



CALIFORNIA DRIED PLUM BOARD

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FINAL STATISTICAL REPORT

2010/11

The attached tables reflect the results of marketing the 2010/11 prune crop under the provisions of the Marketing Order for California Dried Plums as Amended and Marketing Agreement No. 110, as Amended, and Order No. 993, as Amended, regulating the handling of dried prunes produced in California. They are listed as follows:

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We have calculated that the seasonal average parity price for dried prunes for the 2010/11 crop year was \$3,739 per ton. The final overall seasonal grower return for all 2009 crop prunes was calculated as \$1,230 per ton from information reported in "WALNUT-RAISIN-PRUNE REPORT SUMMARY, 2009 CROP YEAR" dated October 8, 2010, published by the National Agricultural Statistics Service. The same report for the 2010 crop year, dated October 7, 2011, shows an average grower return of \$1,349 per ton.

CALIFORNIA DRIED PLUM BOARD
PRUNE MARKETING COMMITTEE

SUMMARY OF SUPPLY AND SHIPMENTS

2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Marketable Prunes		
	Natural	Processed
Carryin, Inventory, 8/01/10	84,856	89,099 (a)
Marketable Production, 2010 Crop: (b)	129,510	135,986 (a)
Total Supply	214,366	225,084 (a)
Shipments 8/01/10 - 7/31/11 (62.3% of salable supply)	133,562	140,240
7/31/11 Carryout as computed	80,804	84,844 (a)
Carryout as Reported 7/31/11 (c)	65,009	68,259 (a)

Footnotes: (a) A processing factor of 1.05 is used to convert natural condition weight to processed weight (and conversely.)

(b) As reported by processors as of 7/31/11 on natural condition basis.

(c) As reported by processors as of 7/31/11 on natural condition basis, variance from calculated figure may be due to the fact that processing gain varies and reporting methods differ.

BEGINNING AND ENDING INVENTORIES BY SIZE (a)

2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Size Count	Carryin Inventory August 1, 2010	Size Count (b)	Carryout Inventory July 31, 2011	Percent Change
- Net Tons, Natural Condition -				
60 and larger	21,192	60 and larger	29,422	39%
61 to 80	21,463	61 to 80	17,201	-20%
81 to 91 (b)	13,008	81 to 91	3,360	-74%
92 to 100 (b)		92 to 100	2,244	-43%
101 and smaller	5,096	101 and smaller	2,681	-47%
Pitted	14,947	Pitted	5,722	-62%
Manufactured Products (c)	5,212	Manufactured Products (c)	4,379	-16%
Total	84,856	Total	65,009	-23%

Footnote:

(a) As reported by processors at 7/31/10 and 7/31/11 on natural condition basis.

(b) 81 to 100 count size divided into two sizes beginning in 2010 to provide better understanding about quantity of small prunes in inventory.

(c) New category added in 2009 to include prune tonnage used in producing juice, concentrate and other manufactured products.

BEARING AND NON-BEARING ACREAGE BY COUNTY

2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

ACREAGE				
District	County	Bearing	Non - Bearing	Total Acreage
<i>Santa Clara/Napa/Sonoma:</i>				
	Alameda	0	0	0
	Napa	0	0	0
	Santa Clara	58	0	58
	Santa Cruz	0	0	0
	Sonoma	0	0	0
	TOTAL	58	0	58
<i>North Sacramento Valley:</i>				
	Butte	9,180	817	9,997
	Glenn	4,961	201	5,162
	Shasta	1,609	207	1,816
	Tehama	6,547	681	7,228
	TOTAL	22,297	1,906	24,203
<i>South Sacramento Valley:</i>				
	Amador	190	0	190
	Colusa	1,092	4	1,096
	Placer	242	0	242
	Solano	928	202	1,130
	Sutter	14,280	131	14,411
	Yolo	1,747	332	2,079
	Yuba	5,533	488	6,021
	TOTAL	24,012	1,157	25,169
<i>San Joaquin Valley:</i>				
	Fresno	2,058	81	2,139
	Kern	0	0	0
	Kings	4	0	4
	Merced	1,736	244	1,980
	Madera	1,135	24	1,159
	Stanislaus	749	0	749
	Tulare	3,269	492	3,761
	TOTAL	8,951	841	9,792
	STATE TOTAL	55,318	3,904	59,222
NASS* Total		NA	NA	NA
Difference		NA	NA	NA

* National Agricultural Statistics Service (formally California Agricultural Statistics Service) did not collect this information from prune growers this year.

