



californiaTM
prunes



Prunes. For life.

China/Hong Kong QUARTERLY REPORT

May, 2023 – July, 2023

May, June & July, 2023

Prepared for California Prune Board by:
SMH International

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>Performance Measures</p> <ul style="list-style-type: none"> • Improve % awareness of California Prunes as a high- quality product • Improve % awareness of California Prunes as a healthy and nutritious food • Increase number of retail prune products using CA Prune logo on pack • Increase Number of Ca Prune Importers <p>Activity Level Goals</p> <ul style="list-style-type: none"> • Reach Trade contacts via Trade Advertorials x 2 & Trade E Newsletters x 2
Consumer	<p>Performance Measure</p> <ul style="list-style-type: none"> • Media Value generated by PR/Media Program • U&A Survey to observe increase from 19/20 of: Awareness of Prunes, Advertising or publicity, Index of : Taste, Health, Quality, Versatility, Purchase Intent <p>Activity Level Goals</p> <ul style="list-style-type: none"> • Recipe demonstration on leading TV Cookery Show • 2 Influencer campaigns • Media Outreach • Generate reach growth and engagement across social media platforms • Increase number of website visitors • Issue 2 HCP E Newsletter (recognizing that HCP's can assist CPB in communicating our messaging to their clientele; our consumers)



Communications Highlights

Communications Summary – YTD



Social Media CPB

Influencer-owned Social Media Activity

(Consumer + Trade) Digital and Traditional Print Media

TV and Digital TV Activity

Website

YTD performance (Organic + Boosted total per platform)

 Followers: **42,607**
Reach: **307,709**
Engagement Rate : **5.6%**

 Followers: **72,583**
Reach: **352,447**
Engagement Rate : **5.6%**

 Followers: **10,868**
Reach: **48,915**
Engagement Rate : **5.5%**

YTD performance

Number of posts: **2**
Reach: **30,039,000**
Engagement Rate : **2%**

YTD performance

Paid for
Number of articles: **82**
Reach: **85,826,000**

Combined Total
Number of articles: **82**
Reach: **85,826,000**

YTD performance

Paid for
Reach: **12,000,000**

YTD performance

 Number of unique visits: **100,033**

 Average time per session: **01:49**

 Average pages per session: **N/A**

Anecdotal Feedback from our Audiences...

Reporting Period: May - July, 2023



'Now big size prunes are getting popular in China. This should drive the demand on high quality prunes including California Prunes.'

A Trade, Discussion, July 2023

'Prune juice is very popular in the market, especially with women and old generation. The future market for California Prune juice remains promising.'

A Trade, Discussion, June 2023



'I often bring some California Prunes with me when I'm travelling. They are also good to share with friends.'

Consumer Weibo Comment, July 2023



'This recipe of Yam roll with California Prunes and osmanthus looks pretty and healthy.'

Consumer Wechat Comment, May 2023

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Traditional and Digital Media Activity

4 highlights of traditional and digital activity (Consumer) – May - July, 2023



Date: May 23 rd , 2023	
Title of article: CPB at the National Academic Conference on Osteoporosis and Bone Mineral Research	
Publication:	Tencent
Reach:	6,800,000
Media Value: (Paid for activity)	\$6,000
Relevant Brand Pillar(s)	Health



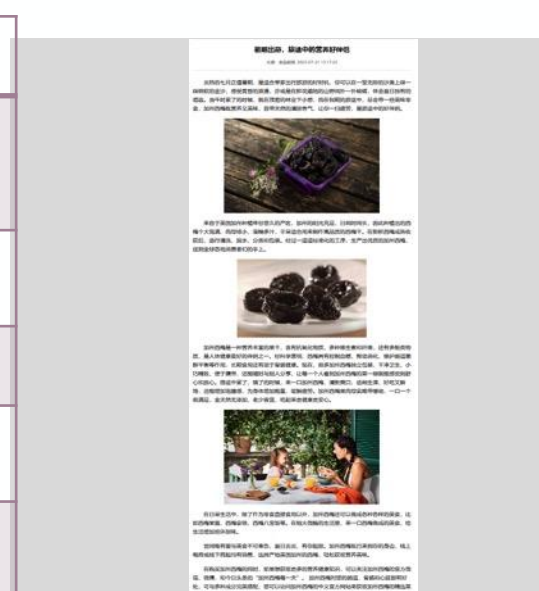
Date: May 23 rd , 2023	
Title of article: Have a Healthy Diet During the National Nutrition Week	
Publication:	East Daily Website
Reach:	2,400,000
Media Value: (Paid for activity)	\$8,500
Relevant Brand Pillar(s)	Health, Quality, Sustainability



Date: June 27 th , 2023	
Title of article: What Should You Buy During the Mid-Year Shopping Festival? All You Need Is This Guide!	
Publication:	Fast Moving Consumer Goods Website
Reach:	3,000,000
Media Value: (Paid for activity)	\$9,900
Relevant Brand Pillar(s)	Health, Quality



Date: July 21 st , 2023	
Title of article: A Healthy and Nutritious Snack That Will Accompany You During the summer Travel	
Publication:	Food & China Website
Reach:	1,800,000
Media Value: (Paid for activity)	\$7,500
Relevant Brand Pillar(s)	Health, Quality



Social Media Activity

4 highlights of social media activity (Consumer) – May - July, 2023



Date: May 12 th , 2023	
Platform:	Weibo
Summary of Post: Show Your Love to Your Mum with Pumpkin Soup with California Prunes and Fermented Millet	
Reach:	6,956
Engagement:	396
Engagement Rate:	5.7 %
Relevant Brand Pillar(s)	Health, Taste Sustainability



Date: June 2 nd , 2023	
Platform:	Weibo
Summary of Post: California Prunes Wish the Examiners Good Luck for the Exams	
Reach:	6,902
Engagement:	386
Engagement Rate:	5.6%
Relevant Brand Pillar(s)	Taste, Health



Date: June 16 th , 2023	
Platform:	Weibo
Summary of Post: Show Your Love to Your Daddy with Asian-Style Noodles with Gingerly Prune Sauce	
Reach:	6,855
Engagement:	391
Engagement Rate:	5.7%
Relevant Brand Pillar(s)	Taste, Health



