

Strategic Priorities

TRADE POLICY & MARKET SUPPORT

Government purchases, ATP/MAP funding, trade relations

UNIFIED INDUSTRY

Expanding involvement, improving connections, sharing value

EXPANDING VISIBILITY

Global marketing and public relations

NUTRITION RESEARCH

Expanding our understanding of health benefits

PRODUCTION RESEARCH

Lowering costs, improving California Prune quality, protecting investments

Mission

Unite growers and packers to drive essential activities that support the California Prune industry.

Vision

A world enthusiastic about California Prunes.

Purpose

Promote lifetime wellness through the enjoyment of California Prunes.

Values

- Operate with integrity
- Engage in respectful dialogue
- Embrace challenge and change
- Committed to prune quality and continuous improvement
- Have an attitude of customer service towards our stakeholders



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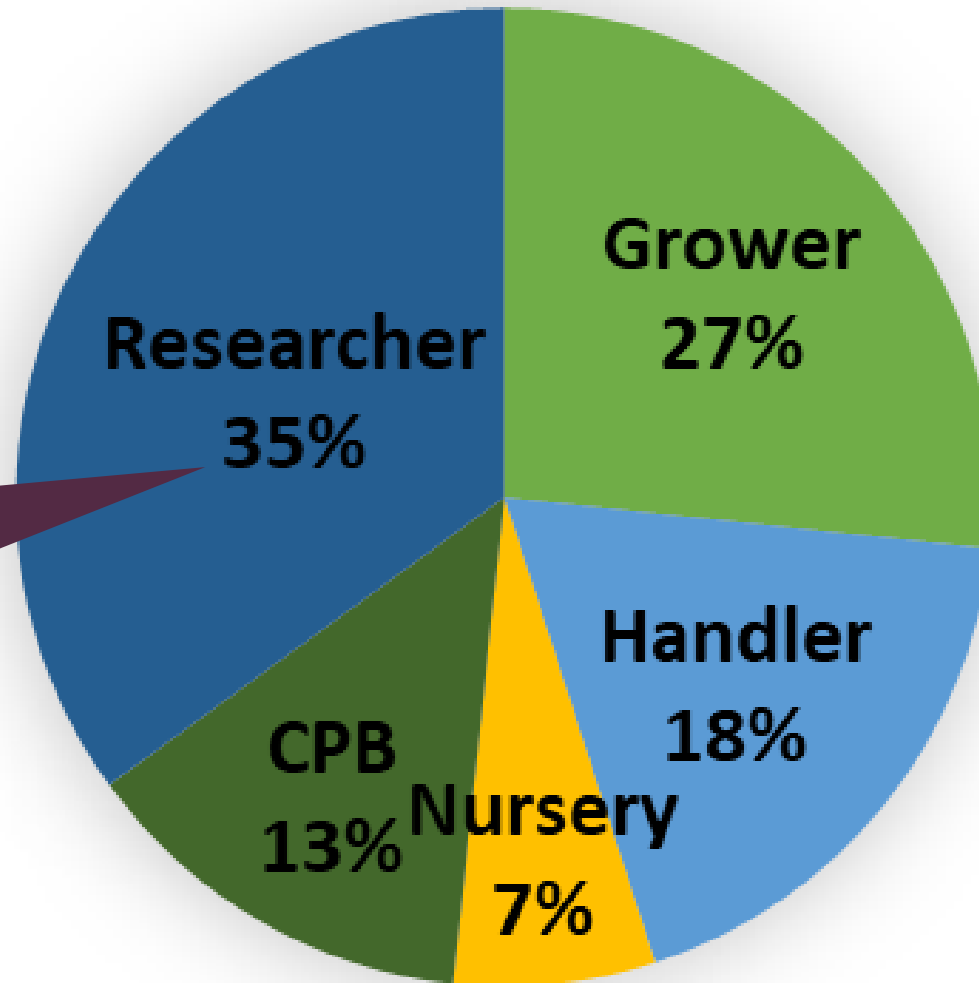
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UCCE, UC Davis, UC
Riverside, CSU, CDFA,
OSU, USDA



■ Grower ■ Handler ■ Nursery ■ CPB ■ Researcher

Agenda Highlights

- **HORTICULTURE RESEARCH** - Bloom Dynamics, Thinning, Hedging, Potassium Fertilization, Rootstock Evaluation, Precision Management,
- **SPECIAL SESSION: RESEARCH INFRASTRUCTURE, ECONOMICS, AND FUNDING SOURCES** - Farm Advisor support, Cost & Return Study, CDFA Funding Opportunities, CSU ARI Funding Opportunities,
- **SPECIAL SESSION: PRUNE VARIETAL PROGRAM** – Update on location changes, Prune Cultivar Evaluation and Development, Prune Tasting and Evaluation, Panel Talks, Committee call,
- **DISEASE MANAGEMENT** - Sulfuryl Fluoride, Chlorate Residues and EU trade, Spotted Lanternfly, PPV, Fruit Fly, Phellinus Wood Rot Management Update, Epidemiology and Management of Blossom, Leaf, And Fruit Diseases of Prune, Early Detection of Cytospora and Other Canker Diseases of Prune, Prune Brownline,
- **SPECIAL SESSION: DEHYDRATION COSTS & EFFICIENCY** - DOE Western Region Technical Assistance Providers, Examples of DOE funding use from another CA food industry, Two proposals on drying innovation, Committee call,
- **SPECIAL GUEST SPEAKER AT WEDNESDAY NIGHT DINNER** - Gabe Youtsey, UCANR Chief Innovation Officer