spring + Summer campaign, The Hits and the Classics, has produced 155K impressions, with over 5.7 millions views. Influencers were asked to update or create a riff on one of their most popular recipes OR create a new take on a classic recipe.

In addition to providing new content, this campaign is structured to amplify existing high performing content.



# Influencer Program Update



**#FACTS:** consumers are more likely to try a product, recipe or idea if it comes from someone they trust – influencers are the next generation of "word of mouth" advertising.

## Objectives for Campaigns:

- Reach of 3.5 million impressions 100,000 Engagements on Influencer/RD Content
- Outcome:** 1.47 million impressions | 6.69 million views | 41,683 engagements | 920k podcast downloads
- 30+ Influencer/RD created original recipes highlighting versatility, flavor, quality + health benefits of CA Prunes

## Key Observation:

- **Video content remains critical for engagement and most influencers are asked to include a reel-style video as part of their content package.**

## Influencer Content Created:

- 9 new influencer recipes from the Hits and the Classics Campaign
- 2 new recipes from the No Crumbs Left Contest
- 26 recipes from the Holiday Recipes and Healthy Swaps Campaign
- 3 new recipes from the Farmer and Farmworker Month Campaign
- 2 new recipes from Guy Branum Campaign
- 2 full page ads in Cherry Bombe magazine
- 6 podcast episodes with Stephanie Cmar
- 3 podcast episodes with Food Haven
- 3 podcast episodes with Heather McMahan
- 2 full season sponsorships of She's My Cherry Pie podcast by Cherry Bombe
- In person Cherry Bombe collab dinner at Hawke's restaurant

## Upcoming Content:

- **Holiday recipe contest with No Crumbs Left**
- **New season of She's My Cherry Pie with Cherry Bombe runs from July 29- December 31.**

# Content Creation & Total Social Stats



## Objectives:

- *5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels*
- *12 short form video in both horizontal & vertical format*
- *15 new recipes or serving suggestions*
- *6 Chef-created recipes for CA Prunes-owned channels*

## Social Stats (Instagram/Facebook/Twitter/YouTube/Pinterest)

24.35 Million Impressions

44K Video Views

432K Total Engagements

6.9% Engagement Rate

## New Recipe + Video Content:

Articles, lifestyle, recipe + video to be published on updated website.

# Facebook Activity Summary

GOAL: 5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels

## Key Learnings:

**People are still into baking, especially recipes from well-known chefs and cookbook authors! Baking recipes and influencer content always ranks well throughout the year. Video content also performs well on Facebook.**

## Top 5 Highlights:

**Claire Saffitz's Mascarpone Cake (video) 05/21/23 - Impressions: 28,696; Engagement: 495; Engagement Rate: 1.7%**

**Singh Family's Old Fashioned Morning Muffins 05/03/23 - Impressions: 18,107; Engagement: 4,192; Engagement Rate: 23.2%**

**California Prunes Information 05/06/23 - Impressions: 11,310; Engagement: 283; Engagement Rate: 4.7%**

**Prue Leith's Malt Loaf 05/04/23 - Impressions: 10,419; Engagement: 2,245; Engagement Rate: 21.5%**

**America's Heartland Info Featuring Mariani Family 07/16/23 - Impressions: 1,806; Engagement: 227; Engagement Rate: 12.6%**

## 2021/2022 Program Year

Facebook (YTD):



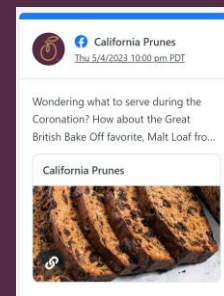
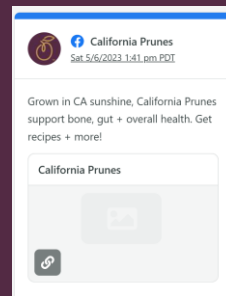
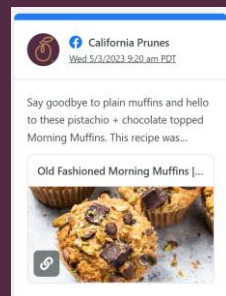
Number of followers: 10,663  
Impressions: 538,505  
Engagement Rate: 7.4%

## 2022/2023 Status

Facebook (YTD):



Number of followers: 11,060  
Impressions: 996,354  
Engagement Rate: 10.4%





# Instagram Activity Summary

GOAL: 5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels

Over the past year, we've been encouraging people to bake with California Prunes. Healthy-ish baking recipes consistently rank in the top for both engagement rate and impressions and have contributed towards our follower + engagement growth.