Date: July 14 th , 2023	
Platform:	Weibo
Summary of Post: Have a California Prune Chocolate Ice Cream Ball on Hot Summer Days	
Reach:	6,914
Engagement:	401
Engagement Rate:	5.8%
Relevant Brand Pillar(s)	Health, Taste, Sustainability





Top Performing Recipe on Social Media

Author:

- Chef Tom Tao - Professor of Wangsen Culinary School

Recipe:

- Pumpkin Soup with California Prunes and Fermented Millet

Published on:

- Weibo/Wechat/Toutiao
- CPB Chinese website

Link:

- <http://www.californiaprune-china.com/caidan-79h.htm>
- <https://mp.weixin.qq.com/s/bvbJx8c59TG2jTYHlni3XQ>



Marketing Activities

Review of Quarter:
Trade Activity





22/23 Trade strategy

California Prune
Trade Newsletter
加州西梅电子简报 (2022/2023年度 第二期)



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欢迎阅读加州西梅电子简报，我们将为您提供有关中国大陆以及中国香港市场的加州西梅的最新消息。在本期简报中，我们很高兴为您带来这些资讯：

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内容摘要



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- 2 加州西梅参加中华医学会第十二次全国骨质疏松和骨矿盐疾病学术会议
- 3 加州西梅协同全国线上媒体发布最新资讯
- 4 美味健康的加州西梅食谱

每个年龄段的人都爱加州西梅，不仅因其卓越的口感，更因为它对人体健康产生价值，不会迫使其去寻求任何形式的西梅的人们。只想获得美国加州西梅，因为物们知道美国加州西梅是最高品质的体现。
消费者通常在电视广告和社交媒体平台等媒体上认识美国加州西梅，这使得“加州西梅”的声音在传播和知名度和需求量上不断提升。你能做的第一件事情是识别这一款西梅在产品的外包装上标有“加州”字样。此外，您可以通过电子邮件地址 info@unh-intl.com 与我们联系，获取关于如何识别加州西梅标志展现在外包装上，以向您的客户传递出最高品质的信号。

Develop e-newsletters and media advertorials to maintain communication and relationship with trade stakeholders, and to explore new trade opportunities for California Prunes.

Activities include:

- Trade relations & Trade education
- Semi annual E-newsletter
- Trade Media Advertorials (x 2)

Trade



Trade Advertorial

Mainland China, March 10-May 9, 2023

An advertorial article was placed on a professional media platform, China Food Network, which targets traders in the food & beverage industry. The article introduced California Prunes' production, quality, versatility, nutrition value, health benefits and recipes.

An advertising banner was placed on the home page of the website. When visitors clicked on the banner, they were redirected to the advertorial page for more detailed information about California Prunes.

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

- A total of 350,000 impressions reached, and 124,000 clicks were received.
- Reached trade audience in both 1st and lower tier cities of China.
- 7 trade leads were generated.

What did we learn from the activity?

- The trade advertorial can help raise awareness among large trade audiences in 1st and lower tier cities of China.
- The advertorial is an educational event that delivers comprehensive information of California Prunes to traders.

* This activity was included in the Q3 report but was not completed until Q4. The outcome has been updated for this quarter/Q4.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

健康饮食中的加州西梅



加州西梅不仅甜、软、酸甜或冰沙加糖，您还可从丰富多样的西梅产品中，选择对您最健康、最有益的食物。它们富含纤维、维生素K、多酚，有助于降低胆固醇和氧化应激作用。除此之外，最新科学研究还发现，每天吃20粒加州西梅有助于保持肠道健康，不论是健康家庭还是消费者，健康的肠道确实与所有人息息相关。

加州西梅还成立了营养品质小组，持续接受多学科严谨的研究，研究了加州西梅加入饮食对营养和健康益处。主要研究领域包括了消化健康、骨骼健康、控制血压、免疫和胰岛素敏感性变化。研究表明，在健康饮食中，加州西梅是日常具有有益健康的食物之一。

如此多样的加州西梅，到底该如何选择的方式使用呢？加州西梅产地和品种不同，给大带来了4种加州西梅定制食谱，要知道，加州西梅不仅自带天然的美味和营养，还有更多魅力等着您来发现。

西梅燕麦粥

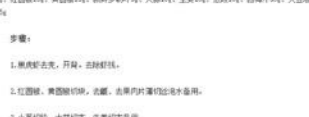


原料
西梅 8g、燕麦片 300g、黄油或无糖椰子油 10g、牛奶 200g、小量枫糖浆、蓝莓 5g、草莓 5g、红糖粉 1g、黄油 1g、枫糖浆 1g、大颗坚果 1g、燕麦片 1g、西梅汁 1g、大豆油 15g

步骤:

1. 燕麦片洗净，开锅，煮到软烂。
2. 西梅、黄油切块，洗熟，洗净并切薄片备用。
3. 小量枫糖浆、大颗坚果、生黄油备用。
4. 把燕麦煮熟，加入大豆油，加入准备好的枫糖浆、蓝莓、猕猴桃、生黄油拌匀。
5. 加入燕麦片，炒制到颜色变红，出锅前加入黄油拌匀即可。
6. 加入西梅汁，继续翻炒加入西梅、黄油或无糖椰子油即可。
7. 炒熟加入黄油、枫糖浆，撒上坚果碎即可。
8. 罗罗叶、枫糖浆即可食用。

加州西梅黑虎虾



原料
西梅 10g、黑虎虾 300g、黄油或无糖椰子油 10g、牛奶 200g、小量枫糖浆、蓝莓 5g、草莓 5g、红糖粉 1g、黄油 1g、枫糖浆 1g、大颗坚果 1g、燕麦片 1g、西梅汁 1g、大豆油 15g

步骤:

1. 黑虎虾洗净，开锅，煮到软烂。
2. 西梅、黄油切块，洗熟，洗净并切薄片备用。
3. 小量枫糖浆、大颗坚果、生黄油备用。
4. 把燕麦煮熟，加入大豆油，加入准备好的枫糖浆、蓝莓、猕猴桃、生黄油拌匀。
5. 加入燕麦片，炒制到颜色变红，出锅前加入黄油拌匀即可。
6. 加入西梅汁，继续翻炒加入西梅、黄油或无糖椰子油即可。
7. 炒熟加入黄油、枫糖浆，撒上坚果碎即可。
8. 罗罗叶、枫糖浆即可食用。

收获美味的加州西梅



加州西梅通常在8月中旬收获。一般在播种30天，西梅是自然上市时，因此准备会通过充分光照改善的果实糖含量，并确定收获时间。加州西梅收获时，在几小时内，果实会立即被收获上，然后再次到一个大容器，再从大容器运送到脱水机。

脱水机通常使用收获的西梅传送带烘干机。在那里3级新鲜水果被烘干的西梅，水果被清洗后，设置在大大的干燥线上，在精心控制和严格的卫生操作过程中，水果被烘干，并在干燥过程中进行充分的干燥。最大落地地罐中心控制温度，避免任何温度严格控制系统，以防止西梅被虫子咬伤的加州西梅。

西梅从脱水机送到最先进的包装工厂，在那里所有操作人员对其进行检查，大小均匀，并在最后加工和包装之前进行筛选，因为西梅的糖度水分含量为15%，因此收获的西梅也以此力脱水目标。它们存储在罐装设备中，直到需要进一步处理为止。

加州西梅食谱



原料
西梅 10g、黑虎虾 300g、黄油或无糖椰子油 10g、牛奶 200g、小量枫糖浆、蓝莓 5g、草莓 5g、红糖粉 1g、黄油 1g、枫糖浆 1g、大颗坚果 1g、燕麦片 1g、西梅汁 1g、大豆油 15g

步骤:

1. 燕麦片洗净，开锅，煮到软烂。
2. 西梅、黄油切块，洗熟，洗净并切薄片备用。
3. 小量枫糖浆、大颗坚果、生黄油备用。
4. 把燕麦煮熟，加入大豆油，加入准备好的枫糖浆、蓝莓、猕猴桃、生黄油拌匀。
5. 加入燕麦片，炒制到颜色变红，出锅前加入黄油拌匀即可。
6. 加入西梅汁，继续翻炒加入西梅、黄油或无糖椰子油即可。
7. 炒熟加入黄油、枫糖浆，撒上坚果碎即可。
8. 罗罗叶、枫糖浆即可食用。

山药桂花梅卷



原料
西梅 10g、山药 300g、黄油或无糖椰子油 10g、牛奶 200g、小量枫糖浆、蓝莓 5g、草莓 5g、红糖粉 1g、黄油 1g、枫糖浆 1g、大颗坚果 1g、燕麦片 1g、西梅汁 1g、大豆油 15g

步骤:

1. 燕麦片洗净，开锅，煮到软烂。
2. 西梅、黄油切块，洗熟，洗净并切薄片备用。
3. 小量枫糖浆、大颗坚果、生黄油备用。
4. 把燕麦煮熟，加入大豆油，加入准备好的枫糖浆、蓝莓、猕猴桃、生黄油拌匀。
5. 加入燕麦片，炒制到颜色变红，出锅前加入黄油拌匀即可。
6. 加入西梅汁，继续翻炒加入西梅、黄油或无糖椰子油即可。
7. 炒熟加入黄油、枫糖浆，撒上坚果碎即可。
8. 罗罗叶、枫糖浆即可食用。

加州西梅燕麦粥



原料
西梅 10g、燕麦片 300g、黄油或无糖椰子油 10g、牛奶 200g、小量枫糖浆、蓝莓 5g、草莓 5g、红糖粉 1g、黄油 1g、枫糖浆 1g、大颗坚果 1g、燕麦片 1g、西梅汁 1g、大豆油 15g

步骤:

1. 燕麦片洗净，开锅，煮到软烂。
2. 西梅、黄油切块，洗熟，洗净并切薄片备用。
3. 小量枫糖浆、大颗坚果、生黄油备用。
4. 把燕麦煮熟，加入大豆油，加入准备好的枫糖浆、蓝莓、猕猴桃、生黄油拌匀。
5. 加入燕麦片，炒制到颜色变红，出锅前加入黄油拌匀即可。
6. 加入西梅汁，继续翻炒加入西梅、黄油或无糖椰子油即可。
7. 炒熟加入黄油、枫糖浆，撒上坚果碎即可。
8. 罗罗叶、枫糖浆即可食用。

加州西梅燕麦粥



原料
西梅 10g、燕麦片 300g、黄油或无糖椰子油 10g、牛奶 200g、小量枫糖浆、蓝莓 5g、草莓 5g、红糖粉 1g、黄油 1g、枫糖浆 1g、大颗坚果 1g、燕麦片 1g、西梅汁 1g、大豆油 15g

步骤:

1. 燕麦片洗净，开锅，煮到软烂。
2. 西梅、黄油切块，洗熟，洗净并切薄片备用。
3. 小量枫糖浆、大颗坚果、生黄油备用。
4. 把燕麦煮熟，加入大豆油，加入准备好的枫糖浆、蓝莓、猕猴桃、生黄油拌匀。
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6. 加入西梅汁，继续翻炒加入西梅、黄油或无糖椰子油即可。
7. 炒熟加入黄油、枫糖浆，撒上坚果碎即可。
8. 罗罗叶、枫糖浆即可食用。

Trade



Trade E-newsletter

Mainland China & Hong Kong, June, 2023

CPB sent an e-newsletter to 500 traders in Mainland China and Hong Kong, including importers, distributors, food manufacturers/processors, retailers, and foodservice operators.

The e-newsletter included information about California Prunes' production, quality, versatility, nutrition research, recipes as well as CPB's marketing activities.

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

- 500 traders in Mainland China and Hong Kong received the e-newsletter.
- 5 trade leads generated.

What did we learn from the activity?

- The e-newsletter helps raise traders' awareness of California Prunes and CPB's marketing programs in Mainland China and Hong Kong.
- The e-newsletter helps maintain the relationship between CPB and Chinese traders and keep their loyalty towards California Prunes.