Note: Detail will not necessarily add to totals due to rounding.

Source: Bearing acreage and non-bearing acreage data are from the prune processors' reports.

NURSERY TREE SALES*2001 - 2011*

<u>Year</u>	<u>Number of Trees</u>
2011	137,111
2010	308,356
2009	323,979
2008	384,360
2007	431,719
2006	270,000
2005	162,000
2004	173,000
2003	297,000
2002	230,000
2001	315,000

Source: California Dried Plum Board Nursery Survey

PRODUCTION BY SIZE
2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Size Count	2009/10 Production	2010/11 Production	Percent Change
60 and larger	74,435	71,807	-3.53%
61 to 80	58,506	37,704	-35.56%
81 to 91 (a) {	21,462	{ 7,055	-42.8%
92 to 100 }		5,217	
101 and smaller	11,711	7,728	-34.01%
Total	166,114	129,510	-22.04%

Footnotes: As reported by processors, natural condition basis.

(a) 81 to 100 count size divided into two sizes in 2010/11 to provide better understanding about quantity of small prunes in inventory.

PRODUCTION AND QUALITY**2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES**

Year	Total Dried Prune Production	(a) Substandard in Excess of Tolerance	Trash Content	Under-sized Prunes	(b) Marketable Content	% Change From Prior Year
Net Tons --- Natural Condition						
<u>Percent</u>						
2010	129,510	N/A	N/A	N/A	129,510	-22.04%
2009	166,114	N/A	N/A	N/A	166,114	28.11%
2008	129,668	N/A	N/A	N/A	129,668	55.71%
2007	83,276	N/A	N/A	N/A	83,276	-55.89%
2006	188,804	N/A	N/A	N/A	188,804	102.06%
2005	93,441	N/A	N/A	N/A	93,441	97.15%
2004	47,828	1,562	3.3	178	47,396	-71.78%
2003	175,302	4,717	2.7	861	167,967	3.52%
2002	168,366	3,607	2.1	671	162,259	19.74%
2001	142,151	3,483	2.4	815	135,513	-33.16%
2000	214,802	2,194	1.0	904	202,757	23.19%

Footnotes: (a) Door test data basis

(b) Beginning 2005 marketable content total was provided by processors. No other data is shown because no inspection certificates were available.

Percent data is calculated on actual pounds and not on rounded tons shown to avoid distortion when smaller tonnage is involved.

Source: For 2004 and prior years, production and quality data are from PMC records of Incoming Inspection Certificates.

TOTAL SHIPMENTS
 2010/11 CROP YEAR
 CALIFORNIA DRIED PRUNES

--- Net Tons - Processed Condition ---			
Quarter	Domestic Including Canada	Export	Total Shipments
BY QUARTER			
1st: Aug '10 - Oct '10	18,996	18,496	37,492
2nd: Nov '10 - Jan '11	19,328	18,031	37,359
3rd: Feb '11 - Apr '11	17,820	19,225	37,045
4th: May '11 - July '11	14,284	14,060	28,344
TOTAL	70,428	69,812	140,240
CUMULATIVE			
October 2010	18,996	18,496	37,492
January 2011	38,324	36,527	74,851
April 2011	56,143	55,753	111,896
July 2011	70,428	69,812	140,240

Note: Detail will not necessarily add to totals due to rounding.

Source: CDPB Processor Reports of Shipments

DOMESTIC SHIPMENTS BY USAGE, BY QUARTER

2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Net Tons - Processed Condition (a)					
Quarter	Dried Prunes	Manufacturing	(b) Pitted	Gov't	Total Domestic Shipments
BY QUARTER					
1st: Aug '10 - Oct '10	2,360	3,333	11,076	2,227	18,996
2nd: Nov '10 - Jan '11	2,483	6,517	8,415	1,914	19,328
3rd: Feb '11 - Apr '11	2,322	3,833	10,936	729	17,820
4th: May '11 - July '11	2,386	7,258	4,554	86	14,284
TOTAL	9,549	20,941	34,984	4,956	70,428
CUMULATIVE					
Oct 2010	2,360	3,333	11,076	2,227	18,996
Jan 2011	4,843	9,850	19,490	4,141	38,324
Apr 2011	7,165	13,683	30,427	4,870	56,143
Jul 2011	9,549	20,941	34,984	4,956	70,428

