



Prunes. For life.

UNITED KINGDOM QUARTERLY REPORT

May – July 2023

Prepared for California Prune Board by:
SHINE MARKETING & COMMUNICATIONS LTD



Measuring our success

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

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



Communications Highlights



Communications Summary – YTD



Social Media CPB



Influencer-owned Social Media Activity



(Trade + HCP) Digital and Traditional Print Media
NB: This includes some consumer coverage



Website

YTD performance (Organic + Boosted total per platform)

Followers: 2,757
Reach: 330,556
Engagement Rate : 36%

Followers: 4,097
Reach: 39,126
Engagement Rate : 15.5%

Followers: 459
Reach: 87,559
Engagement Rate : 9.3%

YTD performance

Number of posts: 66
Reach: 43,324
Engagement Rate : 31%

YTD performance

Earned
Number of articles: 82
Reach: 43,451,000

Paid for
Number of articles: 1
Reach: 25,000

Combined Total
Number of articles: 83
Reach: 43,476,000

YTD performance

Number of unique visits: 13,318

Average time per session: 01:05

Average pages per session: 1.52

Anecdotal Feedback from our Audiences...

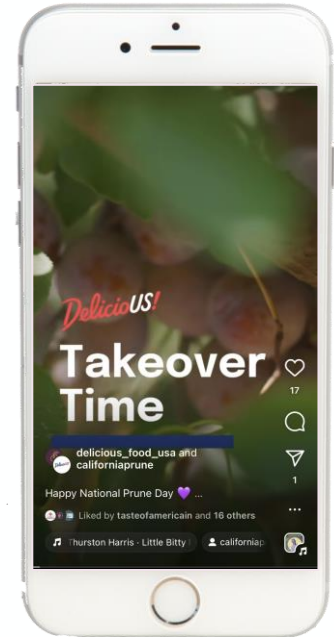


Reporting Period: May 2023 – July 2023



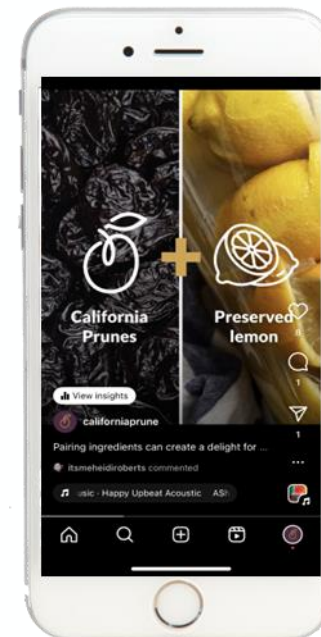
I have paired them together in the past (California Prunes and lemon) Perfect marriage!

Instagram follower, May 23



Almost too pretty to eat !!! ❤️

Instagram follower, June 23



“Loved learning more about the world of prunes”

@delicious_food_usa follower, June 23

Traditional and Digital Media Activity

4 highlights of traditional and digital activity (Trade) – May 23 – Jul 23



12th June 2023	
Men's Health Week 2023: California Prune Board highlights how bone health affects men	
Publication:	Food & Ingredients International
Reach:	23,700
AVE:	\$2,192
Relevant Brand Pillar(s)	Bone Health

Food & Ingredients International FRESH IN EVERY CONDITION

Men's Health Week 2023: California Prune Board highlights how bone health affects men

Osteoporosis is often thought of as a disease that only affects women. Yet, according to statistics from the Royal Osteoporosis Society, one in five men over 50 will suffer from fractures as a result of osteoporosis.

Now the California Prune Board (CPB) is using Men's Health Week (12th to 18th June 2023) to tackle unhelpful stereotypes by highlighting how maintaining healthy bones should be high on the agenda for men too.

CPB dietitian and nutritionist Dr. Annamaria Acquaviva explains: "Whether you're male or female, it's never too early to think about bone health. The majority of bone mass is acquired by age 18 in girls, and age 20 in boys (2), with bone development reaching maximum aged 30(2)."

Despite this, simple lifestyle and diet changes can be made at any age to improve skeletal health and maintain normal bones. Reducing or cutting out risk factors like alcohol and smoking is key while staying active and eating well are also important. Vitamins and minerals essential to bone health include vitamin K, manganese, vitamin D, calcium, and potassium.

Dr. Annamaria Acquaviva adds: "Getting vitamin D from the sun and

14th June 2023	
California Prune Board highlights how bone health affects men	
Publication:	IHS Markit
Reach:	120,000
AVE:	\$11,100
Relevant Brand Pillar(s)	Bone Health

California Prune Board highlights how bone health affects men

14 Jun 2023 - Food and Agricultural Commodities | Headline Analysis - United States Demand, Production, Facilities & Operations, Research Focus, Research & Development, Health Claims, Nutrition Programs

Julian Gale
Chief of Head of Processed Commodities

- Message is being conveyed as part of Men's Health Week
- Eating a handful of prunes a day can maintain normal bones
- Benefits also to digestive system and immune system

Osteoporosis is often thought of as a disease that only affects women. Yet, according to statistics from the Royal Osteoporosis Society (ROS), five men over 50 will suffer from fractures as a result of osteoporosis.

Now the California Prune Board (CPB) is using Men's Health Week (12-18 June 2023) to tackle unhelpful stereotypes by highlighting how male healthy bones should be high on the agenda for men too.

CPB dietitian and nutritionist Dr. Annamaria Acquaviva explained: "Whether you're male or female, it's never too early to think about bone health. The majority of bone mass is acquired by age 18 in girls, and age 20 in boys, with bone development reaching maximum aged 30."

