

California Prune Board

2023/24 EMP UPDATE

JANUARY 1, 2023 – DECEMBER 31, 2023



EMP RUNS ON A CALENDAR YEAR PROGRAM TIMELINE

Eye on the Future: New Market Development

Emerging Markets Program (EMP)

Thailand

2023:

- ✓ Market Assessment Completion

EMP program completed

Mexico

2023:

- ✓ Market Assessment Completion
- Trade program activation

2024:

- Application made to FAS for additional EMP funds



Mexico EMP Update

- Market Assessment Completed
- 2023 additional activities underway (completed prior to 31st December 2023):
 - Exhibit at FOOD TECH, Mexico City (27/28 Sept)
 - POS trade asset development; trade brochure, nutrition brochure, sustainability brochure
 - Outreach to trade members who have not purchased CA prunes or are lapsed purchasers with details on The California Difference
 - Trade Advertising in trade media titles
 - NEW CPB Trade Website development
 - HCP and Dieticians Event; CPB will host an invitations-only event with health and nutrition experts

CPB have applied to FAS for 2024 EMP funds (tbc)

Thank you

