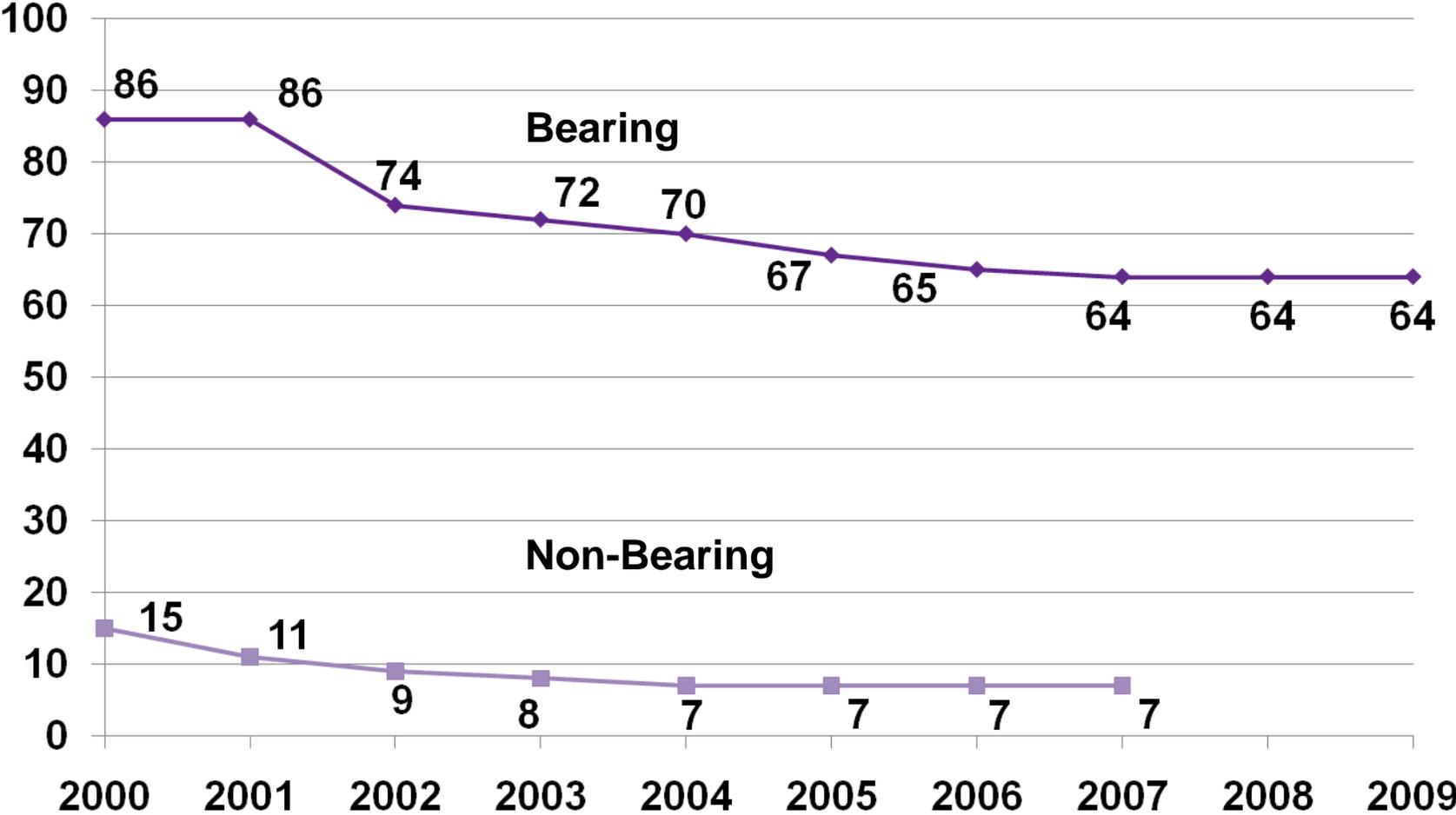


**CALIFORNIA
DRIED PLUM
BOARD**