California Prunes Trade E-Newsletter
加州西梅电子简报

欢迎访问加州西梅电子简报，我们将为您提供有关中国大陆以及中国香港市场中加州西梅的最新消息。在本期简报中，我们将高兴为您带来这些资讯：

- 加州西梅重磅登陆国内电视频幕
- 加州西梅，新年新气象
- 可持续发展的加州西梅
- 董文翠受邀成为加州西梅营养大使
- 美味健康的加州西梅食谱

内容摘要

加州西梅重磅登陆国内电视频幕

2023年12月21日，《华夏好味道》之加州西梅专题节目在各大卫视热播。节目中，金牌大厨们现场烹制了多款融入加州西梅的创意美食，让美食爱好者们领略了加州西梅的独特魅力。节目中，董文翠女士作为中国西梅品牌大使，分享了加州西梅的营养价值和烹饪技巧。这是一种健康的美食选择。

节目中，金牌大厨们进行了精彩的现场烹饪。首先，他们展示了如何将加州西梅融入传统的中式菜肴中，创造出全新的口味组合。接着，他们又展示了如何将加州西梅用于甜点的制作，为观众带来了视觉和味觉的双重享受。节目中还穿插了加州西梅的产地介绍和营养价值讲解，让观众对这种水果有了更深入的了解。整个节目氛围轻松愉快，吸引了众多观众的关注和好评。

加州西梅，新年新气象
全新菜谱助力美食达人直播迎新

新年好，新年好！随着2024年新年的到来，加州西梅品牌也迎来了新年的挑战。为了迎接新年的到来，我们特别推出了一系列全新菜谱，助力美食达人直播迎新。这些菜谱不仅简单易学，而且美味可口，是新年聚餐和年夜饭的绝佳选择。通过直播，美食达人可以与观众实时互动，分享烹饪心得，让观众在家也能享受到正宗的加州西梅美食。这不仅是一次美食的盛宴，更是一次文化的交流。让我们一起迎接新年的到来，享受加州西梅带来的美好时光。

新年好，新年好！随着2024年新年的到来，加州西梅品牌也迎来了新年的挑战。为了迎接新年的到来，我们特别推出了一系列全新菜谱，助力美食达人直播迎新。这些菜谱不仅简单易学，而且美味可口，是新年聚餐和年夜饭的绝佳选择。通过直播，美食达人可以与观众实时互动，分享烹饪心得，让观众在家也能享受到正宗的加州西梅美食。这不仅是一次美食的盛宴，更是一次文化的交流。让我们一起迎接新年的到来，享受加州西梅带来的美好时光。

董文翠女士
受邀为加州西梅营养大使

董文翠女士是中国注册营养师、国家公共营养师、国家高级健康管理师、国家保健营养师学会高级营养师、营养师协会副秘书长、营养师协会副会长。她拥有超过10年的营养学背景，对加州西梅的营养价值和烹饪技巧有着深入的研究。她受邀成为加州西梅的营养大使，将致力于推广加州西梅的健康饮食和生活方式。她将在未来的活动中，通过直播、讲座等形式，向广大消费者普及加州西梅的营养知识，引导大家健康饮食，享受加州西梅带来的美好生活。

加州西梅的营养价值丰富，富含膳食纤维、维生素和矿物质。它有助于促进肠道蠕动，改善便秘，降低胆固醇和血压。此外，加州西梅还具有抗氧化、抗炎和抗癌等多种功效。通过合理搭配和烹饪，加州西梅可以成为您日常饮食中的健康选择。让我们一起关注加州西梅的营养价值，享受健康生活的每一天。

可持续发展的加州西梅
Sustainability

加州西梅以历史、原产地和研究驱动可持续发展计划

作为世界领先的西梅产区，加州西梅拥有超过100年的种植历史。我们一直秉承可持续发展的理念，致力于保护自然环境，提高生产效率，为消费者提供高品质的加州西梅产品。我们的可持续发展计划包括：采用环保的灌溉系统，减少水资源浪费；使用天然肥料，保持土壤肥力；实施严格的病虫害防治措施，减少农药使用；加强员工培训，提高生产安全水平。通过这些措施，我们确保了加州西梅的产量和质量，同时也保护了当地的生态环境。我们相信，只有实现可持续发展，才能确保加州西梅产业的长期繁荣。

加州西梅的营养价值丰富，富含膳食纤维、维生素和矿物质。它有助于促进肠道蠕动，改善便秘，降低胆固醇和血压。此外，加州西梅还具有抗氧化、抗炎和抗癌等多种功效。通过合理搭配和烹饪，加州西梅可以成为您日常饮食中的健康选择。让我们一起关注加州西梅的营养价值，享受健康生活的每一天。

加州西梅桃花酥
California Prune Peach Blossom Cake

制作方法 Directions

- 将西梅洗净并切成薄片，放入搅拌机中搅碎成泥。
- 将西梅泥与面粉、糖、鸡蛋、黄油等材料混合，搅拌均匀。
- 将混合好的面团放入模具中，压成饼状。
- 将饼放入烤箱中烘烤，直到表面呈金黄色。
- 将烤好的饼取出，切成小块，即可食用。
- 如果喜欢，可以在饼上撒一些糖粉或果酱。

食材 Ingredients

- 西梅泥 200g
- 面粉 100g
- 糖 50g
- 鸡蛋 2个
- 黄油 50g
- 盐 少许
- 糖粉 适量
- 果酱 适量

加州西梅桃花酥是一道传统的甜点，口感香甜，入口即化。它不仅是一道美食，更是一份对传统文化的传承。通过这道甜点，我们可以感受到加州西梅的独特魅力。让我们一起品尝这道美味，享受加州西梅带来的美好时光。

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Trade

Trade Research



Mainland China, June - July 2023

CPB worked with a third-party research company and did a survey among 70 traders in Mainland China. These traders include importers, distributors, retailers, and wholesalers. Traders' awareness of California Prunes as well as their purchasing behavior and responses to CPB's activities were collected.