Despite this, simple lifestyle and diet changes can be made at any age to improve skeletal health and maintain normal bones. Reducing or cutting out risk factors such as alcohol and smoking is key while staying active and eating well are also important. Vitamins and minerals essential to bone health include vitamin K, manganese, vitamin D, calcium, and potassium.

Acquaviva added: "Getting vitamin D from the sun and eating a balanced diet can play a role in building healthy bones, including fruit and vegetables, dairy, and proteins like oily fish and poultry. California prunes contain a range of nutrients such as vitamin K, manganese, potassium, and copper as well as fibre. Eating a handful of prunes a day can maintain normal bones as well as the digestive system and the immune system, with a recent study pointing to the promising effect prunes can have on men's bone health."

The study by Houshmand, et al., reported that eating prunes daily has a protective effect on bone health in men over 50. It is one of more than 100 published studies that demonstrate the nutritional benefits of prunes on bone health, gut health and safety.

In 2022, California prunes were awarded "Bone Health Approved" status by the ROS, the first natural food to have been given this accreditation by the UK charity.

How helpful was this research?
 Very helpful Somewhat helpful Not so helpful

13th June 2023	
California prune supplies tight, predicts CPB	
Publication:	Fresh Produce Journal
Reach:	193,000
AVE:	\$17,852
Relevant Brand Pillar(s)	Health

FRESH PRODUCE JOURNAL

REGIS
 Search our s

NEWS ANALYSIS MARKETS RETAIL SUPPLY TECHNOLOGY PACKAGING EVENTS SUBSCRIBE

Is your business

FRESH PRODUCE JOURNAL

California prune supplies tight, predicts CPB

By Luisa Cheshire | 13 June 2023

But excellent fruit sizes are on the horizon after favourable weather, California Prune Board says

California experienced favourable weather during prune bloom, and growers are observing good sizes on

26th July 2023	
Studies show prunes support heart health in older people	
Publication:	EuroFruit
Reach:	193,000
AVE:	\$17,852
Relevant Brand Pillar(s)	Health

EUROFRUIT

REGISTER SUBSCRIBE SIGN

NEWS ANALYSIS MARKETS RETAIL SUPPLY TECHNOLOGY PACKAGING EVENTS SUBSCRIBE ADVERTISE

STAY COOL AND RELAX

EUROFRUIT

Studies show prunes support heart health in older people

By Maara Maxwell | 26 July 2023

Promising results in randomised controlled trials exploring the relationship between prune consumption

Daily prune consumption could help improve heart health in older people according to two new studies. The research, presented at the American Society of Nutrition (ASN) annual meeting, showed promising effects on several biomarkers related to cardiovascular health in postmenopausal women and men 55 years and older.

In men, long-term prune consumption improved HDL cholesterol and the total cholesterol to HDL ratio, while decreasing oxidative stress and the inflammatory biomarker C-reactive protein (CRP).

In older women, long-term prune consumption had no negative effect on various metabolic measures related to heart disease risk including total cholesterol, total

Social Media Activity



4 highlights of social media activity (Trade) - [reporting period]

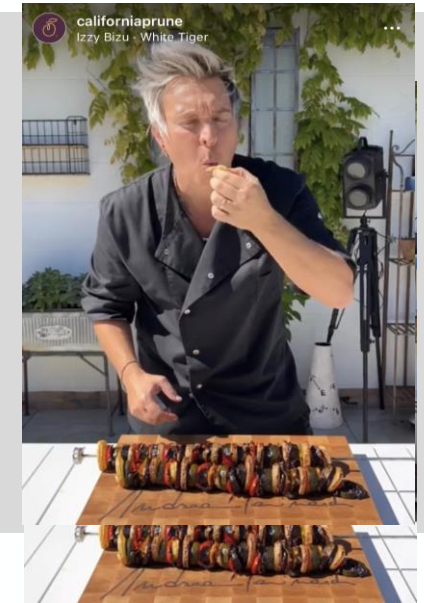
Date : 13 June	
Platform:	LinkedIn
Summary of Post – Crop Forecast	
Reach: (organic)	192
Engagement:	24
Engagement Rate:	12.5%
Relevant Brand Pillar(s)	Taste, Quality, Versatility, Health

California Prunes (Europe)
459 followers
1mo · Edited ·

New Press Release.
Read an update on the 2023 Crop ...see more

Excellent sizes expected for California Prunes - California Prunes
californiaprunes.net · 2 min read

Date : 2 June	
Platform:	Instagram
Summary of Post – A Mainardi – reel; vegetable skewers	
Reach: (organic)	343
Engagement:	366
Engagement Rate:	107%
Relevant Brand Pillar(s)	Taste, Quality, Versatility



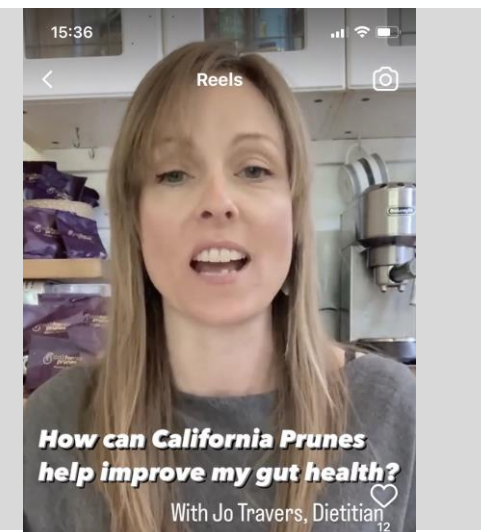
Date : 16 June	
Platform:	LinkedIn
Summary of Post – Bone Health	
Reach: (organic)	278
Engagement:	28
Engagement Rate:	10.1%
Relevant Brand Pillar(s)	Quality, Health