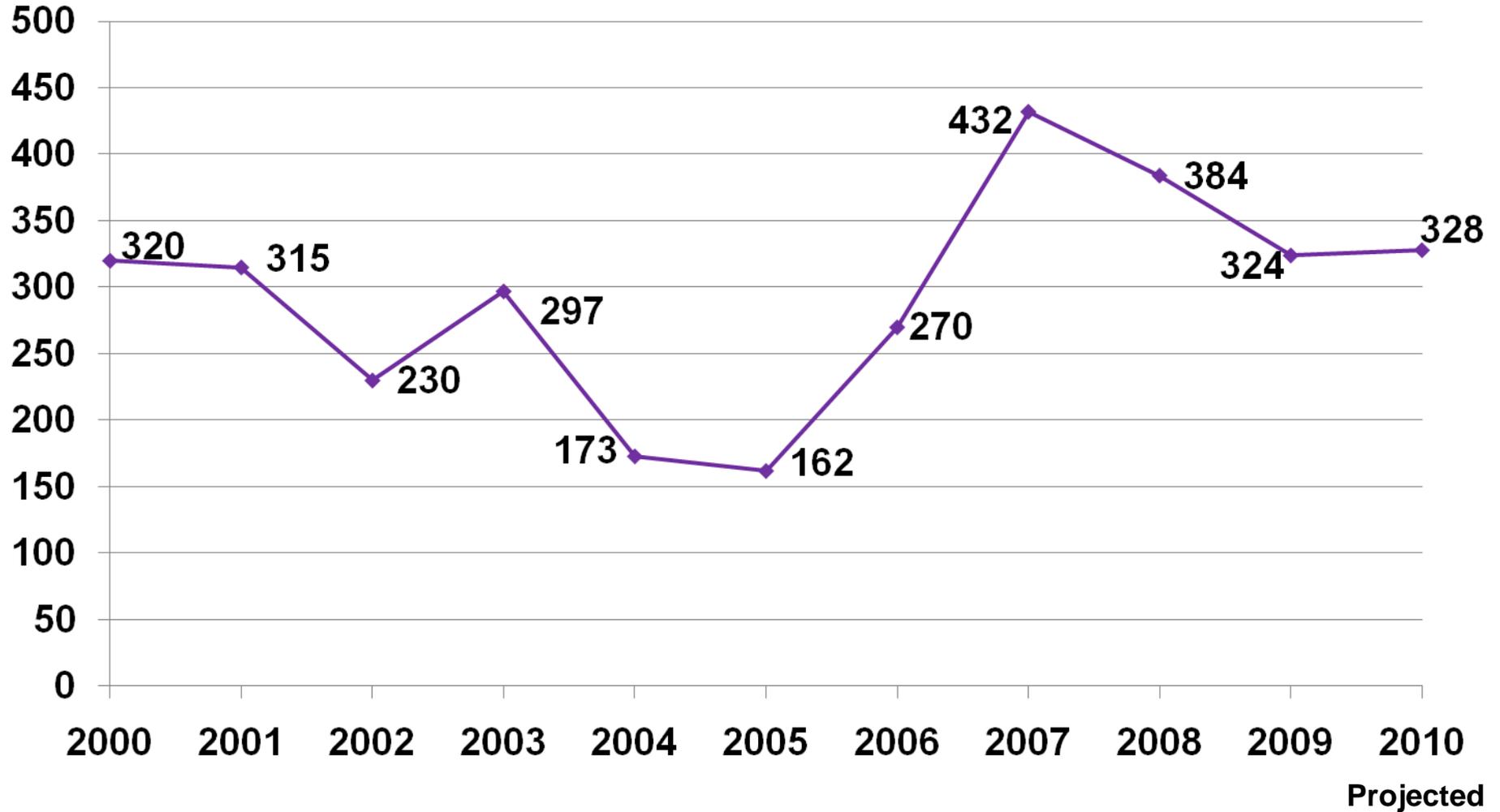
Prune Acreage

Acres (000)