Footnotes: (a) Includes both processed and natural condition prunes as shipped

(b) Unpitted equivalent of pitted prunes shipped during the month

Note: Detail will not necessarily add to totals due to rounding

DRIED PRUNE EXPORTS (Metric Tons)UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE

AREA/COUNTRIES OF DESTINATION	AUGUST - JULY QUANTITIES			AUGUST - JULY COMPARISON		
	2006/07	2007/08	2008/09	2009/10	2010/11	% CHG.
	Algeria	39	116	463	757	0
Armenia	18	18	17	19	0	--
Australia(*)	3,189	2,223	2,364	3,230	2,453	-24
Austria	87	37	0	18	23	24
Azerbaijan	0	0	36	20	52	166
Bahamas, The	11	16	10	14	17	23
Bahrain	0	0	0	10	0	--
Barbados	3	25	39	33	48	45
Belgium-Luxembourg(*)	426	601	36	19	18	-3
Belize	1	0	0	0	2	--
Bermuda	5	7	0	0	0	--
Brazil	10	12	13	30	52	76
Brunei	0	14	6	0	1	--
Canada	4,327	4,893	4,535	4,796	5,034	5
Cayman Islands	0	0	0	0	2	--
Chile	125	0	0	160	412	158
China	1,213	1,635	260	1,256	2,689	114
Colombia	17	0	0	1	19	3,079
Costa Rica	53	58	40	87	101	16
Cyprus	21	18	11	24	32	34
Czech Republic	20	55	0	19	77	308
Denmark(*)	1,019	896	866	862	332	-62
Dominican Republic	88	177	177	209	266	27
Ecuador	13	12	29	23	33	46
Egypt	151	89	236	159	81	-49
El Salvador	25	34	21	21	18	-14
Estonia	0	638	0	0	0	--
Finland	725	880	842	688	662	-4
France(*)	220	436	383	236	797	237
French Pacific Islands(*)	0	0	14	0	2	--
Georgia	0	0	0	499	642	29
Germany(*)	9,521	10,499	9,710	9,343	9,501	2
Greece	498	604	483	516	296	-43
Guatemala	18	25	20	21	65	214
Guyana	0	2	6	0	0	--
Haiti	7	8	13	10	0	--
Honduras	9	11	22	10	58	477
Hong Kong	896	575	2,233	3,342	3,772	13
Hungary	18	39	0	414	1,022	147

DRIED PRUNE EXPORTS (Metric Tons)

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE

AREA/COUNTRIES OF DESTINATION	AUGUST - JULY QUANTITIES			AUGUST - JULY COMPARISON		
	2006/07	2007/08	2008/09	2009/10	2010/11	% CHG.
Iceland	70	52	105	92	13	-86
India	69	64	231	161	90	-44
Indonesia	132	110	94	112	61	-46
Ireland	77	85	58	63	61	-3
Israel(*)	2,546	1,742	1,428	2,817	2,528	-10
Italy(*)	4,802	4,293	4,289	4,158	3,810	-8
Jamaica	22	24	29	17	22	25
Japan	12,310	9,672	9,602	11,659	12,606	8
Jordan	16	0	37	27	12	-54
Korea, South	546	982	848	981	1,398	43
Kuwait	63	18	27	19	16	-19
Latvia	255	465	262	0	130	--
Lebanon	44	0	31	10	23	122
Leeward-Windward Islands(*)	0	1	5	6	5	-6
Lithuania	0	86	0	30	158	435
Malaysia	1,556	2,224	1,559	1,788	1,484	-17
Malta	4	4	8	8	8	-7
Mexico	1,104	809	803	655	752	15
Mongolia	1	0	0	0	5	--
Namibia	1	0	0	0	0	--
Netherlands	828	640	884	417	256	-39
Netherlands Antilles(*)	47	51	71	76	82	8
New Zealand(*)	834	758	743	1,135	1,258	11
Nicaragua	2	16	6	6	36	559
Norway(*)	1,215	1,451	1,428	869	662	-24
Other Pacific Islands, NEC(*)	0	0	6	2	2	--
Panama	118	124	140	128	153	19
Peru	0	0	0	19	0	--
Philippines	170	175	96	117	147	25
Poland	949	1,343	1,370	1,364	1,919	41
Portugal	17	0	0	0	0	--
Romania	0	18	0	0	0	--
Russia	3,541	4,357	3,235	4,095	5,898	44
Saudi Arabia	21	54	72	41	90	117
Senegal	12	0	0	0	0	--
Singapore	552	332	203	195	218	12
Slovakia	0	1	0	0	0	--