California Prunes (Europe)
459 followers
1mo ·

Did you know?
Osteoporosis is often thought of as a ...see more

California Prune Board highlights how bone health affects men
California Prunes (Europe) on LinkedIn · 2 min read
Men's Health Week 2023: California Prune Board highlights

Date : 20 July	
Platform:	Instagram
Summary of Post – J Travers – reel; gut health	
Reach: (organic)	160
Engagement:	193
Engagement Rate:	121%
Relevant Brand Pillar(s)	Taste, Quality, Versatility, Health



Traditional and Digital Media Activity

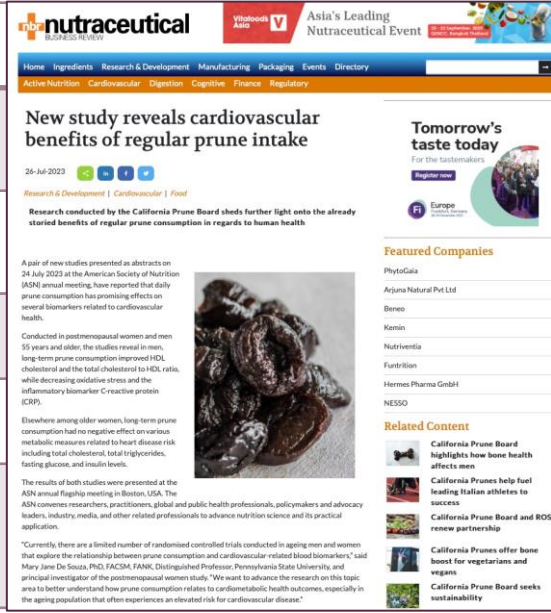
Highlights of traditional and digital activity (HCP) – May 23-Aug 23

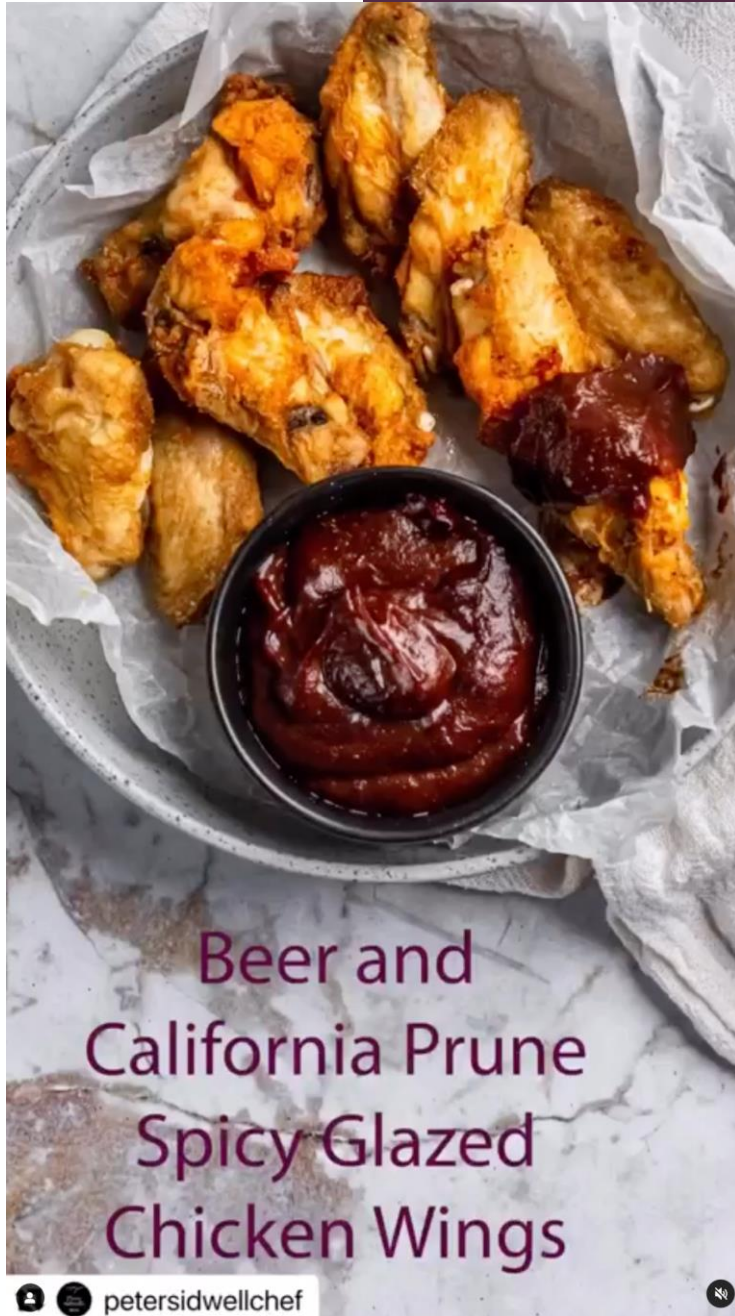


12 th June 2023	
Men's Health Week: California Prune Board touts bone health benefits of early consumption	
Publication:	Nutrition Insight
Reach:	77,700
AVE:	\$7187
Relevant Brand Pillar(s)	Bone health



26th July 2023	
New study reveals cardiovascular benefits of regular prune intake	
Publication:	Nutraceutical Business Review
Reach:	73,300
AVE:	\$6780
Relevant Brand Pillar(s)	Health