## 2021/2022 Program Year



Instagram (YTD):

Number of followers: 5,863  
Impressions: 337,082  
Engagement Rate: 3.2%

## 2022/2023 Status



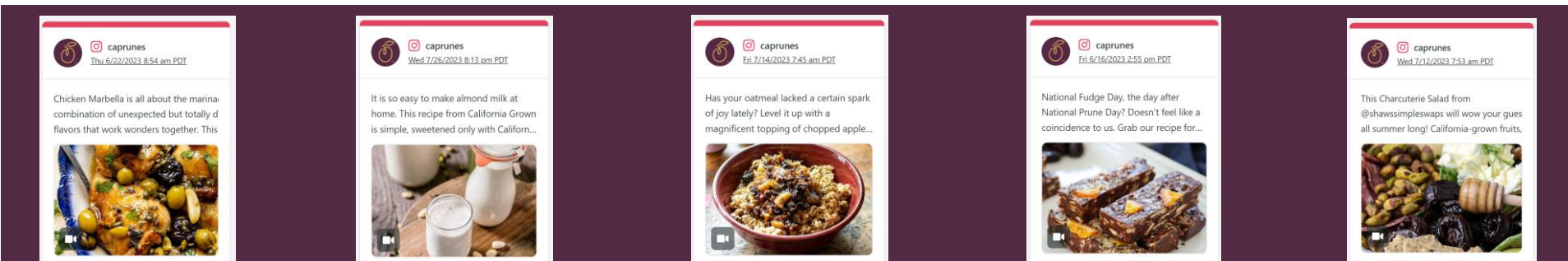
Instagram (YTD):

Number of followers: 6,858  
Impressions: 519,851  
Engagement Rate: 1.7%

### Key Learnings

**Partnerships matter.** Our influencer posts remain popular with our followers – especially Reel content. All 5 of our top posts in Q4 were videos. Instagram algorithms have been heavily favoring videos over still images. During the last quarter, grower profiles, baked recipes and prune facts got great engagement.

- Top 5 Highlights:**
- Krolls Korner Chicken Marbella (reel) 06/22/23- Impressions: 1,501; Engagement: 265; Engagement Rate: 17.7%**
  - Almond Milk Recipe (reel) 07/26/23 - Impressions: 1,357; Engagement: 90; Engagement Rate: 6.6%**
  - Kate's Best Recipes Oatmeal with Prunes (reel) 07/14/23 - Impressions: 1,005; Engagement: 67; Engagement Rate: 6.7%**
  - Jessie Sheehan's Salty Sweet Fudge (reel) 06/16/23- Impressions: 970; Engagement: 105; Engagement Rate: 10.8%**
  - Shaws Simple Swaps Charcuterie Salad (reel) 07/12/23 - Impressions: 926; Engagement: 69; Engagement Rate: 7.4%**



# Pinterest Activity Summary

GOAL: 5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels

Since 2022, our Pinterest channel reached over 6.86 MILLION potential consumers. The beauty of this medium is that unlike Instagram and Facebook, "older" content that has proven successful continues to perform and circulate, which helps drive traffic to our newer content. Pinterest is the platform where people go to be inspired & find new recipes – and it's also where we can evaluate trends for the United States. We're still seeing people embrace comfort food and riffs on classic recipes, as well as plant-based recipes. We are leaning into those trends with both boosted and organic pins.

## Notes:

Our audience has subbed some of their favorite chocolate numbers for lighter summer cakes and quick breads. Simple savory recipes have also seen a summer surge.

