



Prunes. For life.

## Growing your business with California Prunes



- The UK Dried Fruits market is large  
**\$650m & 180MT p.a.**

Source: INC 2019

- Popularity of California Prunes are growing in the UK.

**+68% growth in volume**

(from US in to UK) Source: FAS, exports

Aug '19 – June '20, vs Prior Year

- Shoppers can appreciate the difference of California Prunes
- Known & loved for their **large size, juicy texture & consistently premium quality**

- A reduction in tariffs provides a great opportunity to join those who are now importing California-origin!

Historical tariff	New tariff (from 1 <sup>st</sup> Jan '21)
<b>9.6%</b>	<b>8.0%</b>

Further potential reductions, as part of the UK-USA Free Trade Agreement.  
(Subject to the outcome of ongoing negotiations beyond our control)

### California Prune Board supply marketing support:



Social media programme, across Facebook and Instagram



Dedicated website: [www.californiaprunes.co.uk](http://www.californiaprunes.co.uk)



Pioneering nutrition research & healthcare newsletters



California Prunes logo available to license (free of charge) to add to packaging.  
For more information, contact us: [info@cpbeurope.eu.com](mailto:info@cpbeurope.eu.com)