

Technical Bulletin

CALIFORNIA DRIED PLUMS CREATE BAKERY PRODUCTS THAT ARE-- FIT FOR LIFE

SITUATION

U. S. population demographics indicate several important trends:

- In the year 2000, 35 million individuals (12.4% of the population) fell into the category of senior citizen--defined as those 65 years of age and older. By 2080, roughly 23% of Americans will be part of that demographic. (*U. S. Census Bureau*)
- In 15 years, nearly 21 million Americans are expected to be over the age of 75--4 million more than in 2000. (*U. S. Census Bureau*)
- While a complete understanding of the nutritional needs of seniors has yet to be quantified, studies have found age brings a marketed decrease in energy intake. As the elderly eat less, they often fail to consume the recommended amount of vitamins and minerals. Seniors require food with high levels of protein, vitamins, minerals and, possibly, calories in smaller volumes. (*National Institute of Nutrition*)
- According to the American Association of Retired Persons, advancing age brings with it the need for several important dietary modifications, i.e., more calcium, more fiber and more iron.
- The baby boomer generation (38-57 years of age) numbers more than 75 million. Although they recognize many of the health issues of aging, most admit taking few (if any) steps to maintain good health. Consumers in this group are uneasy about aging because they fear loss of attractiveness and contracting a debilitating disease. (*Alliance For Aging Research*)
- However, baby boomer concerns are not great enough to warrant major changes in eating and lifestyle habits. While some modest changes can be found, many of these are maintained only for a short term. Some 86% of boomers say they have made dietary changes within the past year. Of these,

51% report they should be eating more healthy food but are not. The most popular dietary changes include a move to more healthful food, i.e., fruits and vegetables, as well as foods with fiber and whole grain breads. (*Alliance For Aging Research*)

FIT FOR LIFE BAKERY PRODUCTS

Dried plum powders, juice concentrates and purees, when combined with grains, milk and other ingredients, result in a natural, nutritional line of breads and rolls. These baked goods, code named Fit For Life, provide much of the necessary nutritional intake for seniors and aging baby boomers in a convenient, great tasting form. Fit For Life bakery product benefits include:

- Low in fat. No more than 3 grams of fat per serving (2 slices).
- Only 12% of calories are derived from fat.
- No cholesterol. Less than 2 mg per serving.
- Good source of calcium. At least 10% of the daily value per serving.
- Good source of iron. At least 10% of the daily value per serving.
- High in fiber. At least 20% of the daily value per serving.
- Reduced sodium (37% reduction of sodium versus regular bread).

Other properties include:

- Small loaf (16 ounces).
- Relatively sweet to encourage consumption either plain or toasted.
- All natural with no artificial colors, flavors, preservatives or additives.
- Naturally sweetened with dried plums, prune juice and honey.
- Light in texture.
- No unusually large grains, seeds or fruits.
- Contains two sources of dried plums, i.e., powder and juice. Rolls contain three sources with the addition of dried plum puree.

Baker opportunities include:

- A focused marketing opportunity to reach a large and growing segment of the population with a unique, nutritious product having attractive profit margins.
- Improved shelf life resulting from dried plum's exceptional humectant properties.
- Use of many ingredients already in inventory.

Fit For Life bread can be made from a mix formula to be combined with common bakery ingredients.

**FIT FOR LIFE
BREAD MIX
FORMULA**

| Fit For Life Mix Composition | % |
|-------------------------------------|------------|
| Crushed wheat | 32.0 |
| Flaxseed meal | 9.6 |
| Dried Plum Powder | 9.6 |
| Calcium sulfate | 4.8 |
| Non-fat dry milk | 9.6 |
| Oat fiber | 25.6 |
| Sour | 6.4 |
| Potassium chloride | 2.4 |
| Total | 100.0 |

Bread Formula

| | | |
|--------------------------------|-------------|----------------------|
| Patent Flour | 100.0 | |
| Fit For Life Mix | 40.0 | |
| Prune Juice Concentrate | 5.0 | |
| Canola oil | 3.75 | |
| Water | 86.0 | |
| Honey | 9.0 | |
| Cream yeast | 8.8 | (Or compressed 5.2%) |
| Wheat Gluten | 5.0 | |
| Salt | 1.25 | |

Fit For Life bread can also be made into buns and rolls. Dried plum puree is substituted for dried plum powder to achieve a slightly lighter color with a less dense texture.

**FIT FOR LIFE
ROLL/BUN MIX
FORMULA**

| Fit For Life Mix Composition | % |
|-------------------------------------|------------|
| Crushed wheat | 32.9 |
| Flaxseed meal | 9.8 |
| Dried Plum Puree | 7.2 |
| Calcium sulfate | 4.9 |
| Non-fat dry milk | 9.8 |
| Oat fiber | 26.3 |
| Sour | 6.6 |
| Potassium chloride | 2.5 |
| Total | 100.0 |

Roll/Bun Formula

| | | |
|--------------------------------|-------------|----------------------|
| Patent Flour | 100.0 | |
| Fit For Life Mix | 40.0 | |
| Prune Juice Concentrate | 5.0 | |
| Canola oil | 3.75 | |
| Water | 86.0 | |
| Honey | 9.0 | |
| Cream yeast | 8.8 | (Or compressed 5.2%) |
| Wheat Gluten | 5.0 | |
| Salt | 1.25 | |

For further information contact:

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