## 2021/2022 Program Year

Pinterest (YTD):



No. of subscribers: 1.1K  
Audience: 4.01M  
Impressions: 7.9M

## 2022/2023 Status

Pinterest (YTD):



No. of subscribers: 1.3K  
Audience: 7.2M  
Impressions: 22.56M

## Top 5 Highlights:

**Mascarpone Cake**, Feb 27, 2023 – Views : 172K (with 1129 engagements)

**S'mores Banana Bread**, April 19, 2023 - Views: 316K (with 3194 engagement)

**Spiced Prune Coffee Cake** March 28, 2022 – Views: 1.1M (with 8228 engagements)

**Sheet Pan Marbella** May 31, 2022 - Views: 476K (with 13,799 engagements)

**Pulled Chicken Sandwiches**, July 1 , 2022 - Views: 619K (with 10384 engagements)



MASCARPONE CAKE  
with red wine soaked prunes



# Twitter Activity Summary

GOAL: 5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels

Each social channel has its own quirks. Twitter is a bit of an odd duck. While Facebook and Instagram are both highly visual, on Twitter, impressions and engagements are driven more by witty repartee and sharing interesting facts.


### Key learnings:

**Posts that interacted with celebrity accounts (especially celebrity chefs, and top food & wine publications) always get a lot of interaction. Tweets featuring influencer content and video content also fared well.**

### Top 5 Highlights:

- Jerry James Stones' Pan Seared Oatmeal Cakes 05/13/23 - Impressions: 963 Engagements:18 Engagement Rate: 1.9%**
- Prunes Prevent Bone Loss Factoid 05/19/23 - Impressions: 370 Engagements: 19 Engagement Rate: 5.1%**
- National Cheese Day Cheese Wheel Cake 06/03/23 - Impressions: 367 Engagements: 18 Engagement Rate: 4.9%**
- Chocolate Prune Smoothie w/ Bone Loss Factoid 05/31/23 - Impressions: 304 Engagements: 12 Engagement Rate: 3.9%**
- Chocolate Bliss Balls 05/29/23 - Impressions: 299 Engagements: 13 Engagement Rate: 4.3%**


## 2021/2022 Program Year



**Twitter (YTD):**

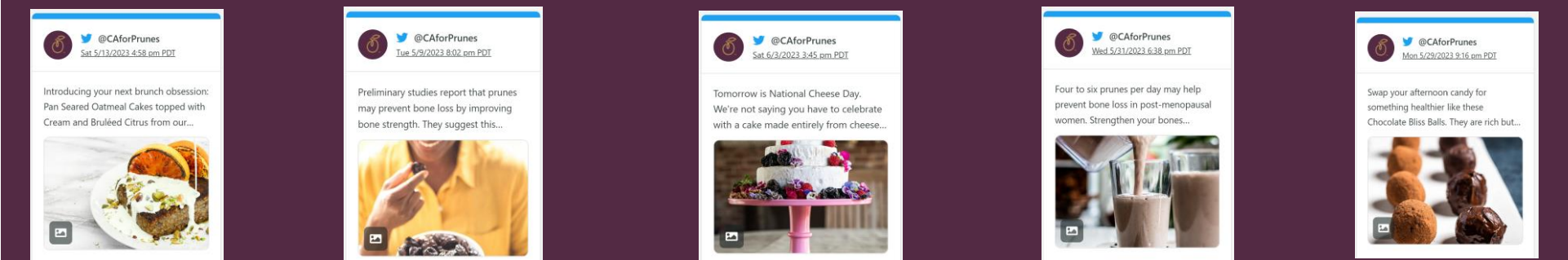
Number of followers: 1456  
 Impressions: 101,993  
 Engagement Rate: 3.5%

## 2022/2023 Status



**Twitter (YTD):**

Number of followers: 1,533  
 Impressions: 119,222  
 Engagement Rate: 3.2%



# YouTube Activity Summary

GOAL: 5 Million Impressions + at or above 3.5% Engagement (Facebook/Instagram/Twitter/Pinterest/YouTube) on owned channels

Google owns the vast majority of internet search traffic, with YouTube coming in a solid second. Because YouTube is owned by Google, it is important to optimize content so that our videos have the best chance of being seen. Currently we are populating our channel with farming content (grower interviews) and recipe videos. The videos with the best "viewer retention" are Guy Branum's Far Breton and The California Prunes Difference: our Exceptional Growers.