DRIED PRUNE EXPORTS (Metric Tons)

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE

AREA/COUNTRIES OF DESTINATION	AUGUST - JULY QUANTITIES			AUGUST - JULY COMPARISON		
	2006/07	2007/08	2008/09	2009/10	2010/11	% CHG.
	South Africa	0	0	00	4	0
Spain	659	537	441	292	238	-19
Suriname	1	0	0	0	0	--
Swaziland	0	0	18	0	37	--
Sweden	981	563	703	407	555	36
Switzerland(*)	496	494	513	1,092	1,169	7
Taiwan	180	481	231	372	754	103
Thailand	387	445	260	406	462	14
Trinidad and Tobago	176	23	33	34	42	22
Turkey	18	0	19	40	39	-2
Ukraine	0	0	18	38	86	128
United Arab Emirates	74	18	19	0	82	--
United Kingdom	3,807	5,448	3,125	2,855	2,748	-4
Venezuela	0	0	39	0	30	--
Vietnam	5	0	1	5	67	1,294
Grand Total	61,317	62,611	55,970	63,457	68,787	8

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics
(*) denotes a country that is a summarization of its component countries.

Countries supported by Market Access Program (MAP) and Emerging Markets Program (EMP) funds from
USDA Foreign Agricultural Service

SHIPMENTS OF PITTED PRUNES

2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Quarter	<i>Net Tons - Pitted Weight</i>			<i>Net Tons - Unpitted Weight (a)</i>		
	Domestic	Export	Total	Domestic	Export	Total
BY QUARTER						
1st: Aug '10 - Oct '10	11,076	13,723	24,799	12,737	15,781	28,519
2nd: Nov '10 - Jan '11	8,415	14,721	23,136	9,677	16,929	26,606
3rd: Feb '11- Apr '11	10,936	13,845	24,781	12,576	15,922	28,498
4th: May '11 - July '11	4,554	8,171	12,725	5,237	9,397	14,634
Totals	34,981	50,460	85,441	40,228	58,029	98,257
CUMULATIVE						
October 2010	11,076	13,723	24,799	12,737	15,781	28,519
January 2011	19,491	28,444	47,935	22,415	32,711	55,125
April 2011	30,427	42,290	72,717	34,991	48,634	83,623
July 2011	34,981	50,460	85,441	40,228	58,029	98,257

Footnote: (a) Reported shipments of pitted prunes have been converted to a natural condition unpitted weight equivalent by applying an industry pit loss factor of 1.15.

Note: Detail will not necessarily add to totals due to rounding

WHOLE PRUNE PACKOUT BY TYPE OF PACK

2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Net Tons - Processed Condition			
Quarter	Consumer Pack	Bulk Pack	Total
BY QUARTER			
1st: Aug '10 - Oct '10	1,566	7,650	9,216
2nd: Nov '10 - Jan '11	1,810	6,185	7,995
3rd: Feb '11 - Apr '11	1,724	14,368	16,092
4th: May '11 - July '11	1,342	1,304	2,646
Total	6,442	29,507	35,949
CUMULATIVE			
October 2010	1,566	7,650	9,216
January 2011	3,376	13,835	17,211
April 2011	5,100	28,203	33,303
July 2011	6,442	29,507	35,949

Note: Detail will not necessarily add to totals due to rounding.

PITTED PRUNE PACKOUT BY TYPE OF PACK
NATURAL CONDITION WEIGHT EQUIVALENT
2010/11 CROP YEAR
CALIFORNIA DRIED PRUNES

Net Tons - Processed Condition			
Quarter	Consumer Pack	Bulk Pack	Total
BY QUARTER			
1st: Aug '10 - Oct '10	14,718	9,870	24,588
2nd: Nov '10 - Jan '11	15,179	10,355	25,534
3rd: Feb '11 - Apr '11	11,482	6,738	18,220
4th: May '11- July '11	13,056	9,290	22,346
Total	54,435	36,253	90,688
CUMULATIVE			
October 2010	14,718	9,870	24,588
January 2011	29,897	20,225	50,122
April 2011	41,379	26,963	68,342
July 2011	54,435	36,253	90,688

Note: Detail will not necessarily add to totals due to rounding.

