



Plum Good News

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2009/10 CROP YEAR

The Prune Marketing Committee (PMC) unanimously approved a 2009 crop estimate of 160,000 natural condition tons at its June 25, 2009 meeting. This would be 48% above the average production of the past five years and 25% above last year's 128,198 ton crop. This estimate is 6% lower than the California Agricultural Statistics Service (CASS) projection, with the expectation that many growers will not deliver all their small prunes due to the anticipated lower prices. All prune tonnage will be considered salable, since no mandatory undersized regulation will be in effect.

California prune inventories as of July 31, 2009 were reported by handlers to be 52,364 tons, a 53% increase from last year's carryin. The total 2009 California prune supply is projected at 212,364 natural condition tons, which would represent a 30% increase from last year.

The CASS 2009 forecast for bearing acreage was unchanged from the prior two years at 64,000 acres. Non-bearing acreage was estimated at 7,500 acres for 2007, the most recent year such an estimate was available.

The CDPB nursery survey projects 2009 prune tree sales at 324,000, down 16% from 2008's 384,360 trees. Nursery sales of prune trees are projected to increase by 1% in 2010 to 327,600 trees.

PRUNE MARKETING COMMITTEE

2009/10 PMC Assessment Rate

A handler assessment rate of \$.16 per ton (down from \$.30 in 2008/09) on the estimated tonnage of 160,000 tons was recommended by the PMC for approval by USDA. This would generate 2009/10 revenues of \$25,600 and, when combined with a \$28,533 2008/09 carryover, would leave a projected reserve for contingencies of \$15,908 after budgeted expenses of \$38,230.

Assessments in 2008/09 for both the PMC and CDPB will again be based on the following guidelines:

- Assessments must be paid on all prune tonnage received by processors, including undersized prunes, even if producers are not being paid for such undersized fruit
- Assessments do not apply to trash such as dirt, twigs, leaves, and brown rot
- For any lot inspected by the DFA of California, the assessable tonnage will be total pounds certified less the trash removed. For lots not inspected by the DFA of California, assessments must be paid on the total tonnage of prunes received unless the processor can provide written verification of trash removed.

CALIFORNIA DRIED PLUM BOARD

2009/10 CDPB Assessment Rate

A total assessment rate of \$27.00 per ton (down from \$40.00 in 2008/09) was approved at the June 25, 2009 CDPB meeting. A grower assessment rate of \$18.00 per ton and a handler assessment rate of \$9.00 per ton were also approved. Total income of \$8,128,153 is projected versus budgeted expenses of \$6,793,700 leaving a \$654,453 reserve for contingencies and a \$680,000 credit-back reserve. The assessment rates will be applied to the total tonnage delivered by growers to processors, since the entire crop will be salable next year.

2009/10 CDPB Budget	
Administration	\$504,550
Operating Expenses	190,850
Consulting Services	130,000
Research Coordinator	95,000
Production Research	231,000
Crop Forecast	5,000
Advertising	0
Nutrition Research	250,000
Public Relations	947,000
Industrial Marketing	346,000
In-House Marketing	70,000
Sampling	44,000
Export Marketing	1,513,000
CDFA Charges	56,300
Generic MAP funding	2,411,000
Credit-Back Reserve	680,000
Reserve for Contingencies	<u>654,453</u>
TOTAL	\$8,128,153

Prune Processor Credit-Back Program

The credit-back for market promotion program will continue for 2009/10 with no changes in the program parameters.

Processor Reporting Requirements

The CDPB approved the following required processor report for 2009/10:

- July 31, 2009 inventory carryover for California prunes by IPA sizes *
- 2009/10 production by IPA sizes *
- Prune production by county
- Bearing and non-bearing prune acreage by county
- 2009/10 domestic and export shipments by quarter
- Names and addresses for all prune growers and property owners.

* IPA sizes are as follows:

Count Per Pound
60 and larger
61 to 80
81 to 100
100 and smaller

DOMESTIC MARKETING PROGRAM

Consumer Public Relations

After establishing California Dried Plums as the leading fruit for digestive health due to their sorbitol, fiber, antioxidants and potassium, the CDPB broadened its communications last year to a Superfruit campaign that promoted dried plums’ multiple health benefits as shown below.

California Dried Plums

	Blood Sugar Control	Heart Health	Bone Health	Digestive Health	Cancer Protection	Antioxidant Power
Dietary Fiber						
Sorbitol						
Potassium						
Copper						
Vitamin K						
Boron						
Phenolics						

Source: M. Stacewicz-Sapuntzakis :Chemical composition and potential health effect of prunes: a functional food?”

In the first year of the Superfruit campaign, California Dried Plums successfully leveraged this advantage and key scientific data to create a

genuine point of difference while achieving more than 128 million media impressions.