### Key learnings:

**Like Pinterest, YouTube is a channel where content continues to gain momentum over time. While much older content continues to rank highest in terms of impressions, some of our newer content appears to be making its mark.**

**While recipes appear to get the most initial traffic, farm features and influencer content are getting an impressive number of views.**


**Top videos this quarter were:** Health Benefits of Prunes with Leslie Bonci, How Eating CA Prunes Can Help Reverse Bone Loss, California Prune Harvest, and Prunes, California Sunshine in Every Bite.

## 2021/2022 Program Year

**YouTube (YTD):** 

No. of subscribers:	517
Watch Time:	916 hrs
Video Views:	34,959
Impressions:	309,000

## 2022/2023 Status

**YouTube (YTD):** 

No. of subscribers:	731
Watch Time:	955.3 hrs
Video Views:	45.6K
Impressions:	348.5K



What Are The Health Benefits Of Prunes? Leslie Bonci Discusses How Prunes Help...



How Eating California Prunes (Dried Plums) Can Help Prevent and Reverse Bone Loss



California Prune Harvest: Watch the Fruit Go from Fresh Plums to California Prunes



Prunes: California Sunshine in Every Bite (How We Make Dried Plums/Prunes)

# School Food Service

*Create an ever-green content piece aimed at school foodservice directors and amplified on targeted channels*



# School Nutrition SmartBrief

## Dedicated Send – January 19, 2023

- Total Sends: 43,442
- Total Opens: 16,029
- Open Rate: 36.90%
- Clicks to Download SFS Collateral: 314

## Featured Content (Two-Headline Ad Space) – February 8, 2023

- Total Sends: 43,356
- Total Impressions: 18,318
- Total Impression Rate: 42.25%
- Clicks to SFS Collateral: 19

## Featured Content (Single Headline Ad Space) - March 8, 2023

- Total Sends: 42,714
- Total Impressions: 15,481
- Total Impression Rate: 36.24%
- Clicks to SFS Collateral: 61

**California Prunes**  
A Guide for School Food Service Professionals

1/4 cup California Prunes = 1/2 cup Fruit  
AT LUNCH OR BREAKFAST

- PLANT BASED ESSENTIAL NUTRIENTS
- NO FAT
- SHELF-STABLE
- AVAILABLE IN THE USDA'S FOOD BUYING GUIDE FOR CHILD NUTRITION PROGRAMS
- NO ADDED SUGAR
- NO SODIUM
- VERSATILE

California Prunes are good every day in so many ways. Packed with fiber, vitamins, minerals, and antioxidants, California Prunes are a tasty and nutritious addition to your school meal and snack programs.

Get inspired with NEW California Prunes school-meal-friendly recipes by downloading California Prunes' Guide for School Food Service Professionals linked below!

[Download the Guide](#)

california prunes  
Prunes. For Life.

## CA Prunes Count: Zero Added Sugar + a Boost of Nutrition



Did you know that ¼ cup of prunes count as a ½ cup serving of fruit in school meals? With natural sweetness and zero added sugar, California Prunes complement foods and flavors loved by kids. Grown with the highest food-safety standards, California Prunes are a good source of fiber and an excellent source of vitamin K, known to support bone health. Learn more by downloading the California

Prunes Guide for School Foodservice Professionals. [Click here.](#)

## 5 Reasons to Subscribe to the "Prunes For Life" Newsletter



Get the latest peer-reviewed nutrition research, expert advice from RDs, delicious recipes, snacking ideas, and shareable tools to educate and inspire by subscribing to the California Prunes nutrition newsletter, "Prunes. For Life." Every quarter, you'll receive an email with the latest on how California Prunes are good every day in so many ways.

[Click here.](#)

## FEATURED CONTENT

Sponsored Content from California Prune Board



## Sweet & Savory Flatbread with California Prunes

Looking for a globally-inspired fresh take on pizza day? Try this [flatbread recipe](#) that uses naturally sweet prune purée as a sauce to complement the flavors of chicken, feta cheese, and sweet potatoes. One serving of this recipe provides 1/4 cup of fruit, 1/4 cup of vegetables, 2 oz. of grains, and 2 oz. of meat. [Click here for the full recipe and more!](#)

