

**Why does  
the world  
come to  
California  
for prunes?**







*Because there's no better place on earth to grow prunes than the lush valleys of California. Generations of growers have brought a craftsmanship to cultivating their trees using the highest agriculture standards of any other nation.*



**OUR GOAL: YOUR SUCCESS**

California Prunes are the most reliable source in the industry and we are committed to growing your business and satisfying your customers' needs. That's why we invest heavily in building the entire category and in opening up new markets, just like we have for over 100 years. Consumers care more than ever about their food, and California Prunes check the box for being on trend for taste, versatility, and health. In fact, in addition to gut health, clinical trials suggest that eating five to six California Prunes a day may help support healthy bones. All of this is why, more and more, the world comes to California for prunes.



**California is the most reliable source in the industry for prunes.**



**ABOUT THE CALIFORNIA PRUNE BOARD**

In 1952, the State of California created a Marketing Order for California Prunes to conduct global promotion and direct nutrition and crop research on behalf of California's approximately 800 growers and 28 prune handlers under the authority of the Secretary of Food and Agriculture.

Today, there are about 46,000 acres of California Prune orchards concentrated in the Sacramento and San Joaquin valleys. Revered as part of California's rich history, the prune remains a vital player in California's economic wealth.



### WONDERS WORTHY OF PASSION

California Prune growers have invested more than 150 years in perfecting the growing and harvesting techniques required to deliver the ultimate premium prune recognized throughout the world for its legendary flavor and quality. The combination of ideal growing conditions, generations of expertise, and high quality standards have contributed to making California the world leader in prune production. California grows 99% of the U.S. total production and 40% of the world supply of prunes, a convenient, healthy snack for today's busy lifestyle.

California prune growers ensure each piece of fruit is harvested only at its prime when bursting with optimum size, texture, and sweetness. As the prunes rest in climate-controlled tunnels, for precise periods of time and at exacting dehydration levels, the result is an extraordinary and consistent fruit with a flavor unlike any other.

It's that one-of-a-kind flavor that makes California Prunes so enjoyable and brings such a fresh taste to savory dishes or a sweet and creamy nuance to baked goods.

California Prunes have zero fat, sodium, cholesterol or added sugar, but they're famous for their fiber, which promotes a healthy gut microbiome. They also have copper, vitamin K, and polyphenols, which support healthy bones and act as antioxidants.



CALIFORNIA GROWS ...

**99%** OF THE U.S. TOTAL PRODUCTION

**40%** OF THE WORLD SUPPLY

**A flavor  
unlike any  
other prune.**



## California Prunes are good for your gut, your heart, and even your bones.

### CALIFORNIA PRUNES AND NUTRITION RESEARCH

The California Prune Board established a nutrition advisory panel in 1997 and continues to lead the way in supporting scientifically rigorous research on the nutritional and health benefits of incorporating California Prunes into the diet. Key areas of research include: digestive health, bone health, managing hunger/satiety and microbial changes in the gut. Research indicates prunes may be one of the most valuable foods to be top of mind when describing healthful eating patterns.



### FOR UNDER 100 CALORIES, A SERVING OF 4 PRUNES HAS:

- 3 g fiber (11% Daily Value)**  
 At 3 g per serving, California Prunes are a good source of fiber. Fiber has been identified by the Dietary Guidelines Advisory Committee (DGAC) as a nutrient of public health concern, as under-consumption of fiber has been linked to unfavorable health conditions.
- 280 mg potassium (6% Daily Value)**  
 Potassium was also identified by the DGAC as a nutrient of concern. Potassium helps muscles contract (including the heart), regulates water and mineral balance, and may play a role in maintaining healthy bones.
- 23 mcg of vitamin K (20% of the Daily Value)**  
 California Prunes are an excellent source of vitamin K, which is important for blood clotting and bone metabolism.
- No added sugar, no cholesterol, no sodium and no fat.**
- Magnesium, riboflavin, niacin and vitamin B6**  
 which contribute to a nutritious diet when eaten consistently over time.

# Brilliant sunshine and cool evening temperatures ...

*create juicy plums which are then picked at their peak and dried to concentrate their flavor and texture. The resulting California Prunes are surprisingly versatile as an anytime snack, or as an everyday ingredient for cooking and baking. They are a convenient and natural component of a balanced diet.*

## CHOPPED & DICED



**Chopped California Prunes** are made by chopping pitted California Prunes. **Diced California Prunes** are made by an extrusion process that pushes prunes through a fine mesh screen, completely eliminating pit fragments. The paste is then diced. Both products fit a wide variety of applications, such as baking, dairy, chocolate coating, fruit blends or mixes, and are 100% natural with no added ingredients.