Top Performing Recipe on Social Media

Beer and California Prune Spicy Glazed Chicken Wings from Peter Sidwell

- Easy to prep; great for sharing and BBQ (3 July)
- Instagram link
https://www.instagram.com/p/CvhX8OsoWNj/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==
- Facebook link
<https://www.facebook.com/photo/?fbid=294882093082588&set=a.200124172558381>
- Website link [Beer and California Prune Spicy Glazed Chicken Wings - California Prunes](#)



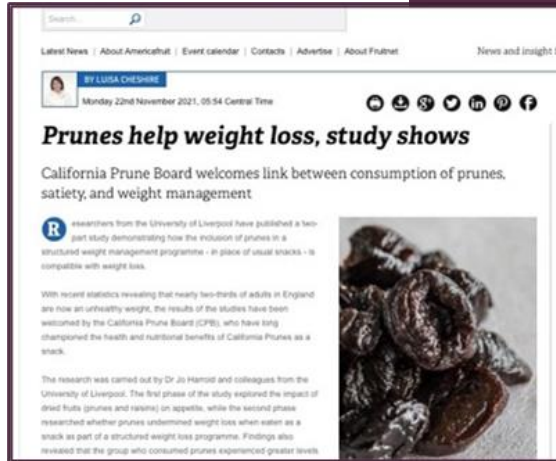
Marketing Activities

Review of Quarter:
Trade Activity





22/23 Trade strategy

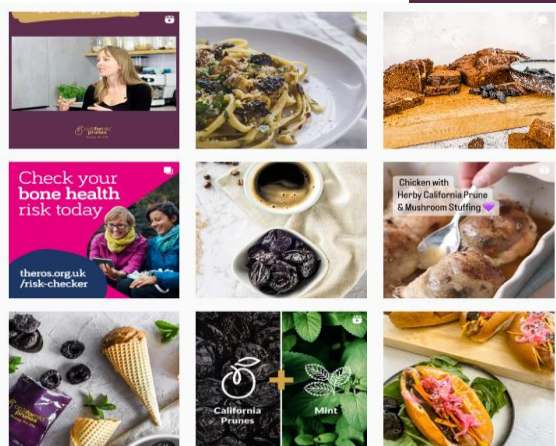


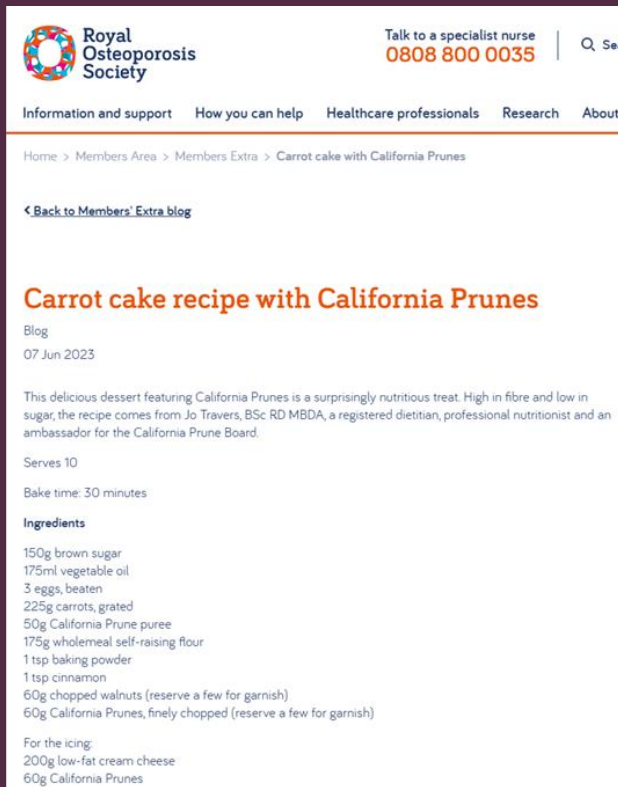
Focus on promotion of premium California Prunes and activities that will encourage loyalty from our trade partners to buy Californian, rather than other origins

Focus on whole prunes (retail sales) and tie-in new creative theme for core messages for good bone and gut health

Activities include:

- *PR and Media Relations*
- *E-Newsletters*
- *Social Media - a regular presence, with a significant number of impressions for California Prunes*
- *Website – regular updates of new recipes and engaging content*
- *Partnerships and collaborations that deliver our messages to an extended audience*
- *Attendance at a UK Trade Exhibition*





Royal Osteoporosis Society Bone Health Accreditation



UK, May – Jul 2023

The Royal Osteoporosis Society (ROS) is the UK’s charity committed to raise awareness of bone health and the impact of osteoporosis. They work to provide information, advice and networks for people living with it. CP has been ‘Bone Health’ approved; below is a distillation of the activities we have executed in this quarter.

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

- 11 ROS focused social media posts on our platforms, gaining a reach of 1,472
- Our ‘Bone Health Approved’ accreditation was featured on our booth design at INC Congress
- Our *Carrot Cake with California Prunes* recipe was featured in two ROS E-Newsletters distributed to 18,925
- 1,127 recipe clicks from newsletter
- What did we learn from the activity?**
- The partnership with the ROS has been a strong talking point at tradeshow exhibitions and we will ensure it will be part of our literature and booth designs in the forthcoming year
- As well as recipe options and assets, CPB will look to continue maximizing value from this partnership by being the refreshment sponsor at the Osteoporosis Conference, held at the University of Manchester on 13th and 14th September

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Trade



INC Congress

London, 22-24 May 2023



Donn Zea, Esther Ritson-Elliott and Julie Jenkins joined the 40th World Nut and Dried Fruit Congress in London held at the Grosvenor House Hotel. California Prunes had a prime position exhibition booth which gave a great opportunity to meet with industry colleagues from around the globe and share the latest news and benefits of California Prunes.