# School Nutrition Association Side-Dish

January 26, 2023

- Total Sends: 39,864
- Total Opens: 10,784
- Open Rate: 30.5%
- Total Clicks: 145
- Click Rate: 0.4%

May 26, 2023

- Total Sends: 37,627
- Total Opens: 10,286
- Open Rate: 30.5%
- Total Clicks: 63
- Click Rate: 0.61%



**Side Dish SN**  
Brought to you by

**California Prunes**  
A Guide for School Food Service Professionals

**Serve Nutrition and Flavor with California Prunes**

California Prunes are good every day in so many ways. Packed with fiber, vitamins, minerals and antioxidants, California Prunes are a tasty and nutritious addition to your school breakfast and lunch menus. They are great for snack programs, too!

California Prunes:

- Plant-based essential nutrients
- No added sugar
- No sodium
- No fat
- Shelf-stable
- Versatile
- Available in the USDA's Food Buying Guide for Child Nutrition programs

**1/4 cup California Prunes = 1/2 cup Fruit**  
AT LUNCH OR BREAKFAST



**Side Dish SN**  
Brought to you by

**California Prunes**  
A Guide for School Food Service Professionals

**California Prunes: Good Every Day in So Many Ways**

California Prunes start as ripe plums grown by California family farmers and then dried, using a process that applies the highest food-safety standards. As a naturally sweet, versatile ingredient, prunes complement a range of flavors, while adding smart nutrition to all kinds of recipes. When it comes to meeting school meal requirements, each 1/4 cup serving of prunes counts as 1/2 cup of fruit at breakfast or lunch.

**1/4 Cup of California Prunes = 1/2 Cup of Fruit at Breakfast or Lunch**

**Sweet & Savory Flatbread with California Prunes**



# School Food Service Amplification Analysis and Key Takeaways

## Analysis:

- Through ad buys with both School Nutrition SmartBrief and School Nutrition Association Magazine, California Prunes garnered **visibility with more than 40K** School Food Service Professionals.
- In addition to brand exposure, the *California Prunes Guide to School Foodservice* collateral piece received over **500 clicks**.

## Key Takeaways:

- Partnering with organizations whose membership is made up of a specific target audience was an effective way to share relevant and valuable information and materials. California Prunes can continue to reach school foodservice professionals through ongoing, highly targeted communications.



The graphic features a dark purple background with a circular inset on the right showing a bowl of oatmeal topped with prunes. The text is in a clean, sans-serif font. The main title 'California Prunes' is in a large, bold, yellow font. Below it, the subtitle 'A Guide for School Foodservice Professionals' is in a smaller, white font. At the bottom left, there are social media icons and the text 'CONNECT WITH CALIFORNIA PRUNES!' and '@CAprunes | #CAprunes | #PrunesForLife'. At the bottom right, the California Prunes logo is displayed, consisting of a stylized orange and the text 'california prunes' in a lowercase font, with the tagline 'Prunes. For life.' below it.

# California Prunes

## A Guide for School Foodservice Professionals

CONNECT WITH CALIFORNIA PRUNES!

[f](#) [t](#) [i](#) [p](#)

@CAprunes | #CAprunes | #PrunesForLife

california prunes™  
Prunes. For life.



# Trade & Industry Communications



# Industry Newsletters – 2022-2023 Highlights & Key Learnings

## Orchard Notes Grower Newsletter – Goal 5-6 newsletters

Key Performance Metric (KPI)	ANNUAL GOAL	QUANTITY	Aug 22	Sep 22	Oct 22	Feb 23	May 23	Jun/Jul 23	AVERAGE CAMPAIGN PERFORMANCE
<b>Subscriber Base</b> (Number of newsletter recipients)	<b>INCREASE</b>	<b>460</b>	449	454	455	485	515	507	<b>505</b>
<b>Open Rate</b> (Percentage of recipients who opened the newsletter email)	<b>INCREASE</b>	<b>49%</b>	39.4%	37.1%	41.3%	50.4%	50%	48%	<b>44%</b>
<b>Click Rate</b> (Percentage of recipients who clicked at least one link within the newsletter)	<b>INCREASE</b>	<b>9%</b>	5.2%	3.1%	4.5%	8.1%	6.8%	9.3%	<b>7.8%</b>

Orchard Notes continues to serve as a good touchpoint for growers. The Feb. newsletter went out at Bloom with seasonal tips and garnered more opens and clicks on the Orchard Checklist.