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

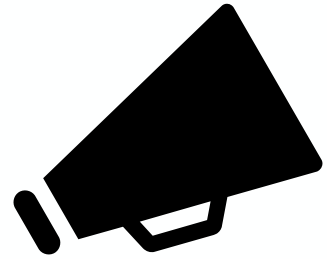
- 70 traders in the food and beverage industry were interviewed.
- Traders' awareness as well as their purchasing behavior and responses to CPB's activities were collected.

What did we learn from the activity?

- The trade research helps CPB to understand traders' awareness of California Prunes as well as challenges and competition in the market.
- Based on the results of the research, CPB will be able to adjust or or improve its marketing strategy for the China market in the future.

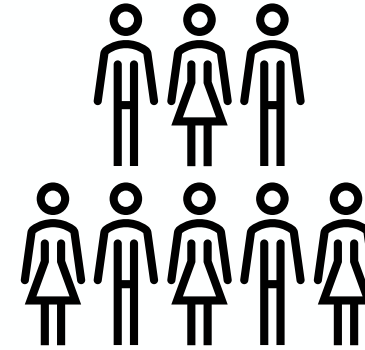


Traditional and Digital Media Activity this quarter (Earned + Paid for)



Output

*We've published 1 article
this quarter*



Reach

*Our coverage has been seen by
350,000 traders*

Trade E-Newsletters

KPI	Annual Goal	Quantity	Q1	Q2	Q3	Q4	Current running average and trend towards Goal
Number of e-newsletter recipients	500 traders for each issue (2 issues in total)	2 issues	n/a	n/a	500	500	500 (achieved) (2 newsletters = 1,000 in total)



Marketing Activities

Review of Quarter:
Consumer Activity





22/23 Consumer strategy

Communicate and educate consumers via media communications and healthcare professionals' recommendation to drive their consumption of California Prunes. Develop new assets to promote California Prune's versatility to other Chinese speaking markets.

Activities include:

- Media Outreach Campaigns
- Influencer Campaigns
- Social Media & Chinese Website
- TV Show Program
- New Asset Development
- Annual Summit of Osteoporosis and Bone Mineral Research
- Nutrition E-newsletters (2 issues)
- U&A Consumer Research

全民营养周 吃出健康生活
时间:2019-04-01 来源:中国 浏览次数:178

全民营养周期间,引导国民关注科学营养,传递科学的营养观,加州西梅作为中国传统膳食行动计划和国民营养计划,要推广健康的生活方式,推广健康营养食品的消费,提高国民的食品安全意识和营养知识。



加州西梅是一种营养价值很高的水果,在美国的加利福尼亚州有着超过80年的种植历史,西梅种植在这片土地上已经有一百五十多年的历史了,再加上一代又一代专业的科学技术,再经过严格的挑选,保证了加州西梅优良的品质,它还被写入了西梅干、西梅汁、西梅酱等多种食品,受到了全球许多消费者的喜爱和好评。



加州西梅的营养丰富,一颗加州(48粒)含有160千焦(17%每日营养摄入量)、280毫克钾(6%每日营养摄入量)和2.8微克维生素A(20%每日营养摄入量)。还有日常饮食中不易获得的纤维、维生素、铜和磷元素等,加州西梅专门成立营养师小组,带您了解科学合理的营养知识,掌握科学的饮食搭配,掌握营养和健康的秘诀,带您领略加州西梅的营养、营养价值、营养价值和健康,以及健康的生活方式,让您更健康,更健康。

加州西梅富含维生素C和纤维,加州西梅含有天然抗氧化剂,可以帮助保持皮肤的健康,帮助保持皮肤的健康,它有助于保持皮肤的弹性和光泽,让您的皮肤更加年轻,让您的皮肤更加年轻,让您的皮肤更加年轻。



加州西梅是一种方便、健康的零食,无论是在忙碌的早晨,还是在忙碌的下午,它们可以随时随地食用,帮助您保持充沛的精力,加州西梅也是加州健康和营养计划的重要组成部分,它们可以帮助您保持健康,帮助您保持健康,帮助您保持健康,帮助您保持健康。



山药桂花梅梅卷

材料:

山药100克,加州西梅100克,青梅碎100克,葡萄干100克,小苏打100克,西梅汁100克,鸡蛋2个,面粉100克,糖100克,油100克

做法:

- 1.将山药去皮洗净,切成薄片,蒸熟。
- 2.将山药片压成泥,加入面粉,搅拌均匀。
- 3.将葡萄干洗净,切成小块,与西梅、青梅碎一起放入搅拌机中搅碎。
- 4.将山药泥分成小团,加入葡萄干、西梅、青梅碎,揉成团。
- 5.将葡萄干、西梅、青梅碎放入小团中,揉成团。
- 6.将葡萄干、西梅、青梅碎放入小团中,揉成团。

加州西梅的营养丰富,一颗加州(48粒)含有160千焦(17%每日营养摄入量)、280毫克钾(6%每日营养摄入量)和2.8微克维生素A(20%每日营养摄入量)。还有日常饮食中不易获得的纤维、维生素、铜和磷元素等,加州西梅专门成立营养师小组,带您了解科学合理的营养知识,掌握科学的饮食搭配,掌握营养和健康的秘诀,带您领略加州西梅的营养、营养价值、营养价值和健康,以及健康的生活方式,让您更健康,更健康。



加州西梅的营养丰富,一颗加州(48粒)含有160千焦(17%每日营养摄入量)、280毫克钾(6%每日营养摄入量)和2.8微克维生素A(20%每日营养摄入量)。还有日常饮食中不易获得的纤维、维生素、铜和磷元素等,加州西梅专门成立营养师小组,带您了解科学合理的营养知识,掌握科学的饮食搭配,掌握营养和健康的秘诀,带您领略加州西梅的营养、营养价值、营养价值和健康,以及健康的生活方式,让您更健康,更健康。

Consumer



Media Outreach Campaigns

Mainland China, May - July, 2023

Media outreach is an effective way to raise consumers' awareness and drive sales of California Prunes in China. 3 rounds of media outreach campaigns covering 18 media articles were launched in this quarter on the media platforms, which focus on food, health or lifestyle. Information about California Prunes' high quality, nutrition, health benefits as well as California Prunes' recipes and versatility was delivered to consumers via the articles.

