

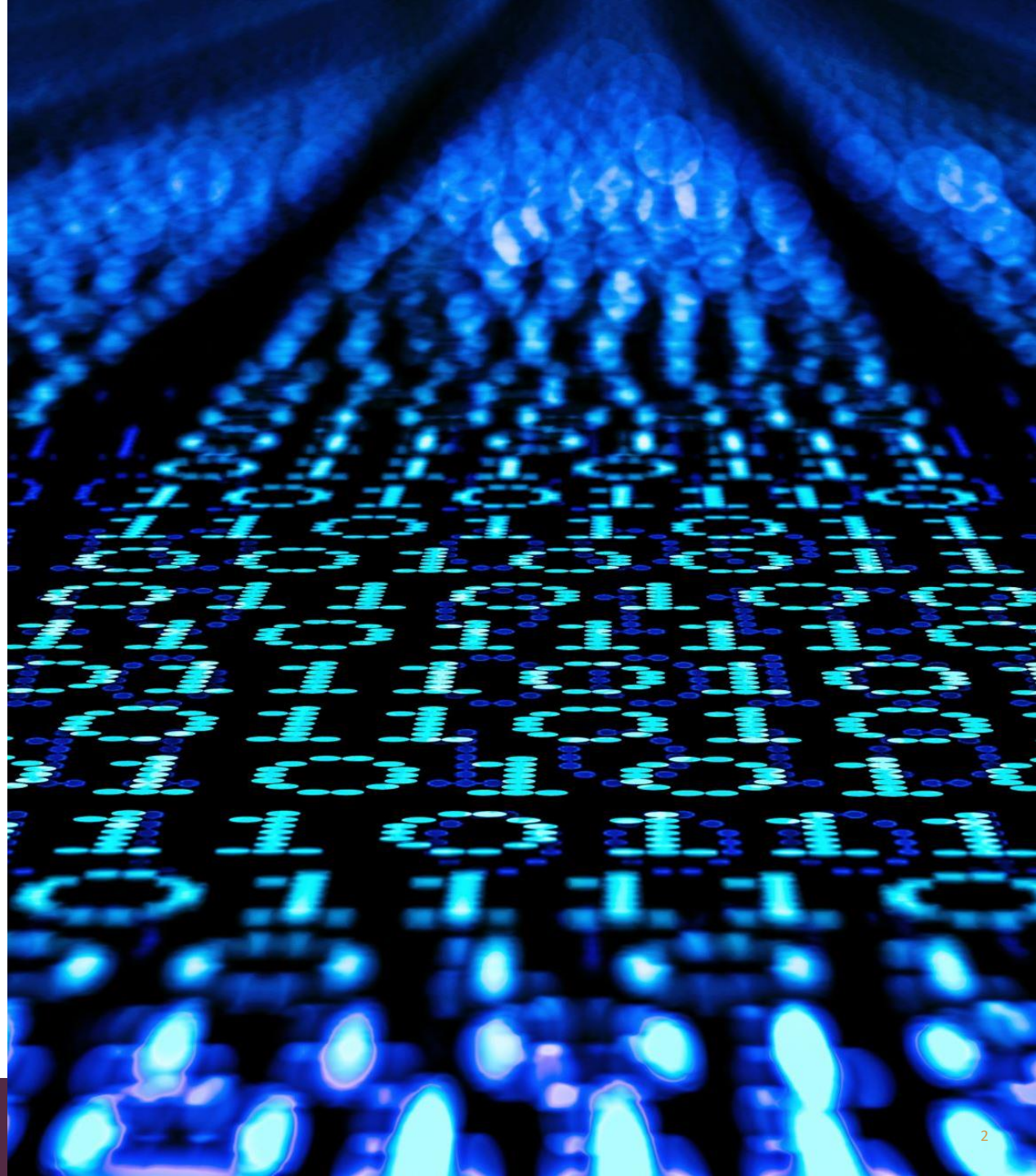
# Export Committee Pre-read 2022/23 Data Review

NOVEMBER 9<sup>th</sup> 2023



# Data Sources

All data is relating to Prunes only  
(unless otherwise specified).



## Sources of data used in this report

Note: There are often discrepancies between the various data sources both currently and historically. Data in this report is accurate at time of publishing but may be subject to retrospective change by FAS/TDM.



### Industry / processor's reports

- The most robust indication of volume and value of Californian prunes. This is only available for 'total domestic' or 'total exported' so does not enable us to fully understand the overseas markets we are exporting to.



### USDA, Foreign Agricultural Service (FAS)

- This is the most trusted of the outside Industry reports data that we have access to; this gives us information on volume, value and average value per metric ton of **US exports of Dried Prunes (HS code 081320 only)** and does not include juice or other derivative products. The data is available for all countries that we export to.
- Only gives us data on US dried prunes, so does not enable us to fully understand market trends and what our prune competitors are doing.



### Trade Data Monitor (TDM)

- More detailed information on the origins of dried prune import and export data for volume, value and average value per metric ton, **for US exports of Dried Prunes HS code 081320** (a local HS code for 'Moist Prunes' is available for Japan only). TDM enables us to review how a market is performing for the dried prune category as well as giving us information on all our competitors.
- TDM only pulls information from 110 countries\*. Correlating import/export data does sometimes conflict; this could be down to differences in valuation by customs, time taken for shipment to arrive at destination, or reliability of individual country data.
- TDM's data used for US exports is supplied by FAS. When reviewing a country's imports, information is supplied by that country rather than by the US.

\* Subscribing countries that have published Dried Prune data during the 2022/23 crop year

## Volume and Value definitions

Note: due to the nature of the data services made available to us there are limitations in our understanding of **exactly** what is contributing to total Volume, Value and Average Value per Metric Ton.



### Volume

- All figures are rounded to the nearest metric ton
- There is no information available in FAS or TDM to determine size or nature/condition of the product



### Value

- IMPORTS: unless otherwise stated value is defined by Cost, Insurance and Freight Import Value (CIF): The value of the merchandise upon reaching the port of import; **includes insurance and freight**
- EXPORTS: unless otherwise stated this is defined by Free On Board (FOB): The value of the merchandise upon being loaded onto the exporting ship. This value includes **all costs associated with delivery from the manufacturer to the exporting ship / port** but excludes freight, insurance and other fees involved when the carrier leaves the port

### “3-year Average”

- The average volume and value across the 3 crop years before 2021/22; this allows us to fairly judge current performance given 2021/22 high U.S. export volumes during the short crop from Chile, Argentina and France



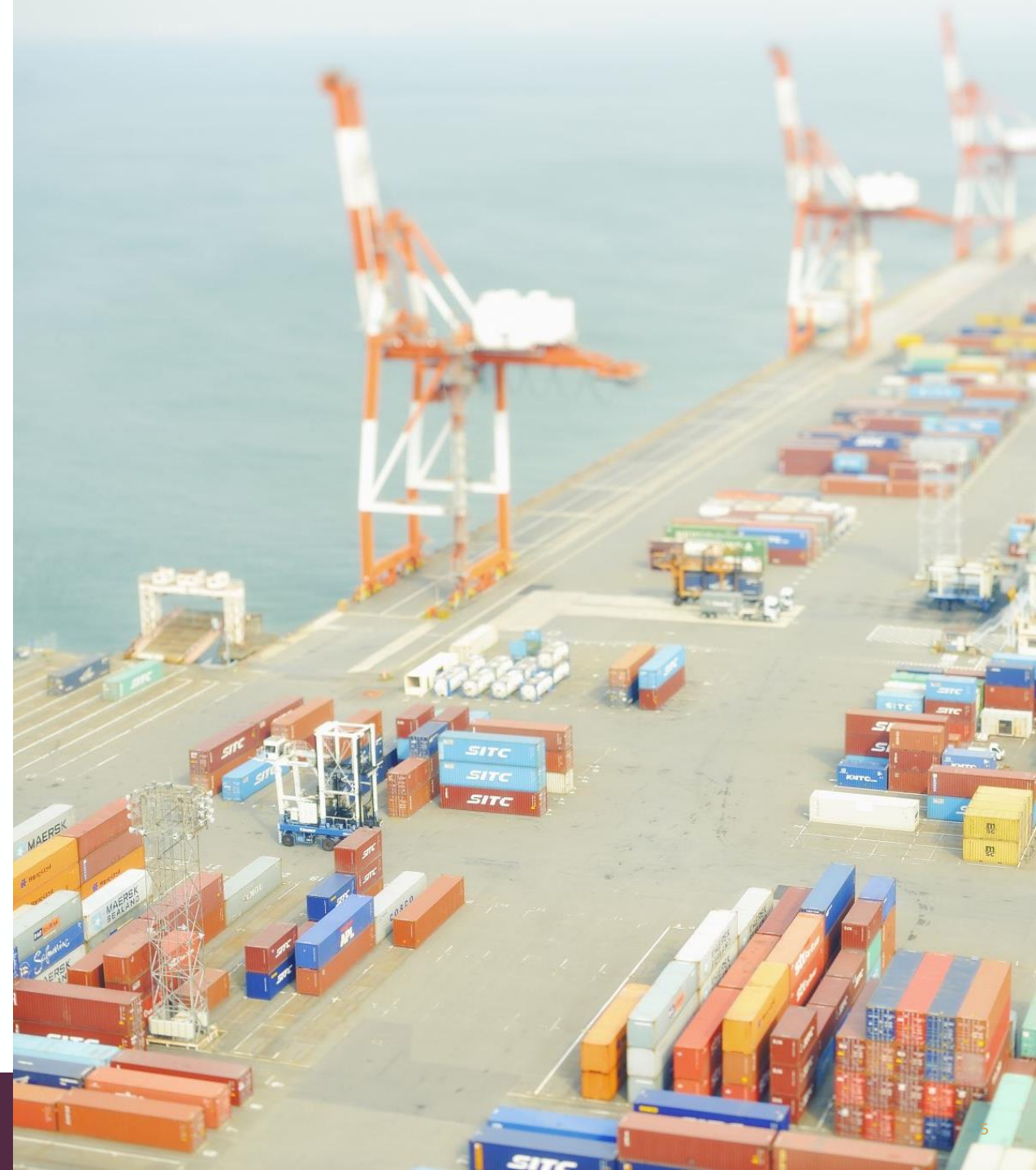
### Average value per metric ton

- ‘Total value divided by total volume’; this measure is used to understand i) the average value return per metric ton of US prunes compared to other countries of origin, ii) whether there is any inflation/deflation in the value of the product that is contributing to TOTAL value and iii) what the average spend per market is on ALL dried prunes

*(NOTE: this is an indication ONLY of the above points; breakdown of product specifications NC/Pitted/Unpitted/Retail/Organic/Derivatives are not able to be pulled from the data sources we have access to)*