## PURÉE & PASTE



**California Prune purée** is made using prune juice concentrate and paste. This product can be substituted for oil and fat to retain moisture and enhance flavor. It is stable at cool storage conditions and has an extended shelf life. Applications include baking, confectionery, sauces and meat. **California Prune paste** is made by extrusion through a fine mesh screen and is also available with a higher amount of particle identity. This product can be substituted for oil and fat to retain moisture and enhance flavor. It is stable at cool storage conditions and has an extended shelf life. Applications include baking, confectionery, sauces and meat.

## CONCENTRATE



**California Prune concentrate** is a pure water extract of prunes, concentrated to a minimum 70 brix. It is a self-preserving product that does not require refrigerated storage. Fresh concentrate is made from D'Agén plums immediately after the fruit is harvested and is stored and handled under frozen conditions. California Prune concentrates can be used in baking, confectionery, sauces and meat.

## PRUNE POWDER



**California Prune powder** is made from whole dried plum solids, dried to a very low moisture (3.5%) and mixed with an anti-caking agent. It contains an exceptional natural blend of soluble and insoluble fiber, as well as naturally occurring sorbitol. The powder can be substituted for fat, retains moisture and acts as a natural pathogen suppression agent. Applications include baked goods, confectionery, sauces and meat, among others.



## California Prunes are versatile thanks to their complex, rich, deep flavor and unique natural sweetness.

### CALIFORNIA PRUNES = FLAVOR + VERSATILITY

Whether they're whole, diced or puréed, there are endless ways to cook and bake with California Prunes. From sweet to fermented, California Prunes are versatile enough to be used in a myriad of culinary applications. The versatility is due to a rich, deep flavor complexity and a unique natural sweetness that can easily incorporate into many uses without overpowering the other elements in the flavor profile.

California Prunes purchased from bulk bins tend to be chewier and typically used for culinary applications that demand more structure. Packaged California Prunes tend to be softer and have more moisture. It is these elusive components that California Prunes bring to a dish that is not possible to replicate with any other dried fruit. California Prunes can play an essential role in bringing out the inherent best of the other ingredients they are paired with.



### CALIFORNIA PRUNE PAIRING TIPS

1. **California Prunes + Walnuts =**  
Earthy | Tannins | Bitter | Fatty
2. **California Prunes + Miso =**  
Fermented | Salty | Sweet
3. **California Prunes + Anchovy =**  
Umami | Salty | Sweet | Savory | Earthy
4. **California Prunes + Ginger =**  
Earthy | Spicy | Winter | Zingy
5. **California Prunes + Feta =**  
Tart | Salty | Creamy | Briny | Umami
6. **California Prunes + Squash =**  
Earthy | Neutral | Sweet | Vegetal | Autumnal

### LOOKING FOR MORE RECIPE IDEAS WITH CALIFORNIA PRUNES?

Visit [CaliforniaPrunes.org](https://CaliforniaPrunes.org) for these recipes, and many more:

- California Prune Breakfast Oat Pudding
- Guacamole with Poached California Prunes
- Turkey Tacos Picadillo with California Prunes
- Purple Power Smoothie with California Prunes
- California Prune Burger



## Our Commitment To You

### MARKET PROMOTIONS

California has played a pivotal role in developing our markets worldwide. When you choose California Prunes, you don't just get the best prunes. You also benefit from the California Prune Board's years of marketing expertise.

The California Prune Board makes a considerable investment in trade policy and global market support for mature and developing markets to bring California Prunes to more than 60 countries.

### RESEARCH

The California Prune Board partners with leading academic institutions around the world to conduct nutrition research on the beneficial health effects of California Prunes.

### OPINION LEADERS, MEDIA & BRAND AMBASSADORS

The California Prune Board collaborates with key food industry opinion leaders, members of the media, and brand ambassadors to raise awareness for California Prunes. Our marketing efforts highlight the latest research and versatility of California Prunes through both traditional and digital media.



### CALIFORNIA PRUNE BOARD CONTACT INFORMATION:

To learn more about California Prunes, California Prune ingredients and how the California Prune Board can provide answers to your questions, visit our website at [CaliforniaPrunes.org](https://CaliforniaPrunes.org), or email:

[contact@californiaprunes.org](mailto:contact@californiaprunes.org) (in the U.S.)  
[global@cpbeurope.eu.com](mailto:global@cpbeurope.eu.com) (outside the U.S.)

## Choose California For Prunes.





Prunes. For life.