What was the actual outcome?

- Attended by 1,300 industry professionals from 65 countries
- High quality trade leads for industry plus additional mailing list contacts
- Gave out over 400 samples across 3 days plus trade POS and sustainability collateral
- Raised brand awareness of California Prunes and their benefits via the booth
- Reconnected with existing trade colleagues from across the globe (US / Japan / UK / EU)
- Donn Zea presented on the panel of Prunes Round Table with Brad Schuler (chairing)
- Esther Ritson-Elliott presented at the Global Strategies session to promote the work of the DFA campaign, partly funded by INC. Also led a meeting with INC executives to discuss the future of Dried Fruit within INC
- Social media posts across the event

What did we learn from the activity?

- Trade contacts are excited to meet California Prunes in face-to-face meetings
- Quality leads from top decision makers from across the world
- Next INC congress will be in Vancouver (May 2024) proposal is for California Prunes to attend in a similar capacity
- Enhance Social Media throughout the event

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Trade



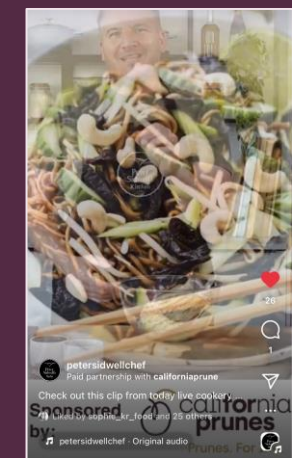
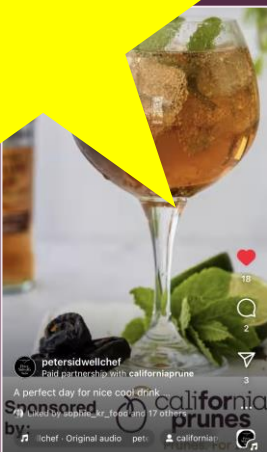
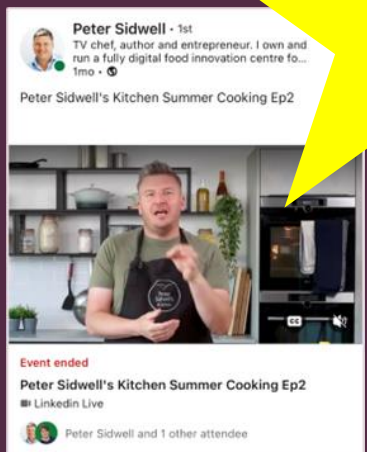
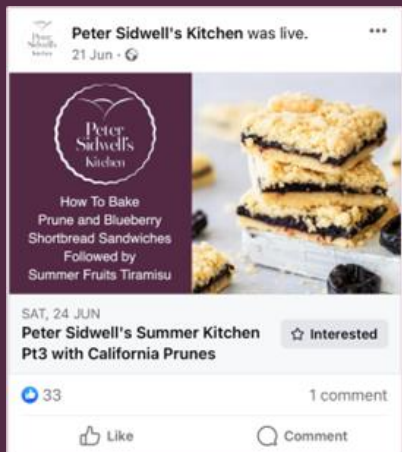
Peter Sidwell Video Recipes and Posts



UK, May 2023 – July 2023

As well as the commissioned recipes, we have worked in partnership with Peter Sidwell to create 3 live events on Peter's own "Kitchen Live" show featuring a total of 6 recipes with California Prunes. These were shared on CP channels afterwards and reposted. During the live episodes Peter also promoted a free recipe booklet that viewers could request via a link.

What was the actual outcome? (what results did we achieve, and how do they contribute to overall goals, results are ongoing as most recipes are yet to be published)



Commissioned Recipes	Kitchen Live Episodes
<p>Facebook</p> <ul style="list-style-type: none"> Reach: 3,879 Engagement: 154 Engagement Rate: 3.97% 	<p>Episode 1</p> <ul style="list-style-type: none"> 193 reactions 22 comments 218 engagement 58.6k views
<p>Instagram</p> <ul style="list-style-type: none"> Reach : 2,171 Engagement : 112 Engagement Rate: 5.15% 	<p>Episode 2</p> <ul style="list-style-type: none"> 111 reactions 21 comments 133 engagement 11.7k views
<p>LinkedIn</p> <ul style="list-style-type: none"> Impressions: 1,779 Engagement: 33 Engagement Rate: 1.85% 	<p>Episode 3</p> <ul style="list-style-type: none"> 286 reactions 69 comments 376 engagement 64.9k views

Total Number of recipe books downloaded: 387

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

What did we learn from the activity?

- The Kitchen Live shows with the subsequent sharing on both Peter's and CPB's social media platforms allowed CPB to leverage that content to the maximum. This rationale may be repeated in the forthcoming year.

Trade



Why does the world come to California for prunes?

Taste

Fresh, sweet, and smooth, California Prunes taste like no other. They are the result of the finest growing conditions on earth combined with the highest agriculture standards of any nation. Thanks to that, and to our state-of-the-art processing and climate-controlled tunnel drying system, you'll taste the difference – and so will your consumers.

But that's just one reason. Choose California Prunes for yours.

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



Trade Media/Advert

Fresh Produce Journal, July 2023

Trade advert in key UK title – available in print and online.
Fresh Produce Journal is a read by industry professionals across the UK.

What was the actual outcome?