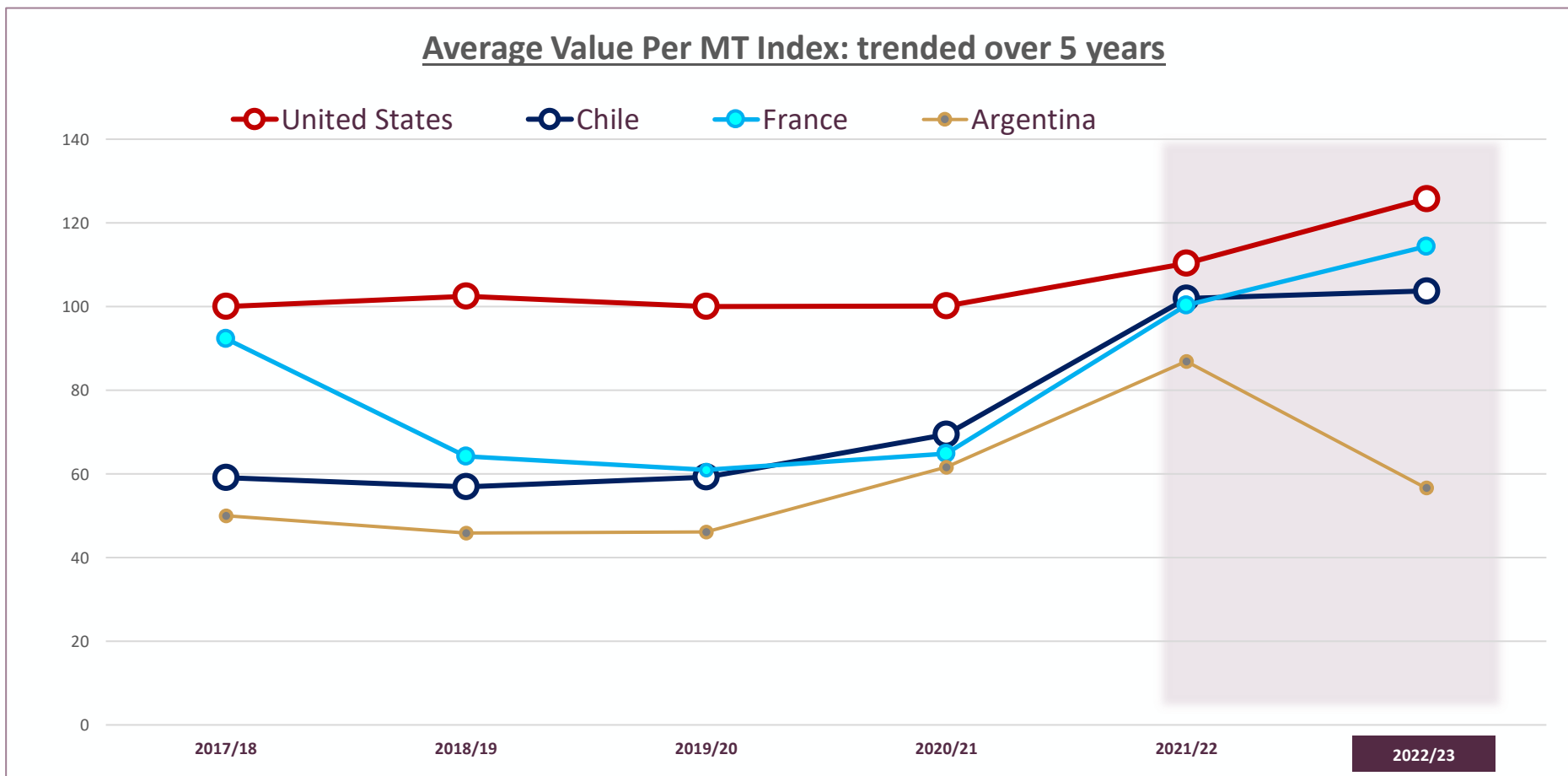
# Global Exports: 2022/23 (August – July)

- Review of exports from the U.S., Chile, France and Argentina
- Context to current year-on-year figures
- Benchmark against average volume exported in the 3 years prior to 2021/22 and average value of those exports



## Trended Average Value per MT: U.S. and lead competitors

- In the last five years, the California Prune premium has **continued to retain value** over low-pricing from key competitors.
- **2022/23 saw Californian Prunes achieve a 21% premium over Chile, 13% over France and 122% over Argentina.**



### Average \$ per MT:

(2022/23 Crop Year)

U.S.	\$4,943
CHILE	\$4,077
FRANCE	\$4,494
ARGENTINA	\$2,224

### Ave. \$ per MT

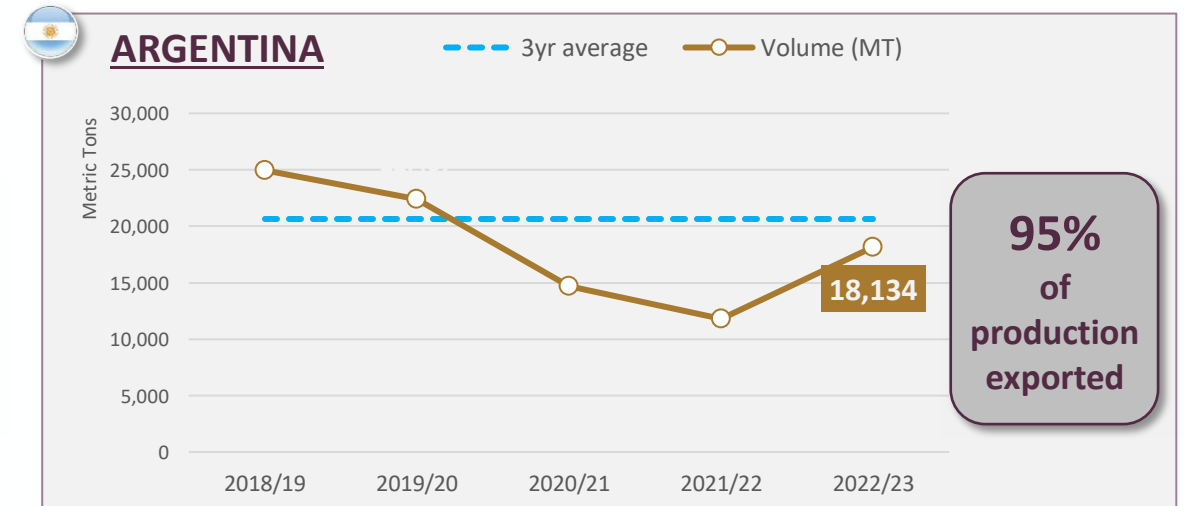
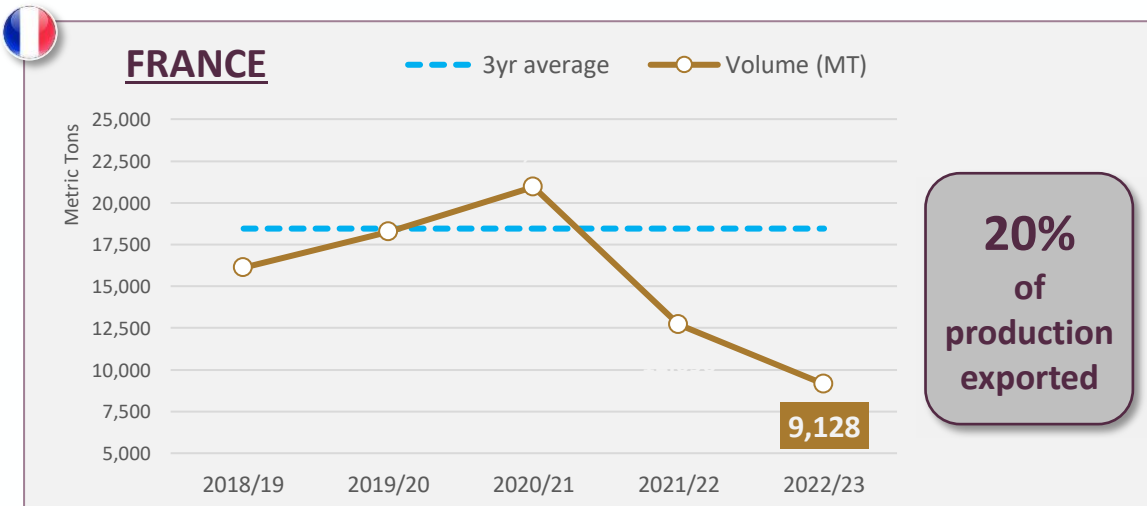
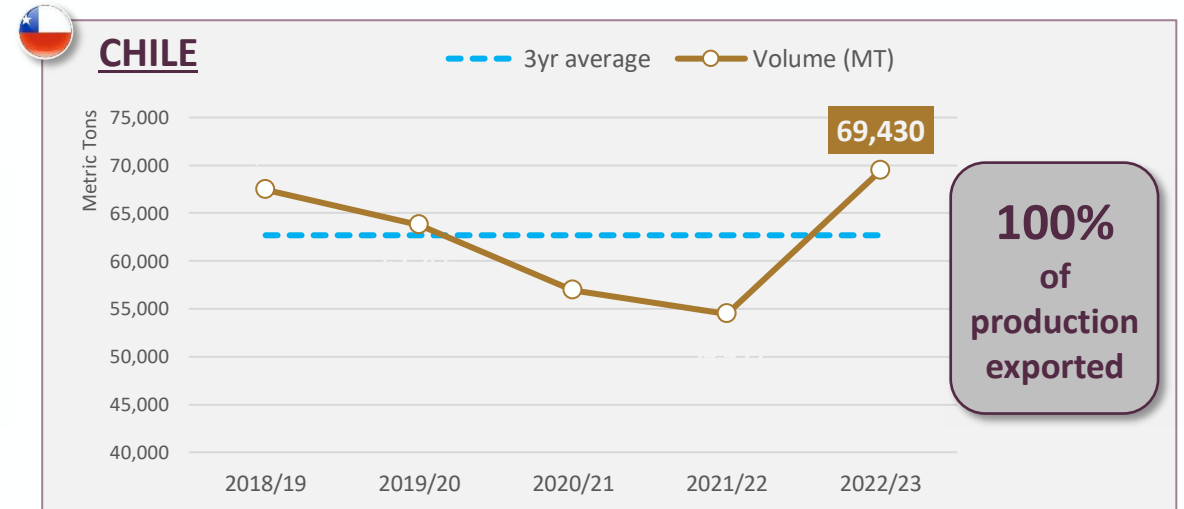
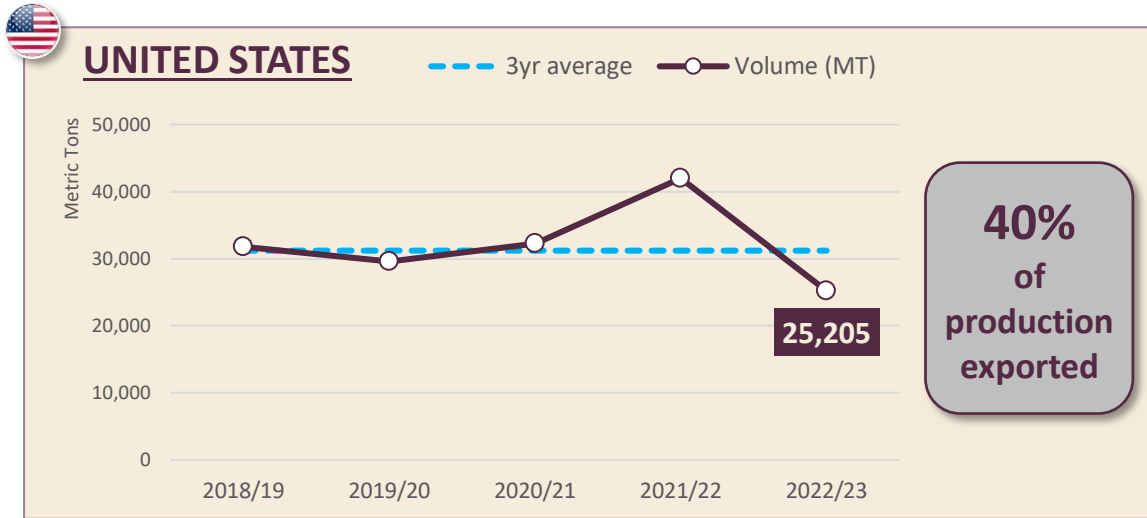
Change versus last year:

U.S.	+13%
CHILE	+2%
FRANCE	+14%
ARGENTINA	-35%

Source: TDM EXPORTS. All averages are indexed against the base value of U.S. Average Value per Ton in 2017/18 which was \$3,929.