California Dried Plums Superfruit campaign highlights:

- Topped Women’s Day’s list of Superfoods
- Featured in Dr. Oz’s “Ultimate Health Checklist” during Oprah’s “Live Your Best Life” television series
- 40% of women consider dried plums to be a superfruit – Opinion Research, November 2008

The target audience for 2009/10 will continue to be women 25 - 54 years old who are motivated by wellness, have active lifestyles and seek healthful, affordable and convenient foods.

2009/10 public relations goals will be to:

- Heighten awareness of California Dried Plums as The Sensational Superfruit
- Maximize media attention and stimulate demand.

Strategies to achieve these objectives will be to:

- Harness the excitement and star power of a popular Olympian to dramatize the *superfruit* positioning and broaden appeal of California Dried Plums
- Continue to gain support for and endorsement of California Dried Plums as a *superfruit* among health/nutrition influencers

To build on the momentum of the superfruit campaign, the CDPB has signed Olympic swimmer Natalie Coughlin as its spokesperson. Natalie won 11 medals in the Beijing and Athens Olympics and plans to compete at the London Olympics in 2012. A California native, she is passionate about cooking and nutrition and is a fan of California Dried Plums.



Natalie Coughlin

Partnering with Natalie helps the CDPB contemporize and create excitement for California Dried Plums, provides a newsworthy “peak performance” media hook and helps reach younger women with credible health, wellness and fitness messages.

Media outreach planned for Natalie includes a satellite media tour highlighting her healthy lifestyle and cooking tips, pitching interviews to national morning and cooking shows (e.g. Today Show, Rachael Ray, Martha Stewart) and a radio release

distributed through four major networks. A full-color, full-page newspaper feature will highlight Natalie's recipes and perk performance tips.



Leslie Bonci

A CDPB-sponsored peak performance media event in New York City for top-tier lifestyle journalists will team Natalie with Leslie Bonci, MPH, RD, and the Pittsburgh Steelers' nutrition advisor. Leslie is also author of a new book on sports nutrition for coaches. Natalie will discuss

everyday peak performance tips, while Leslie offers nutritional credibility and support for California Dried Plums' superfruit positioning.

A segment featuring Natalie promoting California Dried Plums as the essential superfruit in her training plan will run on a major airline prior to the 2010 Winter Olympics and during the busy holiday travel season.

The CDPB will partner with Active Marketing Group, a leading sports marketing group, to reach active women both online and at sporting venues including training camps, leagues and amateur competitions. Approximately 70 percent of Active's female users are women, ages 25-54.

Banner ads and dedicated e-mails highlighting the CDPB superfruit messages and Natalie's healthy eating and training tips will drive visitors to Tummywise.com where they can enter a CDPB sweepstakes and view videos. Store coupons and snack packs will also be distributed at Active Marketing swimming and endurance events.

Samples and nutrition information will also be distributed at the American Dietetic Association show in Denver in October.

During California Dried Plum Digestive Health month in January, a campaign with Foodbuzz.com will reach 1,800 influential food bloggers with a combined audience of 5.6 million readers. The bloggers will have the opportunity to enter Natalie Coughlin's healthy eating recipe contest featuring California Dried Plums. The CDPB will also sponsor Foodbuzz.com's January e-newsletter.

Nutrition Research

The California Dried Plum Board sponsors nutrition research to discover, characterize and quantify nutrient and non-nutrient components and

health promoting functions of dried plums/products. The Nutrition Research Program works directly with scientists at major research institutions to develop the objective research database to support credible consumer public relations, health professional communications programs and marketing efforts. The Nutrition Advisory Panel helps maintain the scientific integrity and credibility of the Nutrition Research Program, evaluates current research activities, develops the research agenda, reviews proposals, assists in dissemination of research results, and helps identify key contacts to leverage research.

Nutrition Research Objectives:

- To discover the presence, bioavailability, quantity and functions of phytonutrients (mainly phenolic compounds) in dried plums and dried plum products
- To discover new or expanded roles for established nutrients such as potassium, carbohydrates, dietary fiber and sorbitol in digestive health, bone health, heart health, satiety, immune function and reduction of oxidative stress
- To support consumer public relations efforts that position dried plums as The Sensational Superfruit.