- Back page, full page advert secured in July 2023 edition (print and digital versions)
- 15,000 average readers per issue - key target audience
- Reinforced Taste messaging

What did we learn from the activity?

- Back page ad is a prominent position
- FPJ July 2023 edition is its Big 50 Products 2023 issue, with shelf life on 12 months

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Trade



Nutritious California Prunes showcase versatility in use

The California Prune Board (CPB) showcased the premium nature, versatility and nutritious benefits of its prized prunes at this year's IFE.

California Prunes are renowned globally for their size, taste and use as both a snack and ingredient. Packed with a range of vitamins and minerals, including gut-friendly fibre and bone-benefiting vitamin K, prunes have long been the subject of scientific studies into the positive effects just a handful a day can have on overall health.

Leading bone health charity, the Royal Osteoporosis Society, has awarded California Prunes the



coveted Bone Health Approved accreditation. Prunes are also the subject of an authorised European and GB health claim, which states that 100g prunes daily contribute to normal bowel function.

Shelf-stable prunes are also versatile enough to be used in sweet and savoury cuisine and as a substitute for fat or processed sugar in baked goods.

Esther Ritson-Elliott, Director of International Marketing and Communications, CPB, adds: "California Prunes are increasingly popular in the UK. The recent removal of the import tariff on US prunes puts us on a level playing field with competitors and gives UK wholesalers, distributors and food manufacturers easier access to our premium California Prunes."

For more information: www.californiaprunes.org

Trade Media/Advertorial

Food & Drink Matters, May 2023

Trade advertorial in key UK title – available in print and online
Food & Drink Matters shares trends and developments as well as new products and services to key professionals in F&B in the UK.

What was the actual outcome?

- Quarter page advertorial secured after IFE 23
- Low cost
- Able to control messaging around versatility, nutrients, taste and quality of prunes
- Combined readerships of 25,000 target audience

What did we learn from the activity?

- Food and Drink Matters is advertorial based rather than editorial – in a limited trade press market such as the UK, using advertorials occasionally is a good opportunity to reach more F&B trade professionals

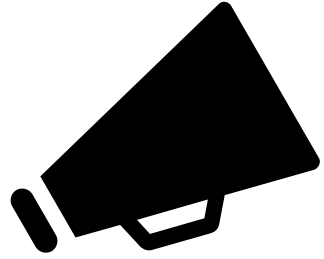
CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility



Trade E-Newsletters

KPI	Annual Goal	Quantity / % Goal	Q1	Q2	Q3	Q4	Current running average and trend towards Goal
Open Rate (Percentage of recipients who opened the E-Newsletter email)	Increase the average opening rate across the E-Newsletters	24.5%	37%	39%	N/A	33%	36% +11.5%
Number of E-Newsletters sent throughout the year	Deliver at least 3 within 22/23	3	1	1	0	1	3
Number of Trade Contacts	To show an increase (new goal for 22/23)	229 (At time of sending the Q1 Newsletter)	229	223	0	221	224

Traditional and Digital Media Activity this quarter (Earned – Trade Media in UK and EU (English speaking))



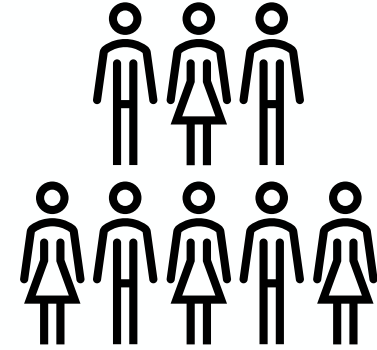
Output

*We've had **16** articles published this quarter*



AVE

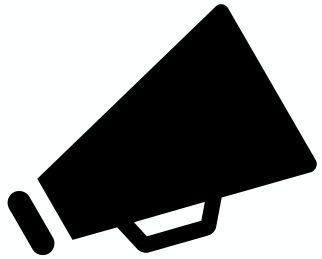
*We've managed to gain excellent levels of value for CPB. Trade media value equivalent to **\$293,000+***



Reach

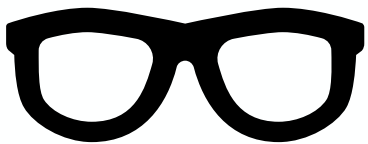
*Our coverage has reached over **three million** trade professionals*

Social Media Activity this quarter (Boosted + Organic)



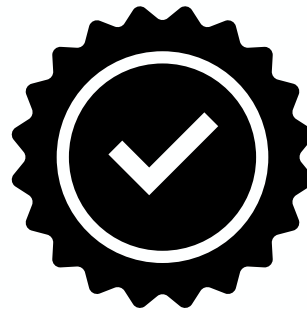
Number of posts

We've published **118 posts** this quarter



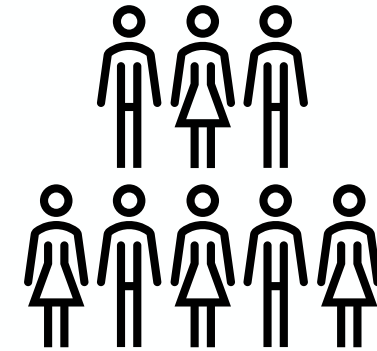
Followers

The number of our dedicated followers has increased by **1,869** since the start of the activity year



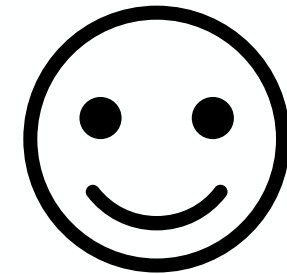
Total (Comments, Likes and Shares)

Our content has proved to be very popular in the last 3 months, with over **11,600** engagement



Reach

Our social posts have been seen by over **20,508** people



Engagement Rate

Our levels of engagement this quarter have been fantastic, hitting **over 56%** overall; and 78% on Instagram specifically



Marketing Activities

Review of Quarter:
HCP (Healthcare Professionals)
Activity



22/23 HCP strategy



Prunes. For life.