# Global Exports, Dried Prunes (Crop Years): 5-year trended Volume

- U.S. exports are annualizing upon last year's increased exports (driven by **lower than average supply from other lead competitors**).
- 2022/23 Chilean prune exports are 11% above average, Argentinian exports are 12% below average and French exports are 51% below avg.



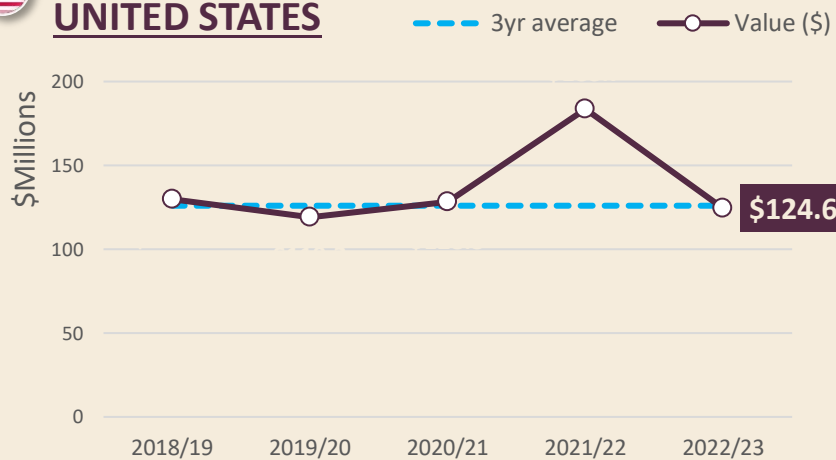
Source: FAS and TDM [3-year average volume in Metric Tons: U.S. 31,227 / Chile 62,699 / France 18,444 / Argentina 20,670].

# Global Exports, Dried Prunes (Crop Years): 5-year trended Total Value

- Despite a reduction in U.S. export volumes, **this year value remains aligned to the 3-year average.**
- Chilean prunes saw high value per MT inflation of 47% during last 2 x year's short crops.



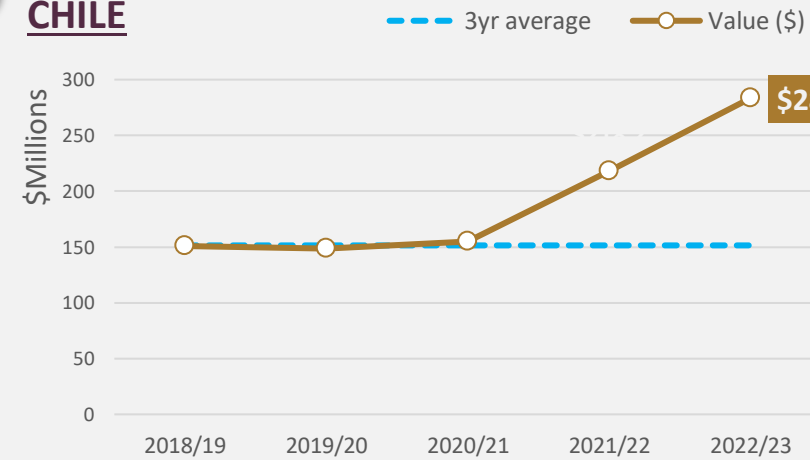
## UNITED STATES



**40%**  
of  
production  
exported



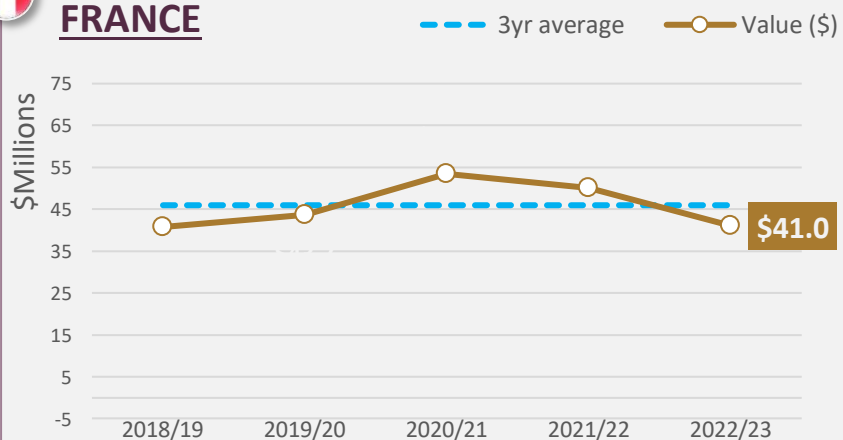
## CHILE



**100%**  
of  
production  
exported



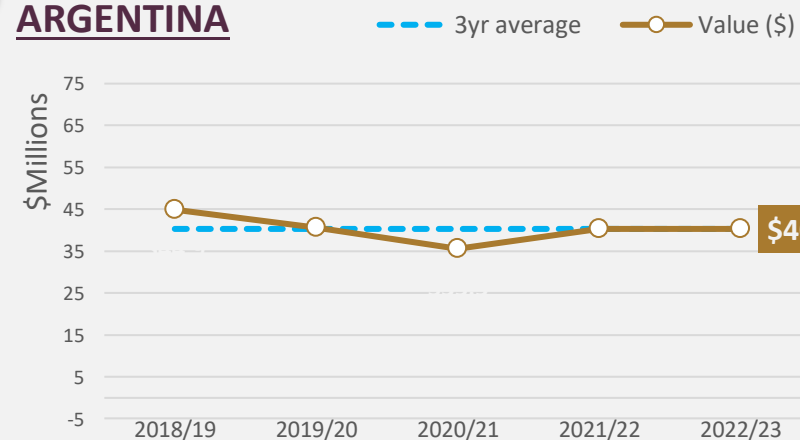
## FRANCE



**20%**  
of  
production  
exported



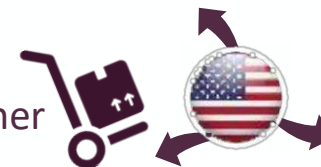
## ARGENTINA



**95%**  
of  
production  
exported

Source: FAS and TDM [3-year average value: U.S. \$125.8m / Chile \$151.4m / France \$46m / Argentina \$40m].

# Top 10 COMPETITOR Export Markets, ranked by Volume



- **Chile** shipped notably more to China last year; exports have increased threefold year-on-year and are significantly higher than average. Exports to Italy and Mexico are higher than last year when there was the short crop - but remain below average.
- **French** prunes have been suffering from two years of low production so key EU27 countries have been importing fewer tons than average this year.

## Top 10 Markets by Volume:

U.S.		MT
1:	Japan*	5,870
2:	China & HK	3,804
3:	Mexico	3,582
4:	Canada	2,960
5:	Germany	1,360
6:	Italy	1,321
7:	South Korea	1,282
8:	Netherlands	1,202
9:	Poland	1,115
10:	Israel	884

CHILE		
	MT	% YoY change
1:	China	17,005 +343%
2:	Mexico	6,911 +6.7%
3:	Germany	6,120 +82%
4:	Poland	5,046 -4.3%
5:	United Kingdom	3,534 -33.5%
6:	Italy	2,872 +11.7%
7:	Spain	2,772 +27.7%
8:	United States	2,713 -46.6%
9:	Brazil	2,125 -17.5%
10:	Australia	1,682 +36.7%

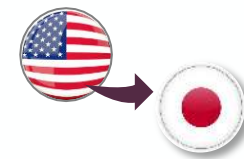
FRANCE		
	MT	% YoY change
1:	Algeria	3,258 +9.0%
2:	Spain	1,712 -19.2%
3:	Greece	825 -25.6%
4:	Italy	638 -56.5%
5:	Belgium	544 -41.9%
6:	Germany	448 -31.6%
7:	Netherlands	315 -51.3%
8:	Turkey	270 -27.8%
9:	Switzerland	244 +41.9%
10:	United Kingdom	229 -23.9%

ARGENTINA*		
	MT	% YoY change
1:	Brazil	6,773 +25.5%
2:	Chile	3,599 +572.7%
3:	Spain	2,623 +48.9%
4:	Egypt	1,565 NA
5:	France	824 +472.2%
6:	Belgium	360 NEW
7:	Netherlands	176 -0.6%
8:	Turkey	159 +76.7%
9:	Colombia	146 -5.8%
10:	Uruguay	135 -40.5%

# Focus MAP Markets, South Korea & Mexico

- Value, Average \$ per MT and Volume trend for the last five years
- U.S. share trend
- Competitor overview

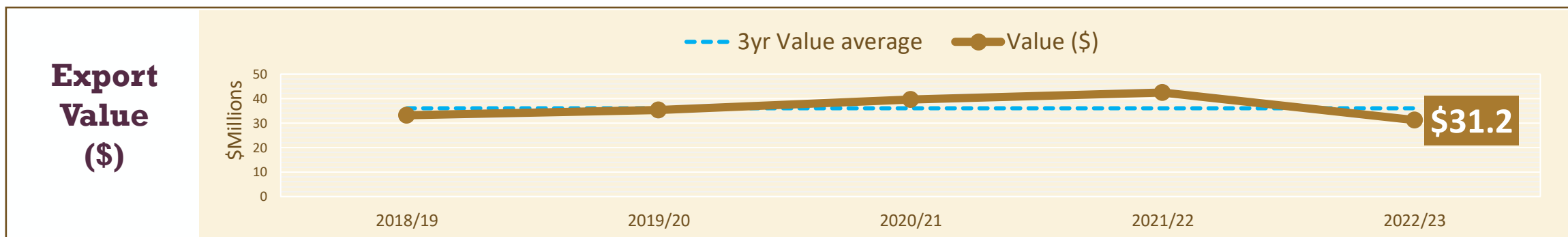




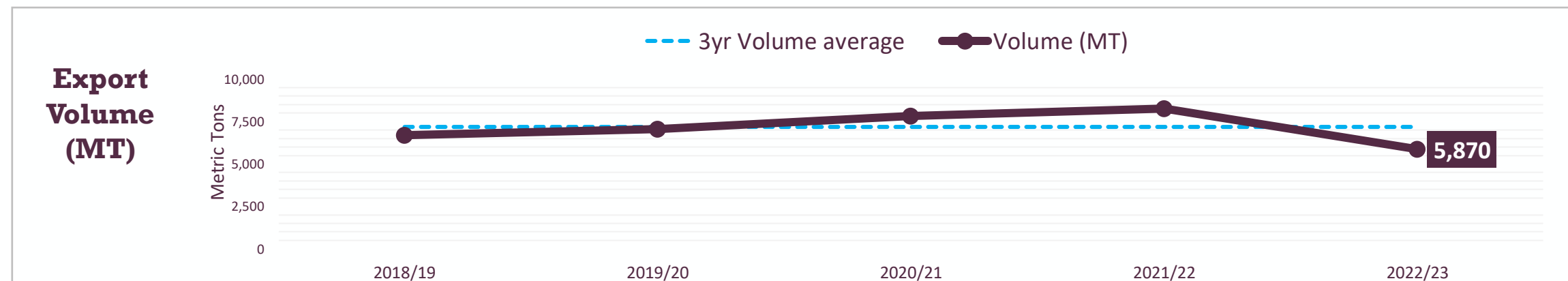
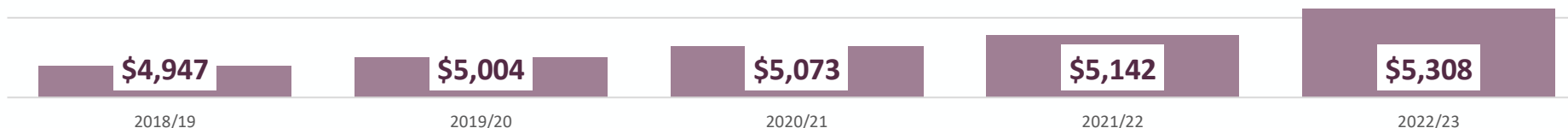
# U.S. Export Volume & Value: JAPAN\* (Combined)

Volume and value by Crop Year, trended over 5 years:

- 2022/23 saw exports dip below average after significant exports in 21/22 reportedly left the supply chain full.
- Value per MT continues to increase with U.S. total export value now being \$31 million.