Previously funded projects to be reported or concluded during 2009/10:

- "Oral and dental health benefits of dried plums," Dr. Christine Wu, Univ. of Illinois, Chicago
- "Dried plum reverses bone loss in postmenopausal women," Dr. Bahram H. Arjmandi, Florida State Univ.
- "Dried plums for promotion of satiety, weight management practices and a healthful diet," Mark Kern, PhD, RD, San Diego State Univ.
- "Investigation of dried plums in the treatment of adults with constipation," Satish Rao, MD, Univ. of Iowa
- "Short and mid-term effects of prunes on satiety in normal weight individuals," Antonis Zampelas, PhD, Agricultural Univ. of Athens
- "Beneficial effects of dried plum and age-related osteoporosis," Bernard Halloran and Department of Medicine, Univ. of California and Veterans affairs Medical Center, San Francisco, CA, Brenda Smith, Department of Nutritional Sciences, Oklahoma State Univ., Stillwater, OK
- "Literature review: Dried plum composition and health," Maria Stacewicz-Sapuntzakis, Univ. of Illinois, Chicago (retired).

Industrial Program

The 2009/10 Industrial Program will focus dried plum benefits on naturally improving the value of underutilized meat cuts, particularly beef but also other animal proteins including pork, lamb and poultry.

The U.S. beef industry is fighting recession-related woes by promoting new, cheaper cuts from less popular parts of the steer and pushing beef harder overseas. The industry's moves mirror those of restaurants, supermarkets and packaged-food companies seeking ways to entice budget-conscious consumers who are dining out less and looking for ways to economize at home.

Dried plums naturally raise the value of underutilized proteins. Texture, flavor and consumer ingredient acceptance result from dried plums' unique composition. The non-characterizing flavor of dried plums helps to improve the savory taste of proteins while rounding out the flavors of herbs and spices. Important for meat processors is the natural water-binding abilities of dried plum ingredients that, when used in a vacuum tumbling process, can add 12% or more weight, much of which is retained throughout the final cooking process. The ability to control purge is also improved. And dried plums' natural antioxidants help extend shelf life in fresh and frozen meat formats.

Targets

The decision-making process in the food industry takes place at many management levels. All must be reached with dried plum messages and include R&D, Product Development, Research Chefs, Menu Development (chain restaurants) and Marketing.

Objectives

Increase awareness of dried plums as a natural, innovative way to raise the value of meat cuts with higher profit margins.

Demonstrate dried plums' ingredient effectiveness.

Achieve adoption of dried plums in existing and new products.

Strategies

Communicate functional benefits to the target audience emphasizing meat processors and foodservice chain operators most likely to respond to these messages.

Focus on beef but also include other animal proteins when applicable.

Use existing and new evidence as proof of dried plums' performance and economic payoff.

Support dried plum handler industrial sales and marketing activities.

Tactics

Continue an advertising program in Food Product Design magazine, Culinology magazine and Prepared Foods. Expand electronic communication alternatives including Constant Contact and Food Navigator as well as the CDPB website.

Participate in important food industry trade shows including the American Meat Institute, Institute of Research Chefs Association and the Value Cuts Summit. Add more focused meat events with the Target On Profits (TOP's) in-house R&D demonstrations.

Initiate a university research study to substantiate the ability of dried plums to replace phosphates in poultry.

Continue to work with the consulting chefs at Ever Changing Times to develop new dried plum applications and present to interested food processors and chain restaurant corporate executive chefs.

Export Market Development

The CDPB's Market Access Program and Emerging Markets Program (EMP) funding for 2009/10 totals \$3,103,000. In addition, the CDPB will administer a \$500,000 Global-Based Initiative (GBI) on behalf of multiple MAP cooperators who desire to have health and nutrition claims substantiated so these claims can be used in advertising publicity, packaging and websites in European Union countries where standards will be significantly tightened in 2010.

The USDA and the CDPB prohibit discrimination in all programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation and marital or family status.



Beef Ad

The 2009/10 program will again include brand funding in established brand markets with participating packers contributing at least 50% of the total cost of advertising and promotion.

Japan

Generic spot television advertising, publicity and POS materials will continue to emphasize the health benefits of California prunes. Trade communications will provide reasons why buyers should purchase California prunes rather than those from France or Chile. Cooking seminars will be held for school lunch personnel.

China

Trade seminars will be held in Beijing, Shanghai and Guangzhou to emphasize the benefits of buying California prunes. Advertising and advertorials in newspapers and magazines will feature the nutritional attributes of California prunes and be supplemented by billboard advertising in the three major markets. Bakery seminars and promotions will emphasize the versatility of our products.

India

Food shows and nutrition seminars will educate the trade and consumers about California prunes. Retail promotions in major cities will generate trial among non-users and offer usage suggestions and nutrition information. Publicity materials will encourage consumers to buy California prunes for their nutritional attributes and versatility.

United Kingdom

We will arrange generic promotions tailored to specialty retailers' customers. California prunes will continue to be promoted as the official snack of England Netball. The "Choose California" trade brochure will be inserted in trade magazines. Regional chef events will be held to emphasize the quality and versatility of California prunes.