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

- Totally 18 media articles were released.
- Total impressions reached 18,093,000, with the media value of \$141,200
- Chinese consumers' awareness of California Prunes has been raised further.

What did we learn from the activity?

- Media outreach is an effective way to raise consumers' awareness and educate them about California Prune's nutrition and health benefits.
- California Prune recipes placed in the articles were interesting to consumers and can encourage them to eat more California Prunes during their daily life.

The collage features 18 articles from various Chinese media outlets. Key titles include:

- 三八妇女节，健康常相伴** (Women's Day, Health Always Accompanies)
- 关注食品安全，共筑健康防线** (Focus on Food Safety, Build a Healthy Defense Line)
- 母亲节 用行动表达对妈妈的爱** (Mother's Day: Express Love for Mom with Actions)
- 西梅小茶南蔬养生汤** (California Prune Small Tea and South Vegetable Health Soup)

 The articles discuss the nutritional benefits of California prunes, particularly for women's health, and provide recipes for incorporating them into daily meals.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



The 12th National Academic Conference on Osteoporosis and Bone Mineral Research



Shanghai China, May 17-20, 2023

CPB participated in the 12th National Academic Conference on Osteoporosis and Bone Mineral Research, and promoted California Prune's nutrition and health benefits to local healthcare professionals, who are believed to deliver the same information to consumers.

A booth of California Prunes was set up during the conference, highlighting California Prune's benefits for bone health. Samples of California Prunes and brochures were provided at the booth. Besides, CPB also placed press coverage on 20 media platforms, which focus on nutrition, healthcare, food or lifestyle.

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

- CPB promoted California Prunes to 350 healthcare professionals
- CPB has built relationships with local healthcare professionals, who can help deliver nutrition information about California Prunes to consumers constantly in the future.
- Total impressions reached 20,010,000, with the media value of \$90,000.

What did we learn from the activity?

- Healthcare professionals play a powerful role in influencing consumers' food consumption.
- Healthcare professionals can help educate consumers about California Prune's nutrition and health benefits and encourage them to eat more California Prunes.

CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Consumer



Bake For the Future, Discover U.S. Ingredients U.S. Baking Ingredients Technical Training by ATO Shenyang

Changchun, China, June 17th – 18th, 2023

CPB participated in the ATO Shenyang's training program at Omick Western Catering College in North China's Changchun city. Various U.S. food ingredients including California Prunes were showcased and promoted to the students and teachers at the school. 3 recipes of baked goods made with California Prunes were demonstrated to highlight California Prunes' high quality, versatility and health benefits. The students practiced the recipes as well.

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

- California Prunes were introduced to 40 teachers and students, who can be pastry chefs in the future.
- 3 new California Prune recipes were introduced to the students.

What did we learn from the activity?

- The culinary school students are potential pastry chefs or users of California Prunes in the future.
- The activity helped raise the students' awareness of California Prunes and would encourage them to use California Prunes in their future career.



CPB Brand Pillar(s) addressed

Health

Quality

Taste

Versatility

Consumer

U&A Consumer Research

Mainland China, June-July, 2023



CPB worked with a third party research company and did a full U&A consumer-focused survey in Mainland China. 2,000 consumers were interviewed to understand their awareness and attitudes towards California Prunes.

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

- Consumers' awareness of California Prunes dropped from 52% in 2019/20 to 45% in 2022/23.
- CPB's advertising in the market received a higher recognition (35% in 2022/23 vs 32% in 2019/20).
- 34% consumers use prunes as an ingredient for home cooked meals, a surge of 7% from 2019/20 benchmark.
- Consumers' ratings of California Prune attributes remain high, achieving an average rating of roughly 8 (out of 10).
- California Prunes now face a stronger competition from its counterparts particularly Chinese prunes, which has a higher awareness (61% in 2022/23 vs 57% in 2019/20) and stronger purchase intent (54% in 2022/23 vs 47% in 2019/20).

What did we learn from the activity?

- CPB's advertising campaigns have been successful and have resonated with consumers.
- California Prunes are getting more popular as an ingredient for cooking, which is a result of CPB's promotion of California Prune's versatility.
- Stronger competition and challenges from Chinese prunes are changing consumers' attitudes towards California Prunes. As part of an overall review of CPB strategy, the CPB has decided from 2023/24 program year, the China/HK market will no longer receive Generic MAP program support relying instead on a 100% Industry funded role of trade intelligence only; keeping the industry up to date on the trading situation as well as the growth of China's prune plum orchards. This U&A will be the last consumer U&A that is undertaken in the China & Hong Kong markets for the foreseeable future.



HCP newsletters



加州西梅与营养健康 2023年春夏季刊

“加州西梅，悦享每一天”，本刊由加州西梅的营养师、专家、市场代表合力编写，定期发布加州西梅的最新营养研究、健康资讯。如果你喜欢本刊，还请分享给你们的家人、好友、同事。加州西梅的独特魅力，一起为营养健康保驾护航!

本期我们将重点分享:

- 最新资讯——加州西梅与您相约全国骨质疏松和骨矿盐
- 营养小贴士——神奇的加州西梅
- 对话营养师——国家高级公共营养师董文翠
- 美味健康的加州西梅菜谱——三款营养又美味的食谱，
- 联系我们

最新资讯

加州西梅与您相约全国骨质疏松和骨矿盐疾病学术会议



由中华医学会、中华医学会骨质疏松和骨矿盐疾病分会主办的中华医学会第十二次全国骨质疏松和骨矿盐疾病学术会议将于5月17日在上海富悦大酒店召开，将有千余名国内代表参加，其中包括众多国内外知名专家学者，美国加州西梅也将作为展方参加这次会议。