## Average \$ per MT:



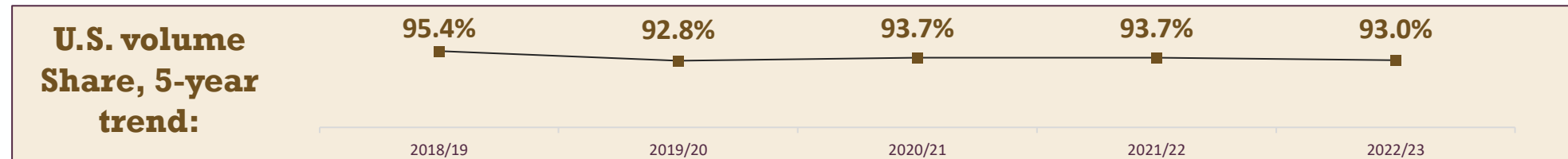
# Performance overview: JAPAN\*



Value of exports / Average value per MT / U.S. share of volume / Competitor overview

- Valued at \$31 million this year, accounting for 25% of global export value for U.S. prunes.
- A high average value per MT is being maintained in this premium market in the face of increased competition from Chilean prunes.
- The total category in Japan has experienced reduced volume this year with imports being 25% less than last year.

2022/23 Exports to Japan:					
<b>\$31.2m</b>	<b>25%</b>	<b>\$5,308</b>	<b>+3%</b>	<b>-14%</b>	<b>-16%</b>
value in 2022/23	of U.S. Global Export Value	average value per MT	YoY average value per MT	2022/23 value versus 3-year average	2022/23 volume versus 3-year average



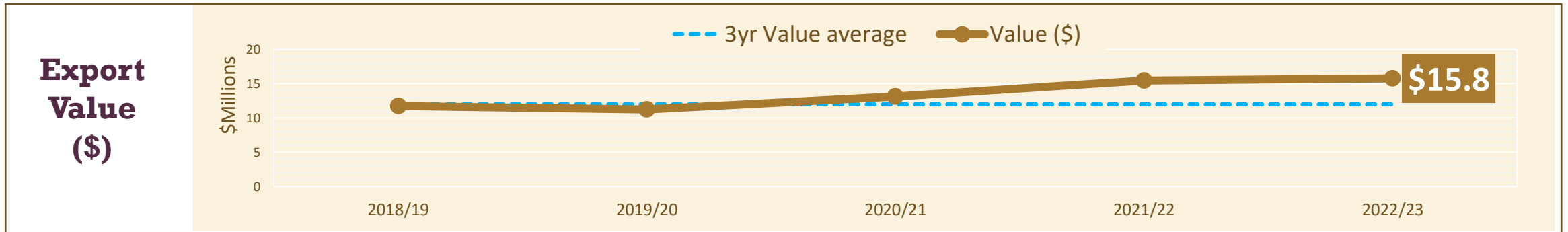
	Imports from lead competitors (August – July)			
	Value of imports	Volume vs last year	Volume share	Average value per Metric Ton
<b>Chile:</b>	\$1.1m	Declining (-8%)	4.4% (+0.8)	\$4,337 (+8.5%)
<b>France:</b>	\$0.68m	Declining (-45%)	1.6% (-0.6)	\$6,888 (+7%)
<b>Argentina:</b>	\$0.37m	Growing (+28%)	0.7% (+0.3)	\$8,403 (+2%)

# U.S. Export Volume & Value: CANADA

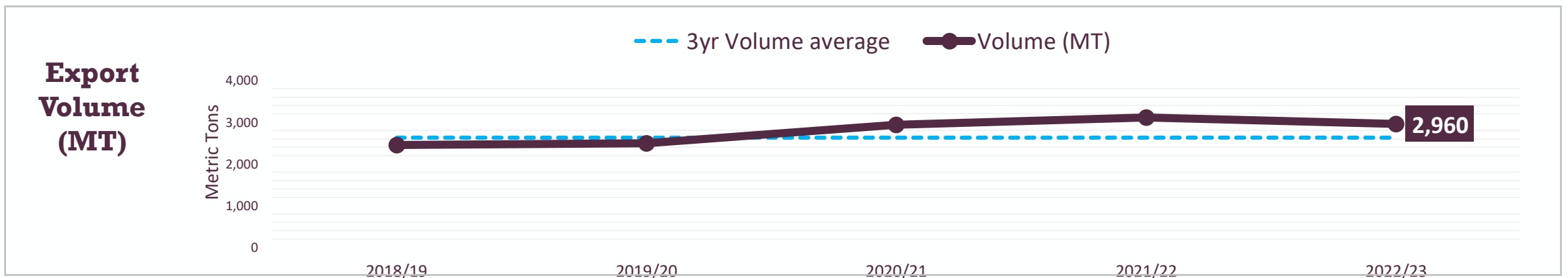
Volume and value by Crop Year, trended over 5 years:



- Value of \$16 million is 31% above average; this has been achieved after 3 successive years of strong volume growth and an improved average value per MT which has risen by 11% over the last five years.



**Average \$ per MT:**



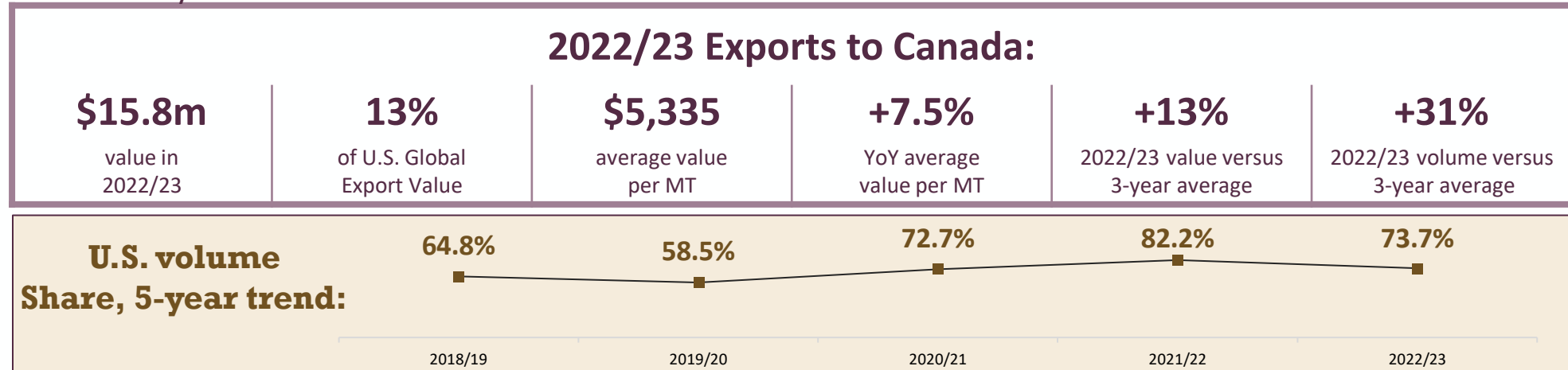
Source: FAS [3-year average value is \$12 million, 3-year average volume is 2,630MT].

# Performance overview: CANADA



Value of exports / Average value per MT / U.S. share of volume / Competitor overview

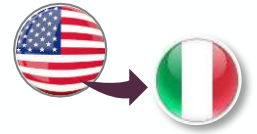
- U.S. prunes continue to grow in Canada; value of \$15.8 million has been achieved through higher-than-average export volume and a 7.5% increase in average value per MT.
- High volume share is being maintained in the face of increased competition and in a total category that has been relatively static in size over the last five years.



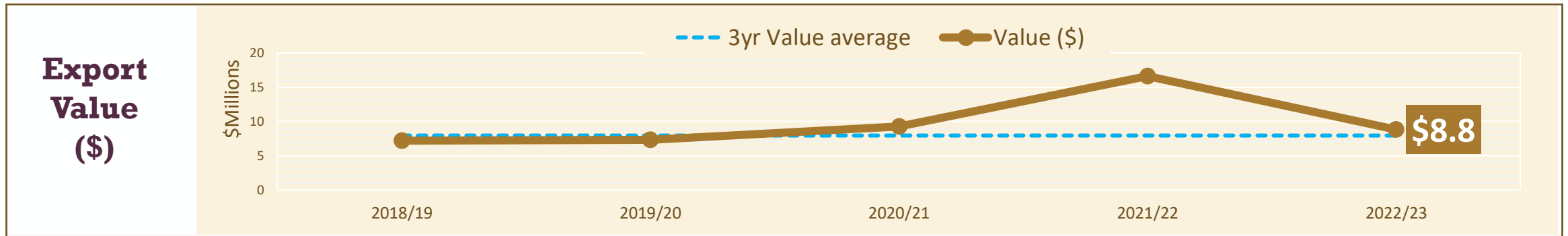
	Imports from lead competitors (August – July)		
	Value of imports	Volume vs last year	Average value per Metric Ton
<b>Chile:</b>	\$3m	Growing (+32%)	15.7% (+3.2)
<b>China:</b>	\$0.51m	Growing (+60%)	2.6% (+0.9)
<b>Iran:</b>	\$0.36m	Growing (+91%)	2.5% (+1.1)