Healthcare Professionals Newsletter

Autumn Edition

Welcome to the latest edition of California Prunes News for Health Professionals; a newsletter with information and research updates from the California Prune Board.

In this issue we'll share:

- Jo Travers BSc RD's advice on how to keep healthy bones
- The Royal Osteoporosis Society's risk checker
- In the pipeline - Prune Nutrition Research
- Delicious Inspirations
- Prunes in the News

October is Bone Health Month

Dietitian, Nutritionist & California Prunes' Brand Ambassador Jo Travers BSc RD shares her advice on how to keep your bones healthy



Bones may seem like they are inert but actually they are living tissue that needs to constantly change, grow and remodel. Bones are obviously fantastic for holding us upright but they also -in combination with muscle- allow us to move about. They provide a hard protective case around some of our most vital organs. Bones are also where white blood cells are formed so our immune system can't function without them. Some hormones are produced in bone, and bones provide a storage pool for minerals and fat.

Most people know that calcium is important for bone health but there are also other nutrients that influence the maintenance of normal bones, including vitamin K, manganese, phosphorus, magnesium and potassium - all of which are found in California Prunes.

[CLICK HERE FOR THE FULL ARTICLE](#)

Communicate the health benefits of California Prunes to Healthcare Professionals (HCP's)

Tie in our new creative theme for bone and gut health messages:

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

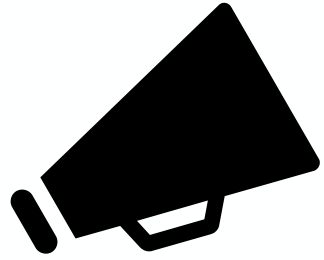
Activities include:

PR and Media Relations (joint coverage with EU)

E-Newsletters (n/a this quarter)

Jo Travers – nutritional ambassador

Traditional and Digital Media Activity this quarter (Earned HCP Trade media) Combined UK/EU for PR activities



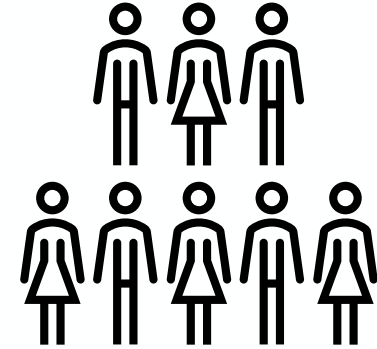
Output

*We've published **seven** articles this quarter*



AVE

*We've managed to gain excellent levels of value for CPB , with equivalent advertising value of **\$821,000+***



Reach

*Bone-health focused coverage has reached more than **eight million** site visitors to three key publications*

Jo Travers – Ongoing work



UK, November 2022 – January 2023

Registered dietitian and nutritionist, Jo Travers BSc RD MBDA joined the CPB team as an ambassador to help us spread the word of the health and nutritional benefits of California Prunes. Her credibility aligned with her personable nature means we are able to communicate to the HCP community and beyond, the importance of including California Prunes within your diet. During this quarter, Jo has been involved in several projects which are detailed below.

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

- Three 3” videos were created by Jo Travers explaining the health benefits of California Prunes. Two videos were published on CPB Social Media platforms, their metrics are shown below:

Facebook & Instagram

Gut Health Video

- Views 212
- Reach 193
- Engagement 227
- Engagement rate 117%

Energy Video

- Views 389
- Reach 357
- Engagement 400
- Engagement rate 112%

- One of Jo’s health focused recipe was published to our website
- One of Jo’s recipes was featured within two Royal Osteoporosis Society’s E-Newsletters which was distributed to 18,925 people and 1,127 clicked through to recipe
- Jo continues to distribute California Prunes samples at her workshops
- Jo has also done several social media posts on her social media accounts for a total reach of 907

What did we learn from the activity?

Jo continues to be a valuable health ambassador for California Prunes, and this is reflected in the high quality and diverse work she has completed for us. The two videos published so far have been so welcomed by the audience, we have commissioned two more videos as well as 10 more recipe cards. We also worked with professional food photographer Sigourney Whitesel.

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
Open Rate (Percentage of recipients who opened the E-Newsletter email)	Increase the average opening rate across the E-Newsletters	17%	24%	25%	N/A	N/A	24.5% +7.5%
Number of E-Newsletters sent throughout the year	Deliver at least 2 or 3 within 22/23	2	1	1	0	0	2
Number of HCP Contacts	To show an increase (new goal for 22/23)	435 (At time of sending the Q1 Newsletter)	435	435	434	435	435



Marketing Activities:

FAS Liaison

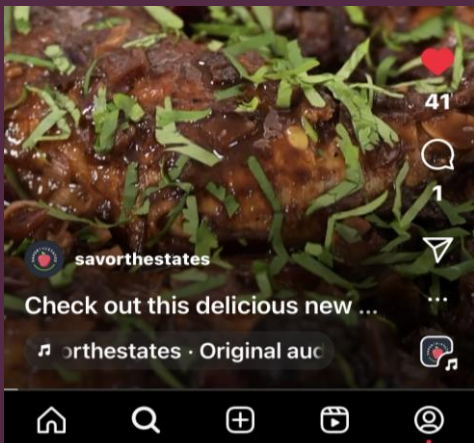


FAS Liaison

Liaison with FAS, UK



UK, May – July 2023



The UK team attended a cooperators meeting at the US Embassy in June to meet the new incoming Agricultural Counselor, Anita Katial. By liaising with the embassy and 'Savor the States' UK we have participated in activities including: being featured on the Savor the States Social Media with 6 recipe and video posts over the quarter. We also provided samples at the Embassy Summer picnic.