Italy

Generic promotions will be fielded in popular spas, retail stores and cinemas in Northern Italy. Leading women's magazines will carry a national consumer competition emphasizing California prune quality. A new foodservice brochure will be broadly distributed to chefs and foodservice opinion leaders.

Greece

A national campaign emphasizing healthy eating will be launched featuring a new CPB health leaflet. A roadshow will travel to three venues giving healthy eating tips to consumers. CPB Ambassador Eleni Petroulaki will again generate California media coverage.

In all markets, trade communications will focus on why they should "Choose California" over our foreign competitors. Quality, product safety, marketing support and customer service will be the cornerstones of this effort to capitalize on the increased availability of California prunes.



CDPB RESEARCH PROJECTS

Following are objectives of the 2009 CDPB funded research projects. Total funding for the CDPB Production Research budget is **\$231,462**.

Dried Plum Cultivar Evaluation and Development

Ted DeJong /UC Davis /\$71,195

1. Develop new dried plum varieties through traditional horticultural breeding methods with desirable characteristics.
2. Test and evaluate advanced selections resulting from the current breeding program at UC and grower locations in the Sacramento and San Joaquin Valleys.

Prune Rootstock Trial – Rick Buchner /Tehama County /\$5,517

Evaluate the current industry standard rootstocks and newly available rootstocks for their ability to improve tree vigor, tree size, crop yield, fruit size, annual cropping, lower suckling, anchorage, nutritional uptake, disease tolerance and nematode tolerance.

Managing Prune Bloom Timing – Franz Niederholzer /Sutter & Yuba Counties /\$6,040

1. Test a range of rest-breaking chemicals and surfactants to advance bloom timing, improve fruit set and advance fruit maturity/harvest date.
2. Test the Dynamic Model for assessing when to spray rest-breaking agents, timing applications of rest-breaking chemicals to a sequence of accumulated chill portions.

Managing Heat at Prune Bloom – Franz Niederholzer /Sutter & Yuba Counties /\$14,500

1. Determine bloom - time temperature thresholds above which damage occurs.
2. Evaluate under - tree orchard cooling with microjet sprinklers for improving prune set during hot weather at bloom.

Affect of Mechanical Pruning on Prune Production Economics – Bill Krueger /Glenn & Sutter Counties /\$3,040

1. Determine the affect of different pruning/ hedging combinations on net grower income/acre over 3+ years.
2. Measure light interception under trees treated with different pruning / hedging combinations to understand factors affecting yield.

Preliminary Studies into the Use of Rubidium as a Potassium Tracer in Prunes – Franz Niederholzer / Sutter & Yuba Counties /Carryover Funds

1. Test rubidium as a tool to measure relative root system activity under prune trees
2. Evaluate the possibility of using a ratio of potassium to rubidium as a way of labeling tree potassium content.

Epidemiology and Management of Brown Rot and Rust of Prune – Development of an Integrated Program with New Fungicides and Optimal Timing – Jim Adaskaveg /UC Riverside / \$21,500

1. Evaluate the efficacy of new fungicides and pre-mixtures representing different chemical classes in field trials.
2. Conduct epidemiological studies with prune rust.
3. Monitor Monilinia spp populations obtained from decaying fruit for their in vitro sensitivities against fungicides.
4. Conduct molecular identification of Aspergillus species on dried plums using rDNA sequence data.

Environmentally Sound Dried Plum Farming Practices – Franz Niederholzer /Sutter & Yuba Counties /\$5,070

1. Evaluate recently registered pesticides effective in fall sprays for aphid control.
2. Monitor scale and peach twig borer populations in fall sprayed blocks.

Integrated Prune Farming Practices – Gary Obenauf /\$20,000

1. Provide support for revision of the “Prune Orchard Management” manual.
2. Explore possibilities of additional grant funding for IPFP activities.
3. Support UC activity to help reduce the impact of lost UC positions.

Registration of Pesticides – Gary Obenauf /\$10,000

Reserved for registration of new materials or re-registration of existing materials needed by the California prune industry.

Influence of Glyphosate and Propanil on Prune Yield – Tom Lanini /UC Davis /\$18,000

1. Evaluate the effects of propanil and glyphosate on prune production.
2. Determine the symptoms associated with these herbicides

Food Safety of California Prunes – Gary Obenauf / \$51,100

1. Evaluate the survival of pathogens on dried plums under varying conditions including high and low moisture, presence of potassium sorbate, dehydration and steam hydration.

Minor Crop Farmer Alliance (membership) / \$5,000

MCFA addresses legislative and administrative policies to ensure continued availability of crop protection tools for minor use crops.

Pesticide Policy Coalition (membership) /\$500

PPC ensures availability of safe, affordable pest management tools.

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