# U.S. Export Volume & Value: ITALY

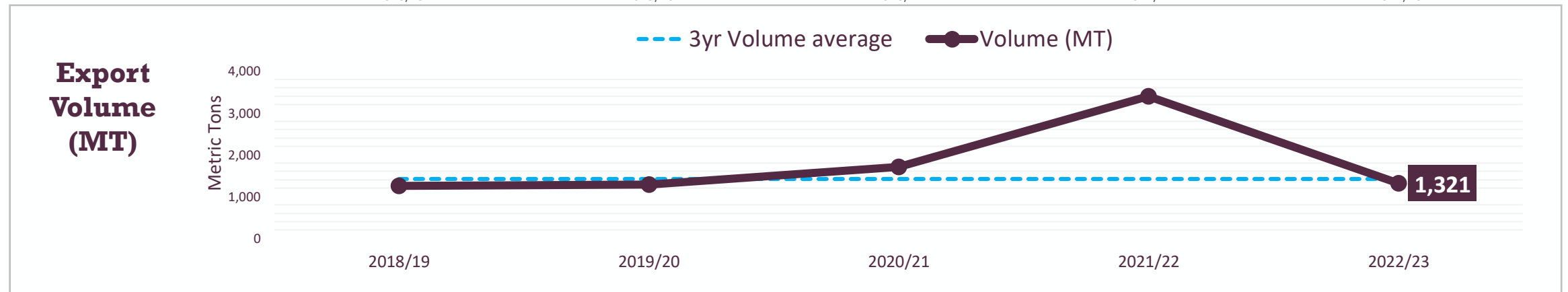
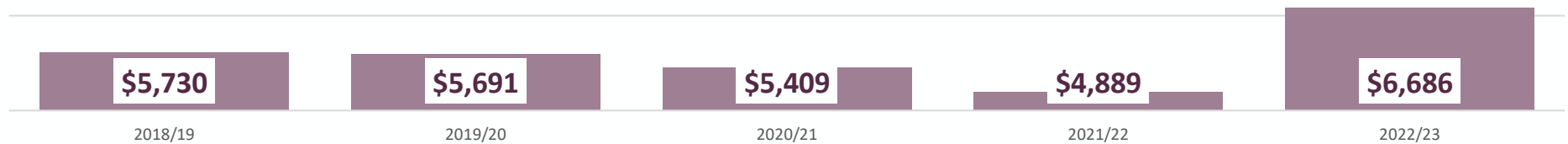
Volume and value by Crop Year, trended over 5 years:



- Value of \$9 million has been achieved this year.
- Last year's volume was 140% above average: 2022/23 export volume has been on par with previous years.
- Average value per MT has risen by 17% since 2018/19.



Average \$ per MT:



Source: FAS [3-year average value is \$7.9 million, 3-year average volume is 1,415MT].

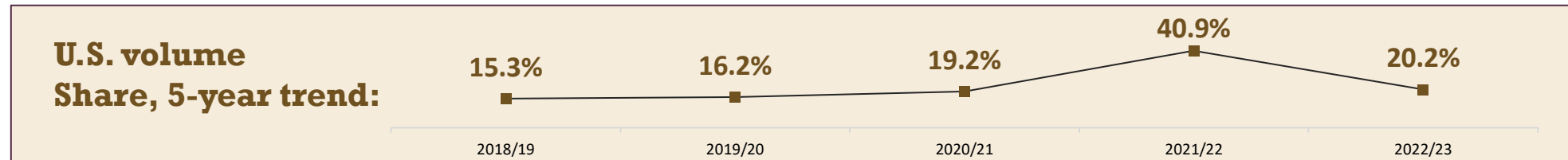
# Performance overview: ITALY

Value of exports / Average value per MT / U.S. share of volume / Competitor overview



- Average value per MT for U.S. prunes has increased by 37% year on year helping to drive total value of \$9million.
- Total category volume (including production) was 15% below average this year, U.S. share remains strong however.

2022/23 Exports to Italy:					
<b>\$8.8m</b>	<b>7%</b>	<b>\$6,686</b>	<b>+37%</b>	<b>+12%</b>	<b>-7%</b>
value in 2022/23	of U.S. Global Export Value	average value per MT	YoY average value per MT	2022/23 value versus 3-year average	2022/23 volume versus 3-year average



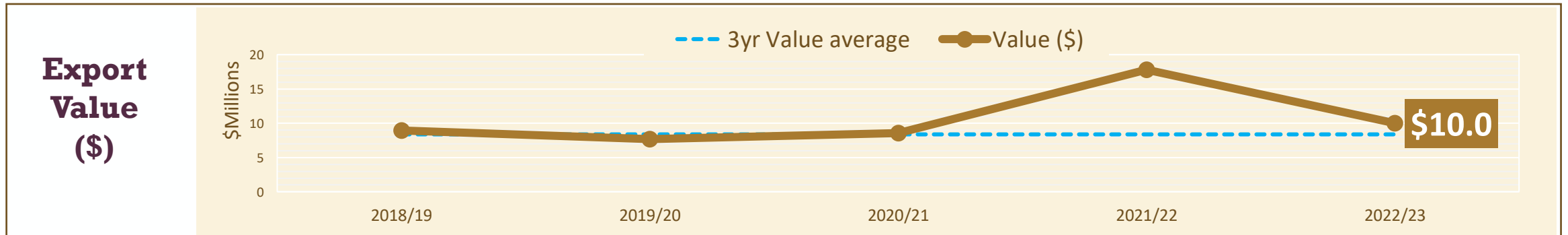
	Imports from lead competitors			
	Value of imports	Volume vs last year	Volume share	Average value per Metric Ton
<b>Chile:</b>	\$14.2m	GROWING (+23%)	43.5% (+17.6)	\$5,004 (+9.5%)
<b>France:</b>	\$2.9m	DECLINING (-42%)	8.4% (-2.2)	\$5,286 (+15%)
<b>Bulgaria:</b>	\$2.5m	GROWING (+39%)	11.0% (+5.2)	\$3,501 (+0%)

# U.S. Export Volume & Value: CHINA & HONG KONG

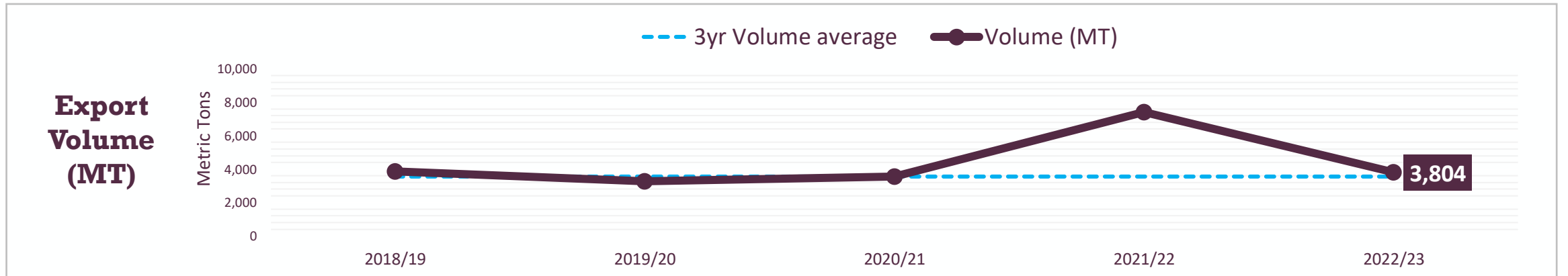
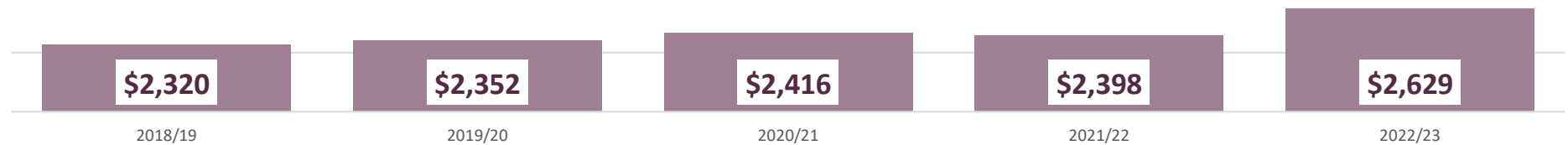


Volume and value by Crop Year, trended over 5 years:

- Building on 2021/22 significant increases, 2022/23 volumes are 7% above average with value being 19% higher as average value per MT rises by 13% over the last five years.



Average \$ per MT:



Source: FAS [3-year average value is \$8.4 million, 3-year average volume is 3,565MT].

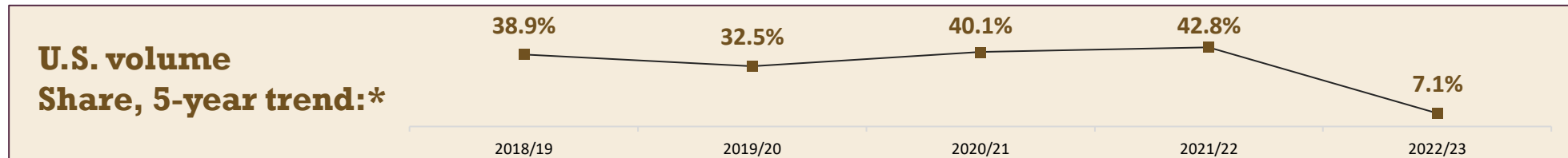
# Performance overview: CHINA & HONG KONG

Value of exports / Average value per MT / U.S. share of volume / Competitor overview



- U.S. share has been impacted as competition increases; this year has seen a notable increase in Chilean and Uzbekistani prunes which have taken 91% share of market this year.
- Total import volumes have risen by 126% this year.

2022/23 Exports to China & Hong Kong:					
<b>\$10m</b>	<b>8%</b>	<b>\$2,629</b>	<b>+10%</b>	<b>+19%</b>	<b>+7%</b>
value in 2022/23	of U.S. Global Export Value	average value per MT	YoY average value per MT	2022/23 value versus 3-year average	2022/23 volume versus 3-year average



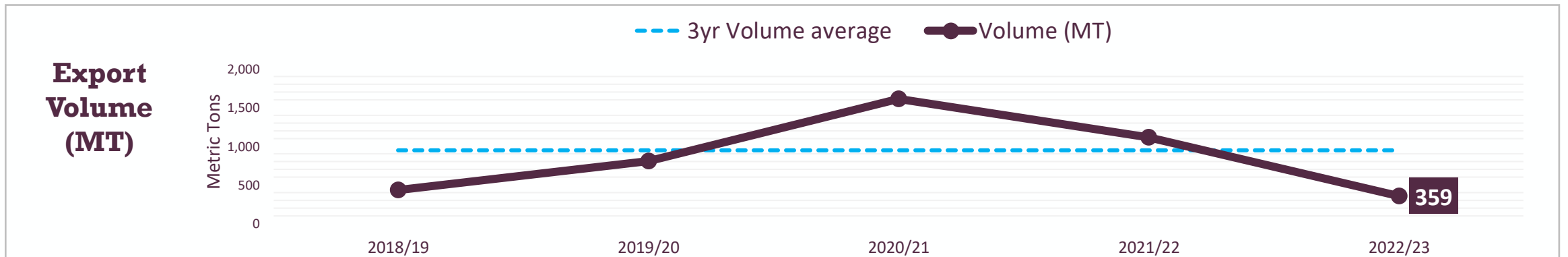
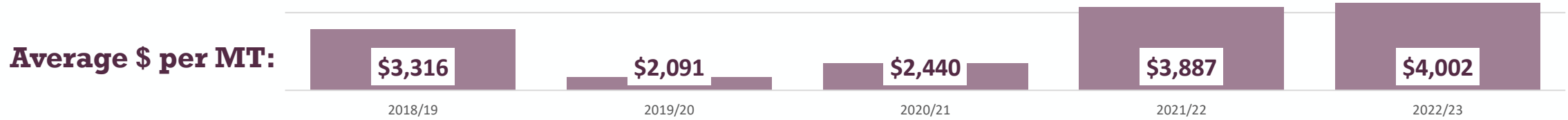
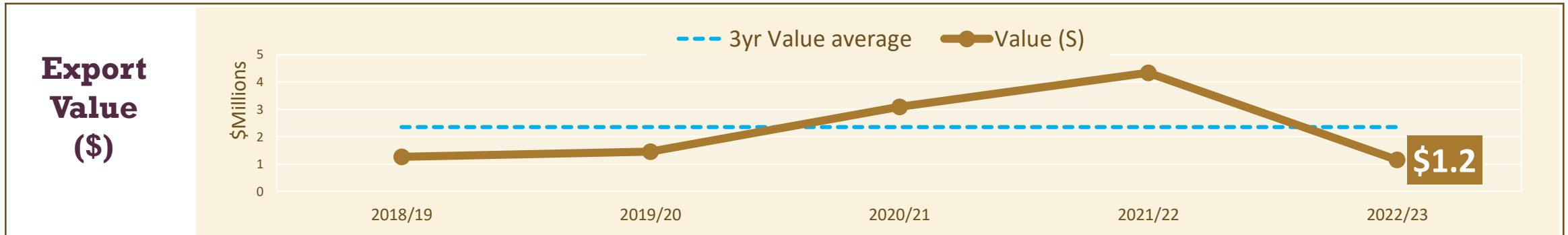
	Imports from lead competitors			
	Value of imports	Volume vs last year	Volume share*	Average value per Metric Ton
<b>Chile:</b>	\$52m	GROWING (+372%)	47.9% (+25.9)	\$3,291 (+0.2%)
<b>Uzbekistan:</b>	\$15.2m	GROWING (+308%)	42.8% (+20.1)	\$1,079 (-2%)
<b>Australia:</b>	\$1.6m	DECLINING (-18%)	1.9% (-3.1)	\$2,578 (-10%)