The top performing articles for the year included: Bloom Checklist (36 clicks); Weather 30 Days After Bloom (43 clicks); Maintenance Checklist for July (43 clicks)

## Positively Prunes Industry Newsletter – Goal 3x/year

Key Performance Metric (KPI)	ANNUAL GOAL	QUANTITY	Q1 AUG 2022	Q2 NOV 2022	Q3 APRIL 2023	Q4 JUL 2023	AVERAGE CAMPAIGN PERFORMANCE
<b>Subscriber Base</b> (Number of newsletter recipients)	<b>INCREASE</b>	<b>1,390</b>	-	1,384	1,421	1,407	<b>1,404</b>
<b>Open Rate</b> (Percentage of recipients who opened the newsletter email)	<b>MAINTAIN</b>	<b>36%</b>	-	41.9%	38%	44%	<b>44%</b>
<b>Click Rate</b> (Percentage of recipients who clicked at least one link within the newsletter)	<b>INCREASE</b>	<b>4%</b>	-	2.9%	4.1%	8.6%	<b>14%</b>

Performance increased primarily due to engagement from prune summit.

The top performing content included: PBS America's Heartland Video (133) Warm Sugar Plum Cocktail (95 clicks); INC Recap (90 clicks);

# On-pack Logo Usage

Country	Product SKUs
China	36
Japan	39
U.S.	4
Canada	1
<b>TOTAL</b>	<b>80</b>



Total SKUs for 2020/2021: 60 SKUs  
 Goal for 2021/2022: 70 SKUs  
 Current Total : 80 SKUs  
 Goal for 2022/2023: 80 SKUs

In the 22/23 fiscal year, the international team secured 10 new SKUs using the California Prunes logo and renewed 3 SKUs.



# CA GROWN Partnership



## Grown to be Great

California Grown program featuring influencer/creator content and recipes created for specialty crops including California Prunes. This is also part of their paid digital program.

## New Prunes Recipes/Content on California Grown

- Annual reports delivered
- Prunes featured on International Chef Tour as part of My Food Story with USDA
- New recipe: California Grown Energy Bars

## California Grown Nutritional Tool Kit

Nutritional information/health benefits of California Prunes for retailers and retail RDs has been released.



# Addendum



## Measurement Overview

- Key performance indicators (KPIs) are established at the start of the program year for primary program activities
  - These are anticipated outcomes that the marketing team expects to deliver as part of any given initiative
  - Goals established using historical performance and third-party metrics to set benchmarks
  - 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
- In the spirit of continual improvement, we will explore potential key message testing and possible adjustment of the way we are tracking key message pull-thru metrics in the year ahead

Program	KPI
News Bureau	Media relationships Quality of earned media coverage Quantity of earned media coverage Media Impressions Quantity of paid media coverage Message pull-thru
Digital/Social	Influencer content – impressions and engagement Owned channels – impressions and engagement Quantity of content created (videos, photos, recipes, usage ideas)
Nutrition Communications	Newsletter frequency, length, engagement Events – attendance, exposure, engagement Established relationships and connections
Industry Communications	Newsletter frequency, length, engagement Industry reach Brand logo usage on-pack
School Foodservice	Paid amplification engagement rates Audience reach

## Defining the Metrics

*Social Media metrics are defined below:*

- **Placements** – the number of articles generated by a news announcement or media pitch
- **Impressions** – estimated times a piece of content has been “viewed.” Content can be a news article, a video, a recipe, podcast, etc.
- **Reach** – is unique views of online content, or the readership of the outlet where an article appeared. It's easier to think of Reach as "People.”
- **Engagement** – an interaction someone has with a piece of content; shares, likes, comments, etc.

*If you see the same piece of content 5 times, that's 5 impressions and one reach.*

PR typically tracks in “potential impressions” based on unique views per month (UVPM) of the publication/site/page the coverage appears. Based on the definitions here, PR impressions fall into the “reach” category, although industry standard is to measure under impressions/UVM. Social media posts by nature provides more insights than PR, so impressions/tracking is not apples to apples.

**Thank you**

