# California Prune Board

2023/24 EMP UPDATE



# 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

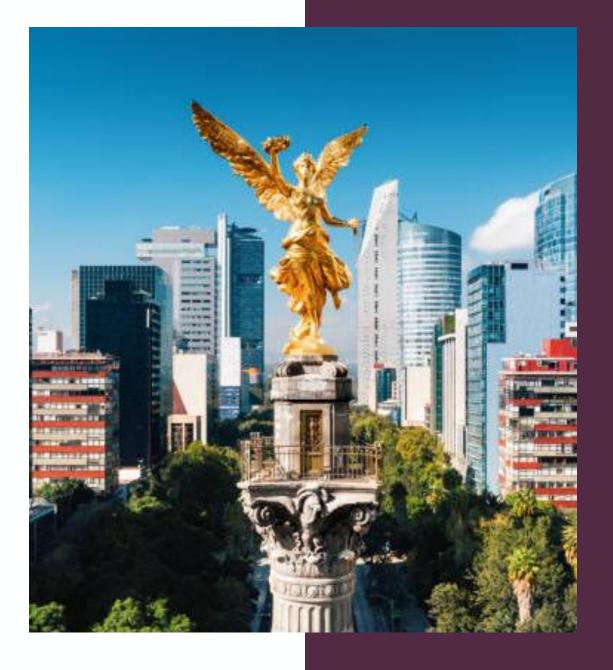
### Mexico

#### 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 31<sup>st</sup> 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