# U.S. Export Volume & Value: UNITED KINGDOM

(maintenance market) Volume and value totals by Crop Year, trended over 5 years



- Value of exports this year \$1.2 million; shipments to U.K. remained below average despite the benefit of tariffs being removed mid-year.
- The U.K. experienced extremely high food inflation this year which created a challenge for premium value food exports; category volume has fallen by 34% this year.



Source: FAS [3-year average value is \$2.3 million, 3-year average volume is 949MT].

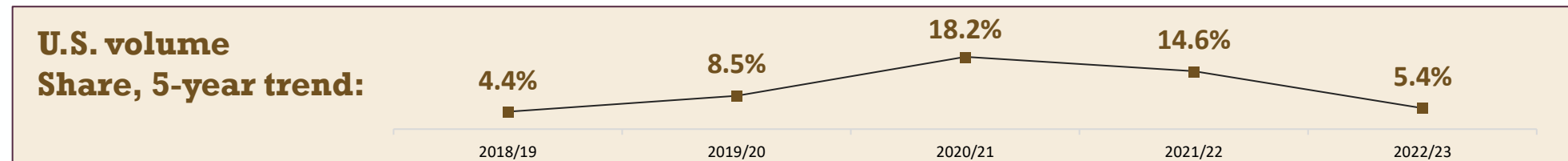


# Performance overview: UNITED KINGDOM

Value of exports / Average value per MT / U.S. share of volume / Competitor overview

- 2022/23 has seen the total Dried Prune category contract by -34% year on year with all lead exporting countries seeing a decline in volume.

2022/23 Exports to the United Kingdom:					
<b>\$1.2m</b>	<b>1%</b>	<b>\$4,003</b>	<b>+3%</b>	<b>-39%</b>	<b>-62%</b>
value in 2022/23	of U.S. Global Export Value	average value per MT	YoY average value per MT	2022/23 value versus 3-year average	2022/23 volume versus 3-year average



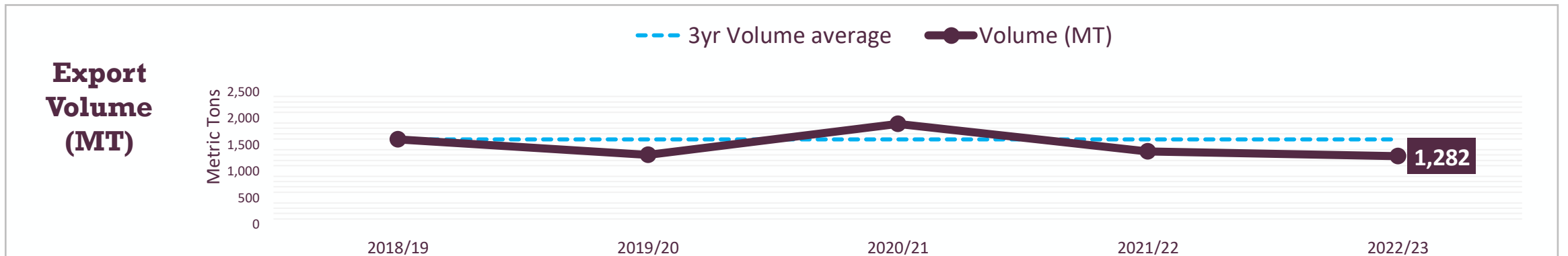
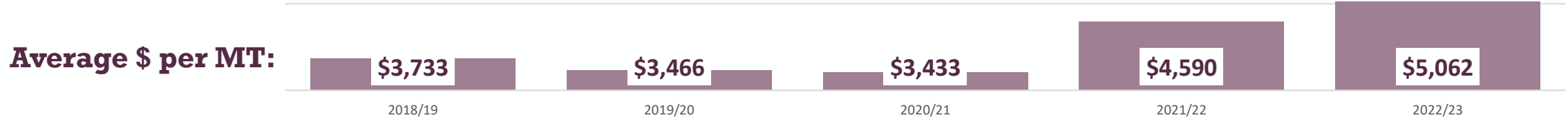
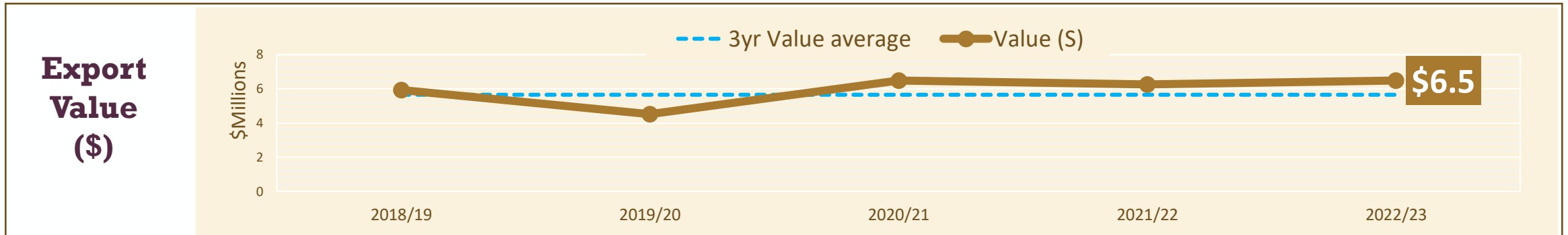
Imports from lead competitors (August – July)				
	Value of imports	Volume vs last year	Volume share	Average value per Metric Ton
<b>Chile:</b>	\$21.6m	DECLINING (-29%)	76.2% (+5.6)	\$4,550 (+9%)
<i>Turkey:</i>	\$3.4m	GROWING (+10%)	8.3% (+3.3)	\$6,512 (+8%)
<b>France:</b>	\$3.0m	DECLINING (-19%)	6.0% (+1.2)	\$8,134 (+32%)



# U.S. Export Volume & Value: SOUTH KOREA

Volume and value totals by Crop Year, trended over 5 years

- Exports to South Korea maintaining value in excess of \$6 million - average value per MT increased by +36% over the last five years.



Source: FAS [3-year average value is \$5.6 million, 3-year average volume is 1,592MT].

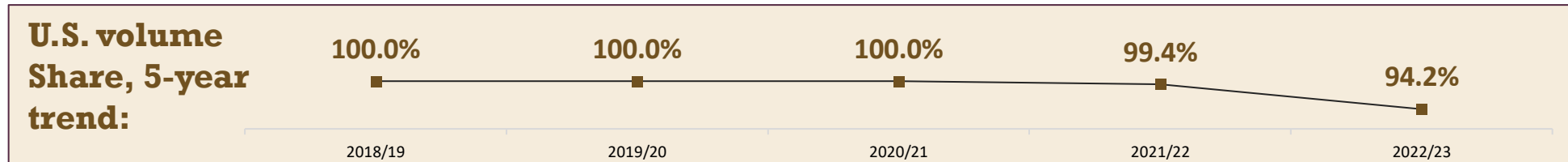


# Performance overview: SOUTH KOREA

Value of exports / Average value per MT / U.S. share of volume / Competitor overview

- U.S. maintains high share in South Korea; been impacted this year as 75MT of Chilean prunes have been imported.
- The category declined by 5% this year.

2022/23 Exports to South Korea:					
<b>\$6.5m</b>	<b>5%</b>	<b>\$5,062</b>	<b>+10%</b>	<b>+15%</b>	<b>-20%</b>
value in 2022/23	of U.S. Global Export Value	average value per MT	YoY average value per MT	2022/23 value versus 3-year average	2022/23 volume versus 3-year average



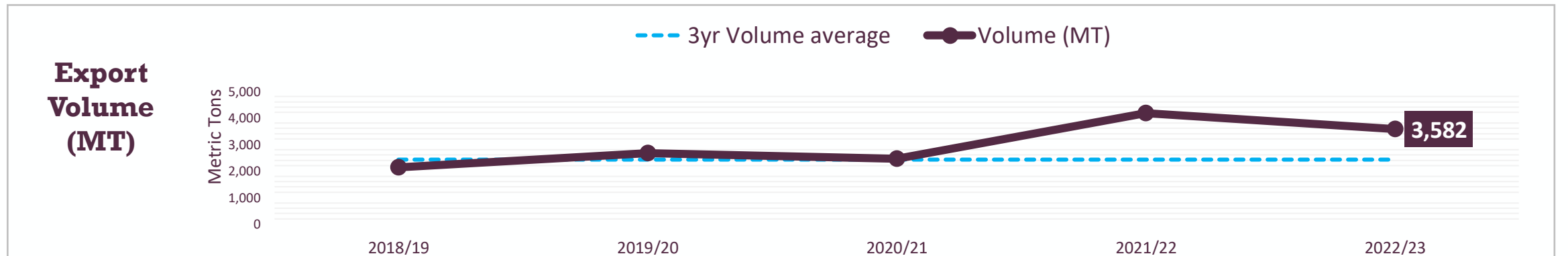
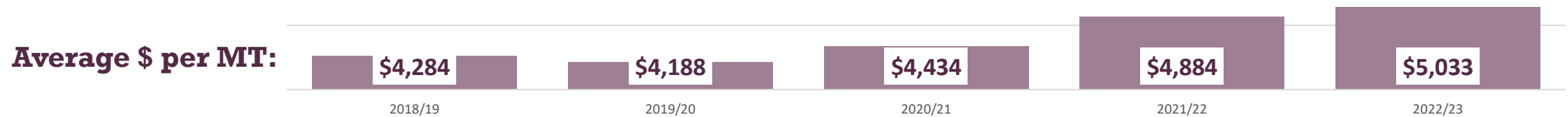
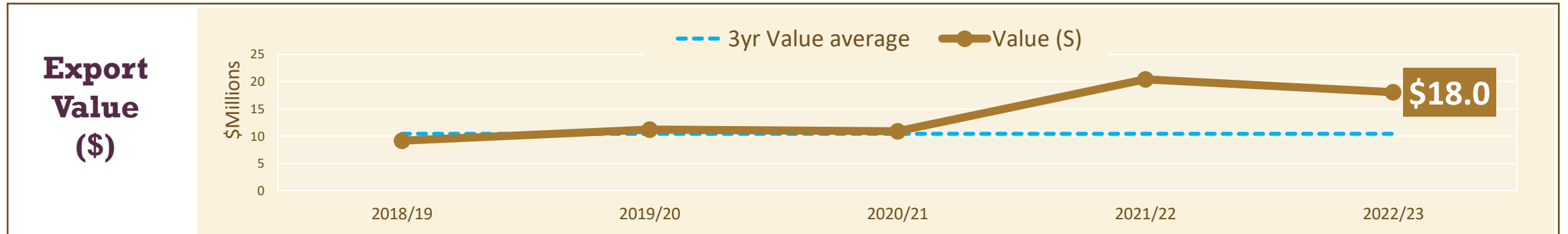
Imports from lead competitors (August – July)				
	Value of imports	Volume vs last year	Volume share	Average value per Metric Ton
<b>Chile:</b>	\$0.39m	NEW	5.5% (+5.5)	\$5,198 (-)
<b>France:</b>	\$0.03m	DECLINING (-50%)	0.3% (-0.2)	\$9,003 (-2%)