2018年国家卫健委组织做过基于社区人群的大规模多中心中国居民骨质疏松症流行病学调查，结果显示骨质疏松症已经成为我国50岁以上人群的重要健康问题，中老年女性骨质疏松问题尤为严重。随着年龄的不断增长，骨量却是在不断的递减，一般来说，人体骨量的峰值大概在30岁左右，前期储备的基础骨量越多，后期发生骨质疏松的情况也就越轻，时间也就越晚。当然引起骨质疏松的原因还有很多种，上班族久坐不动，不均衡的膳食或者不规律的生活方式。本次会议旨在促进我国医学工作者和国际学者在骨质疏松症和骨矿盐疾病研究领域的交流与合作，提高我国骨质疏松症和骨矿盐疾病的基础研究、临床诊断、治疗和预防的水平。

加州西梅里除了富含膳食纤维，可以增加饱腹感，对消化功能有好处以外，对于骨骼健康也有所帮助。要知道，适当的营养对于人体骨骼来说是至关重要的，加州西梅里的微量元素硼和钾以及维生素K，有利于保护骨骼健康并且可以维持骨密度及防止额外的骨质流失。多酚作为加州西梅中含有的抗氧化成分，具有消炎作用，在一定程度上保护了骨骼。建议每人每天食用一点加州西梅干，对身体不会造成额外的负担，因为它不含胆固醇和脂肪，老少兼宜，结合一些自己喜欢的体育运动，可以有效的强健骨骼。

会议期间，欢迎与会的专家学者们到展台品尝美国加州西梅，并领取加州西梅的营养手册。加州西梅关注国民骨骼健康，助力预防骨质疏松，在传达健康营养知识的同时，希望也可以推动业界行业的积极发展。



Nutrition E-newsletter (2nd Issue)



Mainland China, May 2023

HCPs are conduits to our consumers, and E-Newsletters are a great tool to communicate to them CPB's ongoing commitment to research, as well as the role that California Prunes can play in their patients lives.

CPB's 2nd issue of nutrition e-newsletter was delivered to 6,000 healthcare professionals, who are believed to promote California Prunes to individual consumers. The newsletter includes latest information about California Prune's nutrition and health benefits, CPB's participation at the Conference on Osteoporosis and Bone Mineral Research, as well as California Prune recipes.

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

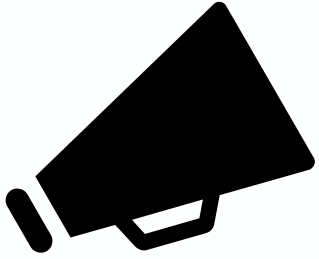
- Reached 6,000 healthcare professionals

What did we learn from the activity?

- Healthcare professionals have strong influence on consumers' eating habit and purchasing behavior. Thus, they are powerful to encourage consumers to eat more California Prunes.
- The e-newsletter contains nutrition information about California Prunes to the healthcare professionals, who will deliver the same information to consumers.

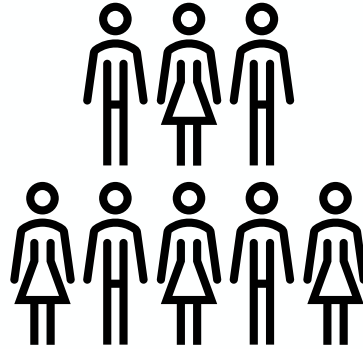
CPB Brand Pillar(s) addressed			
Health	Quality	Taste	Versatility

Traditional and Digital Media Activity this quarter (Earned + Paid for)



Output

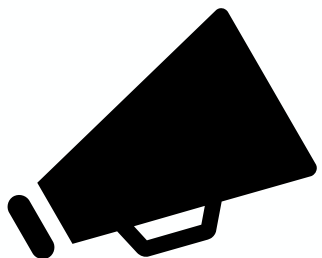
We've published 38 articles this quarter



Reach

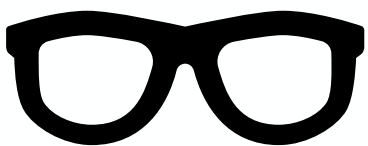
Our coverage has been seen by over 38,103,000

Social Media Activity this quarter (Boosted + Organic)



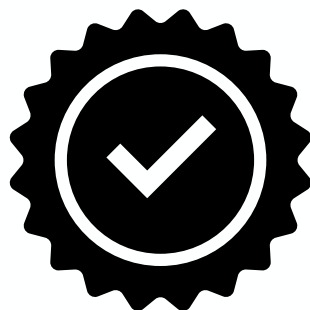
Number of posts

We've published 39 posts this quarter



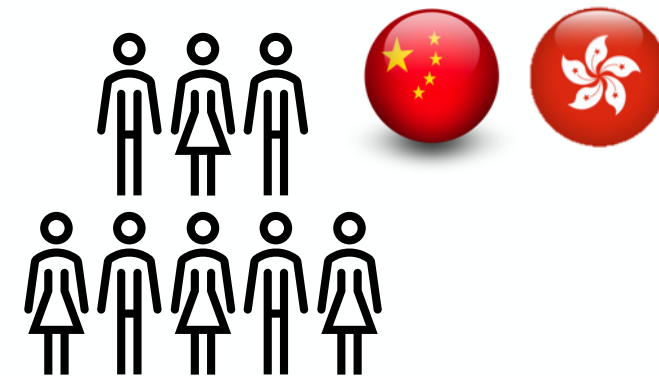
Followers

The number of our dedicated followers has increased by 30,768 since the start of the activity year



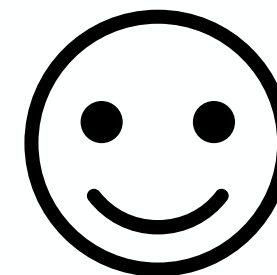
Total (Comments, Likes and Shares)

Our content has proved to be very popular in the last 3 months, with over 10,330



Reach

Our social posts have been seen by over 184,099



Engagement Rate

Our levels of engagement this quarter have been fantastic, hitting over 5.6%



Marketing Activities: New Assets





New Assets uploaded to Chorus

May - Jul 23

2 recipes:

- Ankarsrum Cheese & Fruit Bread

Link: <https://c1.thirdlight.com/file/24/MC1-GSzMCm5qOtGMC0qEMKAWN91/%E5%A5%A5%E6%96%AF%E4%B8%81%E5%A5%B6%E9%85%AA%E6%B0%B4%E6%9E%9C%E9%9D%A2%E5%8C%85.jpg>