PRUNE IMPORTS BY COUNTRY OF ORIGIN

United States Department of Agriculture
Foreign Agricultural Service

Dried Prunes, Not Elsewhere Specified (MT)

AREA/COUNTRIES OF ORIGIN	AUGUST - JULY					
	QUANTITIES					
	2006/07	2007/08	2008/09	2009/10	2010/11	% CHG
Afghanistan	0	0	9	0	4	1,852
Argentina	1,027	29	729	927	6	-99
Azerbaijan	3	0	0	0	0	--
Bulgaria	0	0	0	2	1	-57
Chile	66	283	2,132	63	242	281
China	0	0	0	0	0	--
France(*)	0	0	1	0	1	241
Hong Kong	2	0	0	10	1	-88
Iran	32	59	20	26	17	-35
Mexico	2	0	6	0	5	--
Pakistan	0	0	2	1	3	406
Serbia, Montenegro, and Kosovo	0	0	0	0	0	--
Syria	0	0	0	0	2	--
Taiwan	0	1	0	7	0	-99
Thailand	0	0	0	0	6	--
Turkey	0	0	0	0	0	--
United Arab Emirates	4	0	0	0	0	--
United Kingdom	7	0	0	0	0	--
Uzbekistan, Republic of	0	0	0	0	6	--
Total	1,143	373	2,899	1,036	292	-72

Dried Prunes in Brine (MT)

AREA/COUNTRIES OF ORIGIN	AUGUST - JULY					
	QUANTITIES					
	2006/07	2007/08	2008/09	2009/10	2010/11	% CHG
Argentina	52	43	49	49	36	-26
Australia(*)	0	0	0	0	0	--
Bulgaria	0	0	0	3	0	--
Chile	25	0	32	68	20	-70
China	72	14	53	6	3	-58
France(*)	24	22	14	7	15	118
Iran	18	0	0	0	0	--
Taiwan	228	289	298	98	156	60
Thailand	0	0	0	0	11	--
Turkey	3	2	14	13	0	--
Total	421	369	460	243	242	-1

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics

(*) denotes a country that is a summarization of its component countries.

PRUNE JUICE IMPORTS BY COUNTRY OF ORIGIN

United States Department of Agriculture
Foreign Agricultural Service

Prune Juice , Unfermented (KL)

AREA/COUNTRIES OF ORIGIN	AUGUST - JULY					
	QUANTITIES					
	2006/07	2007/08	2008/09	2009/10	2010/11	% CHG
Argentina	0	0	204	0	0	--
Belgium-Luxembourg(*)	61	0	0	0	0	--
Canada	21	16	14	0	0	--
Chile	23,511	24,117	22,085	18,553	15,711	-15
China	409	0	0	0	0	--
France(*)	1,374	1,847	1,971	1,420	2,833	99
Germany(*)	545	9	0	0	0	--
Indonesia	0	0	0	0	0	--
Korea, South	0	0	1	0	0	--
Lebanon	0	10	0	0	0	--
Poland	5	0	0	0	0	--
Spain	2	0	0	0	0	--
Sweden	0	5	0	0	0	--
Total	25,928	26,005	24,276	19,973	18,544	-7

Data Source: Department of Commerce, U.S. Census Bureau, Foreign Trade Statistics
(*) denotes a country that is a summarization of its component countries.

COMPETITIVE PRUNE PRODUCTION

(Short Tons)

Crop Year	Country	Carry-In	Production	Supply
2011	Argentina	11,023	44,092	55,116
	Australia	1,565	1,819	3,384
	Chile	6,614	71,650	78,264
	France	27,608	49,604	77,212
	Italy	220	2,050	2,271
	South Africa	-	1,984	1,984
	Total	47,031	171,200	218,231
2010	Argentina	10,251	17,262	27,513
	Australia	0	4,409	4,409
	Chile	13,228	59,525	72,753
	France	27,558	44,092	71,650
	Italy	265	1,653	1,918
	South Africa	55	1,896	1,951
	Total	51,357	128,837	180,194
2009	Argentina	4,960	44,092	49,052
	Australia	992	1,708	2,700
	Chile	13,338	55,116	68,454
	France	22,425	45,261	67,686
	Italy	320	1,425	1,745
	South Africa	66	1,631	1,697
	Total	42,101	149,233	191,334
2008	Argentina	2,205	27,558	29,763
	Australia	992	3,748	4,740
	Chile	5,817	57,320	63,137
	France	29,708	32,696	62,404
	Italy	617	1,554	2,171
	South Africa	243	1,488	1,731
	Total	39,582	124,364	163,946

Source: International Prune Association (IPA)

AVERAGE GROWER PRUNE PRICES

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