# U.S. Export Volume & Value: MEXICO

Volume and value totals by Crop Year, trended over 5 years

- 2022/23 export value is 73% above average with volume being 48% above average.
- Average value per MT has increased by 17% over the last five years.



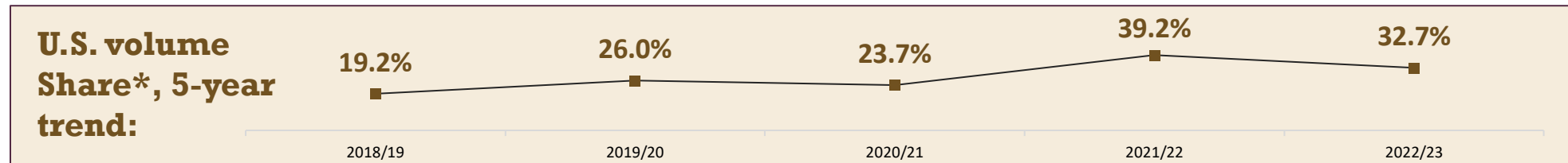
Source: FAS [3-year average value is \$10.4 million, 3-year average volume is 2,422MT].

# Performance overview: MEXICO



Value of exports / Average value per MT / U.S. share of volume / Competitor overview

- Total category volume is aligned to the previous 2 years
- U.S. prunes account for a third of imports; although Chile have regained some share year on year they are losing over the longer term.
- Uzbekistan have also entered the market.



Imports from lead competitors				
	Value of imports	Volume vs last year	Volume share	Average value per Metric Ton
<b>Chile:</b>	\$26.4m	GROWING (+7%)	61.4% (+4.3)	\$3,817 (-2%)
<b>Uzbekistan:</b>	\$0.67m	NEW	5.0% (+5)	\$1.513
<b>EU27:</b>	-	DECLINING (-100%)	0%	



# GLOBAL HEADWINDS

# HEADWINDS – GENERAL MARKET PERFORMANCE

(U.S. Global Exports of Consumables, 'Food' and HS Code 08)

- Globally, the U.S. saw exports of all Consumables, 'Food' and Fresh/Processed Fruit & Tree Nuts (HS08) in decline 2023 vs 2022.

## YEAR-ON-YEAR CHANGE IN U.S. EXPORT VOLUME & VALUE:



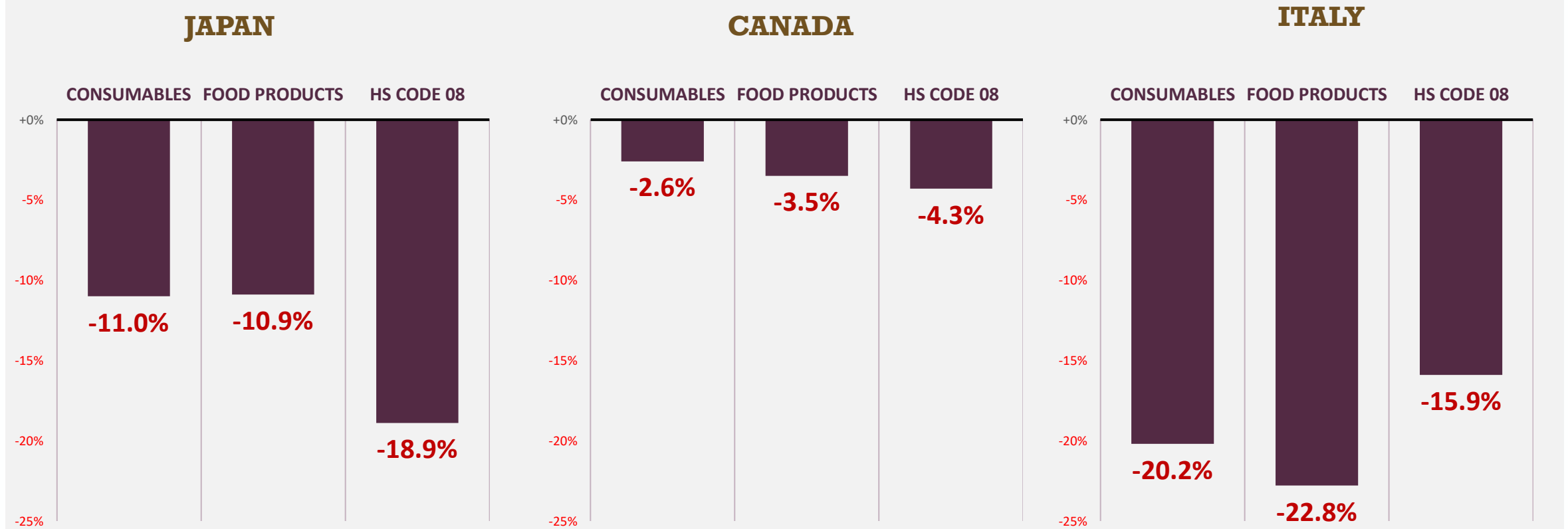
Source: FAS, year ending July, 2023 COMPARED TO 2022. 'Food' excludes Confectionary and Chocolate.

# HEADWINDS – GENERAL MARKET PERFORMANCE

(U.S. Exports of Consumables, 'Food' and HS Code 08)

- U.S. export decline in Consumables, 'Food' and Fresh/Processed Fruit & Tree Nuts (HS08) is also reflected in our core focus markets (as illustrated below).

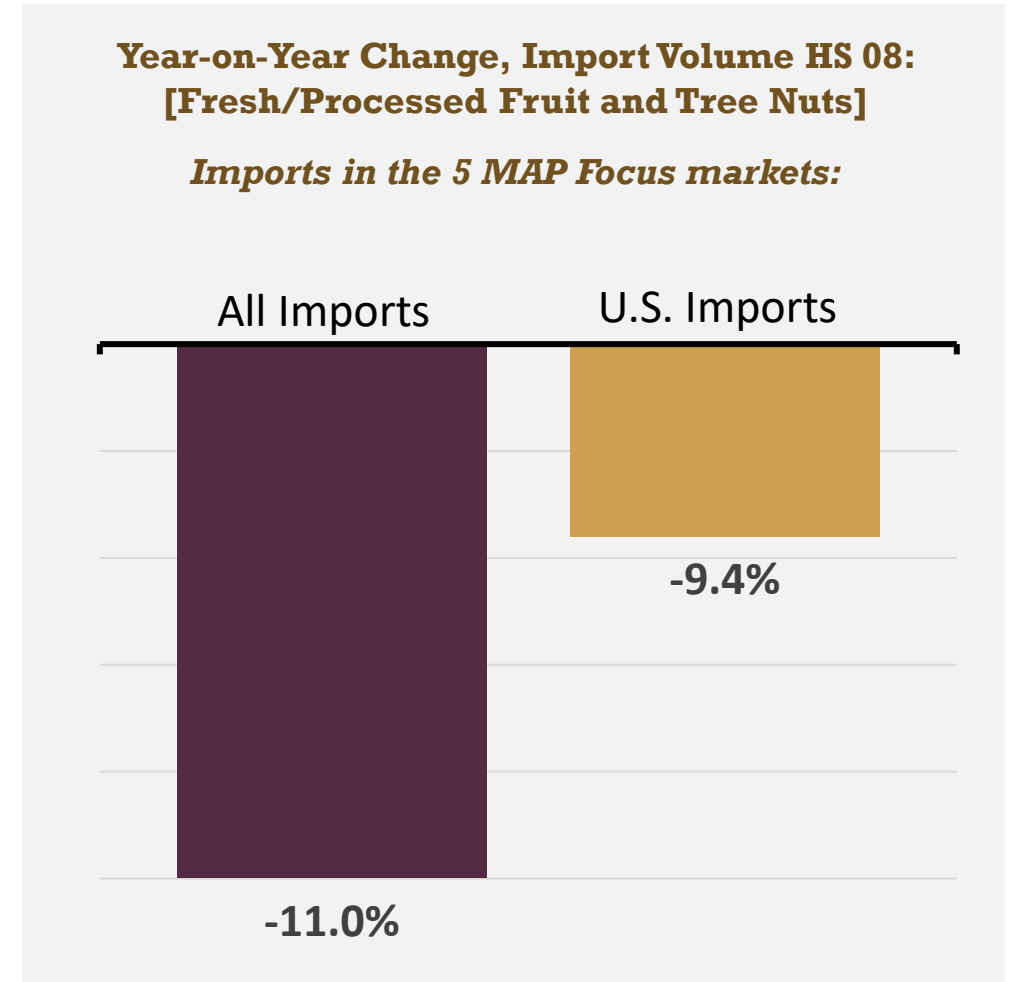
## YEAR-ON-YEAR CHANGE IN U.S. EXPORT VOLUME:



## GENERAL MARKET CONDITIONS :

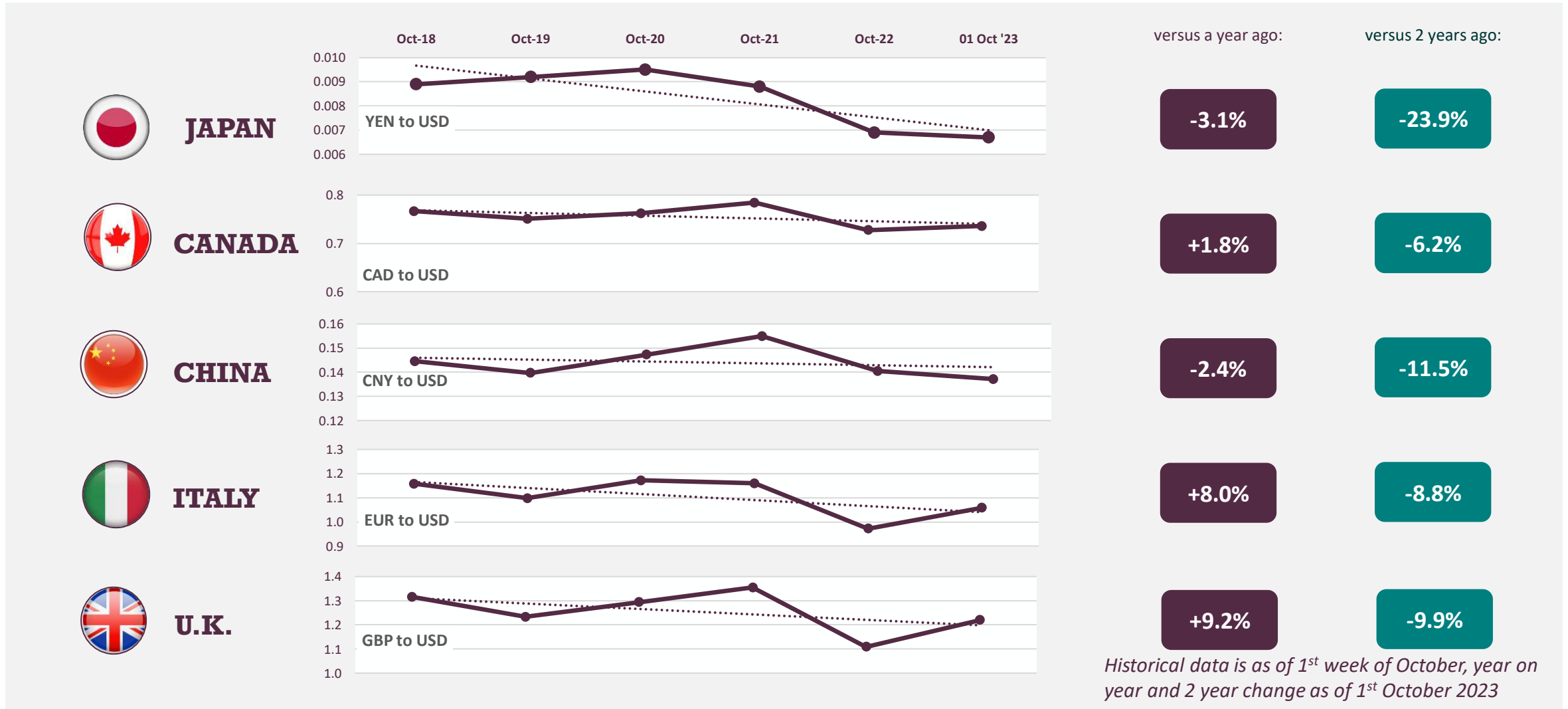
Year-on-Year overall import trend in Focus Markets of HS08

- Each of the 5 Focus Markets have imported fewer metric tons of Fresh/Processed Fruits and Tree Nuts this year (the HS08 code) where prunes are reported
- Although imports from the U.S. are down by 9% in these 5 markets, the loss is greater in other countries of supply (i.e. **-11% year-on-year**)



# Exchange rate trended over last 5 years (MAP Export Markets)

- A strong U.S.\$ created a challenge globally as well as focus markets; particularly Japan where value of the YEN has deflated by 24% since 2021.



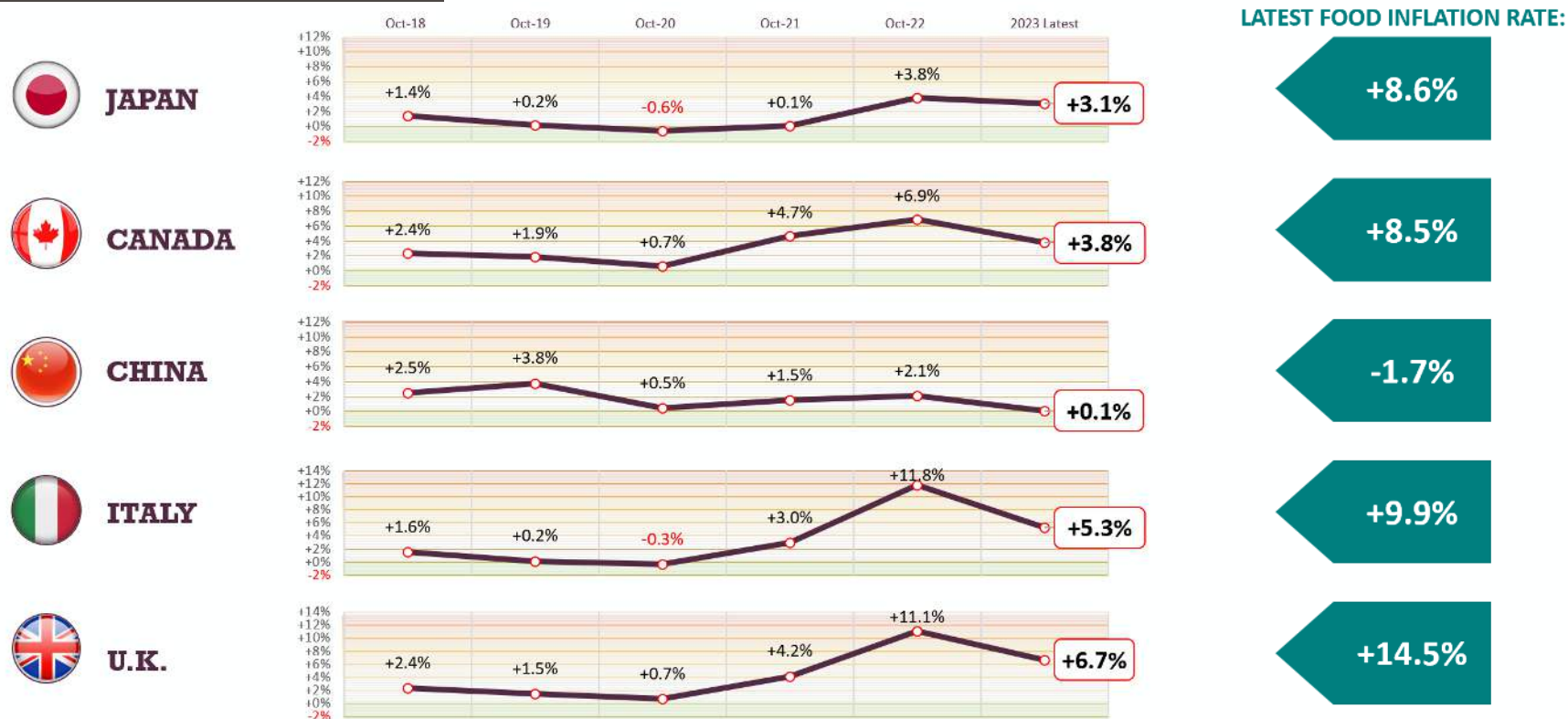
Source: Google Finance, 1<sup>st</sup> October 2023. [Data is provided by financial exchanges and other content providers].

# Inflation rates trended over last 5 years

Annual Consumer Price Index [CPI] and latest annual Food inflation rate:

- Consumers are facing unprecedented levels of price inflation with food prices often at a higher inflation rate.
- The U.K. has been subject to particularly high food inflation this year which is impacting sales of premium products.

**Annual % change in Consumer prices** (i.e. Energy, Food and Other Non-Energy/Non-Food Items):



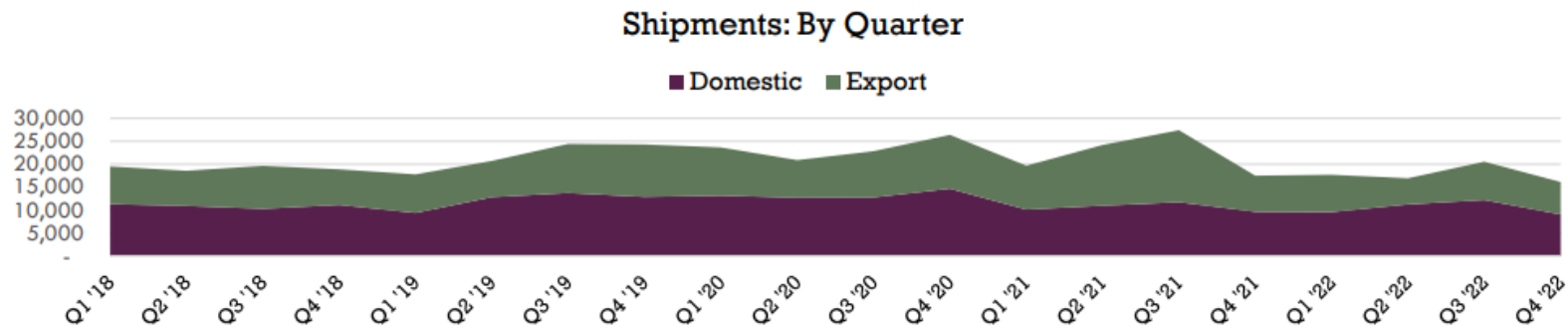
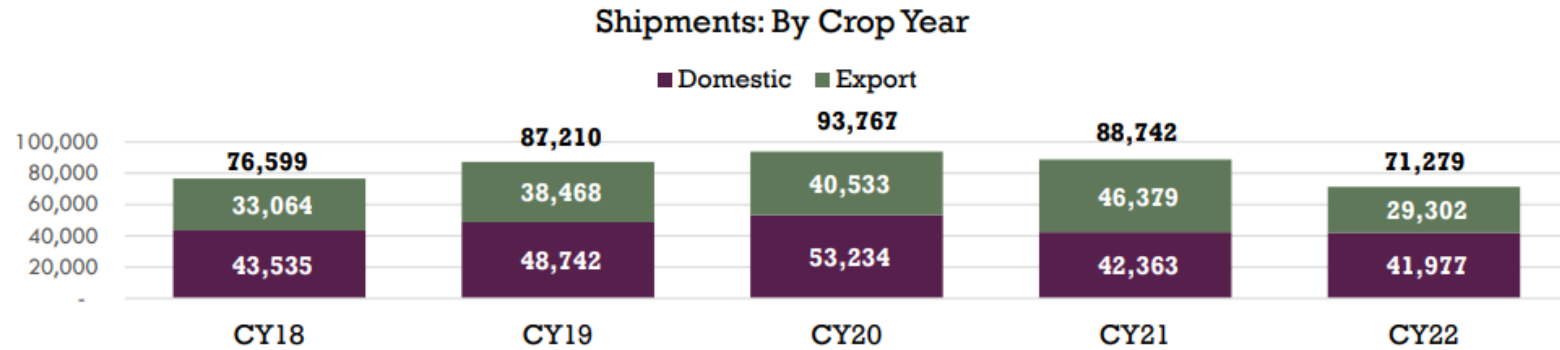
**NOTE:**

The publication dates of Consumer Price Index inflation varies from country to country. At the time of publication the 'Latest' CPI figures quoted above are for the annual change as of September 2023 (with the exception of Japan which has only published August 2023 figures). Food inflation rates are as of August 2023 with the exception of China which has published...

# HEADWINDS

- Industry business strategic decisions - Domestic vs Export
- Industry rebalancing U.S. inventory levels using 2022 crop

## SHIPMENTS, NATURAL CONDITION TON EQUIVALENCY





## HEADWINDS

Geopolitics –  
displacement  
of trade flow