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

- Raise awareness of California Prunes and their benefits amongst embassy staff and other cooperators
- Maintain good relationships with USDA FAS staff
- 2 Tweets from USDA UK garnered : 17 likes, 7 retweets & 677 views
- 6 Instagram posts from 'Savor the States' garnered : 162 likes, 5,892 video plays and 7,274 accounts reached

What did we learn from the activity?

- Liaising with government agencies enables California Prunes to benefit from a wider audience across Europe
- Prompt responses to requests from FAS create a positive working relationship and goodwill, with benefits to California Prunes at no cost other than time



Marketing Activities: New Assets





New Assets uploaded to Chorus

MAY – JULY 23

Recipes

- Lemon and California Prunes Celebration Cake
- Piri-Piri Chicken with California Prune Panzanella
- Spicy Pork Belly with Fragrant Coconut
- California Prunes and Ginger Wild Rice
- California Prune, Ginger & Mint Non-Alcoholic Mojito
- Summe Pad Thai with California Prunes
- California Prune, Cashew & Aubergine Yakitori
- California Prune & Blueberry Shortbread Crumble Slices
- California Prune Tiramisu with Prosecco
- Beer and California Prune Spicy Glazed Chicken Wings
- California Prune and Almond Mixed Grain Biriyani
- California Prune Glazed Roasted Parsnips

Press Releases

- Men's Health Week 2023 California Prune Board highlights how bone health affects men
- Excellent sizes expected for California Prunes
- California Prunes add sunshine to Peter Sidwell's summer dishes
- New studies show daily prune consumption supports cardiovascular health in ageing population
- Dried Fruit Alliance celebrates campaign success (Nut Fruit)

Videos

- Jo Travers' 30'' Video – Energy
- Jo Travers' 30'' Video – Gut Health





Outcomes/Results



Outcomes/Results - Trade Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Trade								
UK Trade (importers, distributors, wholesalers, retailers) are not aware/convinced of how California Prunes can add value to their business, as they're unaware of their premium quality, taste and health advantages								
Performance Measures (as per UES/Notification):								
%age opening rate of CPB's Direct Marketing Emails by trade recipients	23% 2020/21	33%	24.5%	37%	39%	N/A	33%	36%
Estimated media value coverage achieved, per \$ invested <i>based on total organic PR AVE achieved / Trade PR fee</i>	1:\$2.70 2020/21	1:\$14.39	1:\$2.80	N/A	N/A	N/A	N/A	1:\$21.63
Activity Levels (as per UES/Notification PLUS Market Plans):								
Reach trade contacts within trade-focused publications, with all pieces of coverage including branding for California Prunes in the UK (exc paid for)	3,200,000 2021/22	4,156,240	3,200,000	735,000	1,775,700	970,000	3,059,200	6,539,900
Generate impressions across LinkedIn & Social Media (exc Influencers)	40,000 2021/22	79,132	70,000	21,273	19,549	19,210	20,508	80,540
Generate impressions across LinkedIn & Social Media (Influencers only Peter & Jo only)	To be set	N/A	15,000	6,950	11,372	6,155	11,394	35,871
Generate reach for ROS partnership across platforms	20,000 2021/22	36,386	30,000	28,880	8,289	7,755	20,397	65,321

Please note: All goals/measurements are under review

Outcomes/Results - Trade Goals



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Trade								
UK Trade (importers, distributors, wholesalers, retailers) are not aware/convinced of how California Prunes can add value to their business, as they're unaware of their premium quality, taste and health advantages								
Market Plan Goals:								
Estimated media value (AVE) of coverage achieved	\$360,000 2021/22	\$388,586	\$360,000	\$67,989	\$168,751	\$92,580	\$293,669	\$622,989
Increase LinkedIn followers by the end of year	285 2021/22	334	370	355	355	431	460	460
Public Relations will generate visits through to the California Prunes website:	10,000 2021/22	16,274	10,000	2,595	2,568	5,974	2,181	13,318
CPB to attend a major UK tradeshow	1 2021/22	1	1	N/A	N/A	1 (IFE)	1 (INC)	2
Secure a joint collaboration/promotion with another US commodity board , which generates 2 new recipes and increases our Instagram followers by 50%	1 2021/22	1	1	N/A	1	0	N/A	2 Increased IG followers by 169.5%

Please note: All goals/measurements are under review

Outcomes/Results – HCP Goals

Combined UK/EU for PR activities/Newsletter emails results done separately in each market



	UES Benchmark/ Year	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
HCP								
Market Plan Goals:								
%age opening rate of CPB's Direct Marketing Emails by HCP recipients	17% 2021/22	17%	18%	24%	25%	N/A	N/A	24.5%
Drive readership of our existing archive of newsletters and publish new developments in a timely manner	2 per year 2021/22	2	2 per year	1	1	0	0	2
Reach HCPs through media relations (e.g. trade press releases published by specialist HCP publications (print and digital) Joint UK /Italy	500,000 2021/22	4,309,000	4,500,000	4,095,000	1,771,000	1,910,000	8,881,800	16,657,800
Estimated media value (AVE) of coverage achieved	Baseline to be set	N/A	\$450,000	\$378,787	\$163,816	\$176,675	\$821,564	\$1,540,842

Please note: All goals/measurements are under review