- Mini Scone

Link:

<https://c1.thirdlight.com/file/24/xTyoEm3xTh48NXfxTM8FxD9PKP/%E7%BE%8E%E5%BC%8F%E8%BF%B7%E4%BD%A0%E5%8F%B8%E5%BA%B7.jpg>





Outcomes/Results

Outcomes/Results - Trade Goals



	UES Benchmark/ 19/20	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Trade								
Chinese trade in Tier 1, 2 and 3 cities lack awareness of California Prunes and their nutrition and health benefits.								
Performance Measures (as per UES/Notification):								
% Aware of California Prune as a high-quality product	62%	n/a	65%				67%	67%
% Aware of California Prune as a healthy & nutritious food	34%	n/a	38%				60%	60%
No. of retail prune products using California Prune Board's new logo on pack	6	15	18 (+3)	(+3)				18 (+3)
Number of California Prune Importers	27/50	31/50	32/70		(+1)			(+1) 32/70

Outcomes/Results - Trade Goals



	UES Benchmark/ 19/20	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Trade								
Chinese trade in Tier 1, 2 and 3 cities lack awareness of California Prunes and their nutrition and health benefits.								
Activity Levels (as per UES/Notification PLUS Market Plans):								
Trade Advertorial	n/a	1 advertorial; 168,000 impressions; 138,000 clicks; 5 trade leads	2 advertorials; 450,000 impressions; 250,000 clicks; 10 trade leads	1 advertorial; 790,000 impressions; 140,000 clicks; 5 trade leads	n/a	1 advertorial; 350,000 impressions; 124,000 clicks; 7 trade leads *		2 advertorial; 1,140,000 impressions; 264,000 clicks; 12 trade leads
Trade E-newsletter	n/a	3 issues; 500 trade audience received each issue; 6 trade leads generated	2 issues; 500 trade audience receive each issue; Generate 4 trade leads	n/a	n/a	1 issue; 500 trade audience received; 2 trade leads generated	1 issue; 500 trade audience received; 5 trade leads generated	2 issues; 500 trade audience per issue; 7 trade leads generated

* Outcomes for the trade advertorial in Q3-Q4 has been updated.

Outcomes/Results – Consumer Goals



	UES Benchmark/ 19/20	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Consumer								
Chinese consumers in Tier 1, 2 and 3 cities, have limited awareness of California Prunes as a healthy snack.								
Performance Measures (as per UES/Notification):								
Consumer media communication (media value generated by the PR/Media program)	N/A	\$821,550	\$441,000	\$20,200	\$58,900	\$136,300	\$231,200	\$446,600
Awareness of prunes (unaided)	52%	N/A	54%					
Awareness of advertising or publicity in the past 3 months	32%	N/A	34%					
Index of Taste	62%	N/A	64%					
Index of Health	53%	N/A	55%					
Index of Quality	47%	N/A	49%					
Index of Versatility	21%	N/A	23%					
Index of Purchase Intent	33%	N/A	35%					

Outcomes/Results – Consumer Goals



	UES Benchmark/ 19/20	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Chinese consumers in Tier 1, 2 and 3 cities, have limited awareness of California Prunes as a healthy snack.								
Activity Levels (as per UES/Notification PLUS Market Plans):								
TV Show	n/a	n/a	3 new recipes to feature; Reach 10 million audience	n/a	5 new recipes featured; Reached 12 million audiences	n/a	n/a	5 new recipes featured; Reached 12 million audiences
Influencer Campaign	5 influencers; 14,657,405 impressions reached	3 influencers; 22,769,000 impressions reached	2 influencers; 20,000,000 impressions	n/a	2 influencers & a nutritionist, 30,039,000 impressions reached	n/a	n/a	2 influencers & a nutritionist, 30,039,000 impressions reached
Nutrition E-newsletter	n/a	n/a	2 issues; Reach 6,000 healthcare professionals	n/a	1 issue; Reached 6,000 healthcare professionals	n/a	1 issue; Reached 6,000 healthcare professionals	2 issues; Reached 12,000 healthcare professionals
New Asset Development	n/a	n/a	6 recipes; 2 in video format & 4 in photo format	n/a	6 recipes; 2 in video format & 4 in photo format	n/a	n/a	6 recipes; 2 in video format & 4 in photo format

Outcomes/Results – Consumer Goals



	UES Benchmark/ 19/20	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Consumer								
Chinese consumers in Tier 1, 2 and 3 cities, have limited awareness of California Prunes as a healthy snack.								
Activity Levels (as per UES/Notification PLUS Market Plans):								
Media Outreach Campaign		90 media articles;88,003,700 impressions \$417,680 value	60 media articles; 60,000,000 impressions; \$350,000 value	6 media articles; 3,134,000 impressions reached; \$20,200 value	18 media articles; 25,269,000 impressions reached; \$58,900 value	18 media articles; 18,180,000 impressions reached; \$136,300 value	18 media articles; 18,093,000 impressions reached; \$141,200 value	60 media articles; 64,676,000 impressions reached; \$356,600 value
Social Media and Chinese Website:								
• Increase No. of followers by		+32,054	+30,000	+6,179	+4,875	+9,304	+10,410	+30,768
• Engagement rate		5.5%	5.5%	5.6%	5.6%	5.6%	5.6%	5.6%
• No. of website visitors		72,125	75,000	24,415	25,406	25,463	24,749	100,033

Outcomes/Results – Consumer Goals



	UES Benchmark/19/20	21/22 Result	22/23 Goal	Q1	Q2	Q3	Q4	Year to Date
Consumer								
Chinese consumers in Tier 1, 2 and 3 cities, have limited awareness of California Prunes as a healthy snack.								
Activity Levels (as per UES/Notification PLUS Market Plans):								
The 12 th National Academic Conference on Osteoporosis and Bone Mineral Research		n/a	Reach 300 healthcare professionals; 17,000,000 impressions	n/a	n/a	n/a	350 healthcare professionals reached; 20,010,000 impressions	350 healthcare professionals reached; 20,010,000 impressions