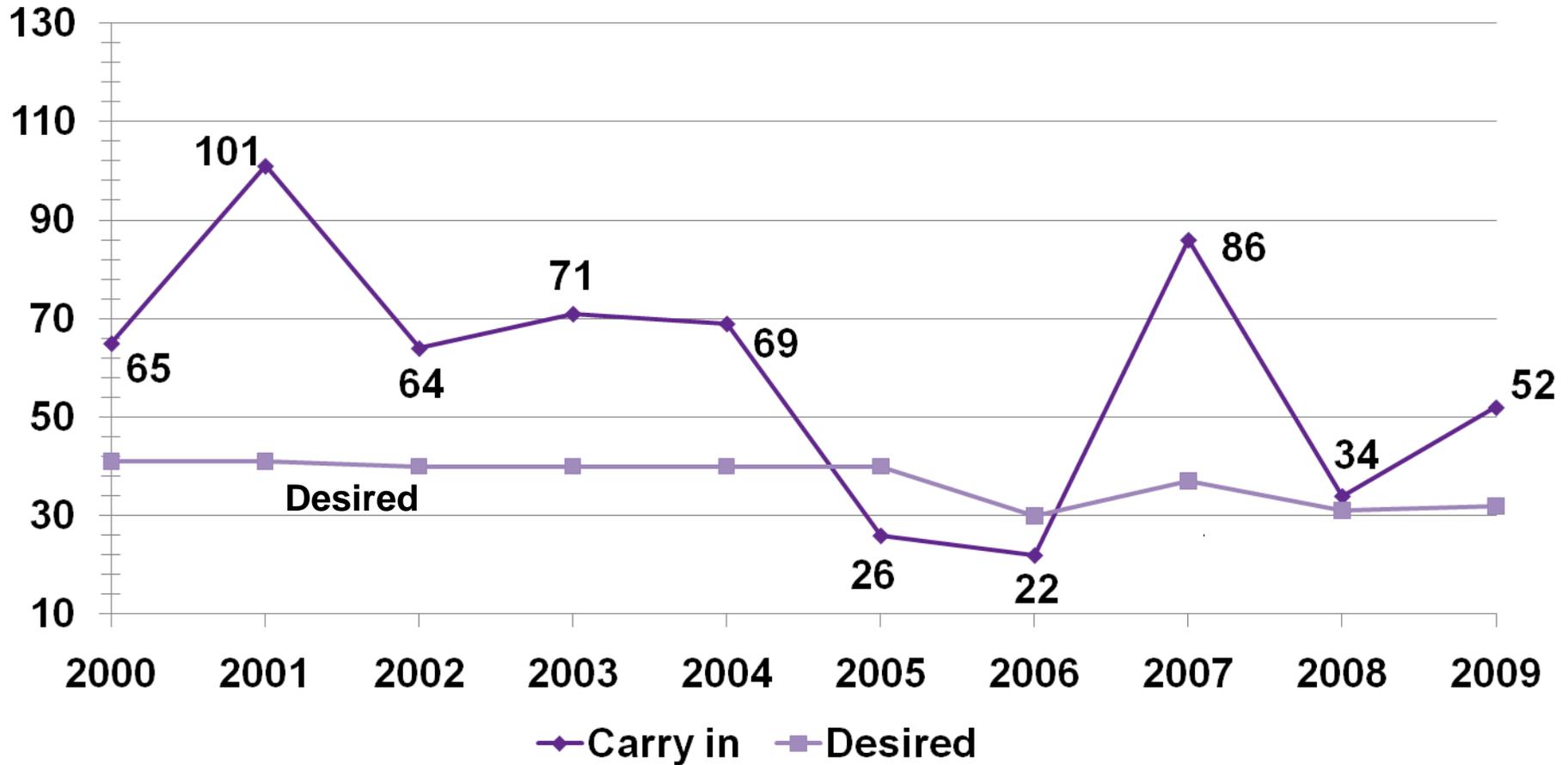
Prune Tree Sales

Trees (000)



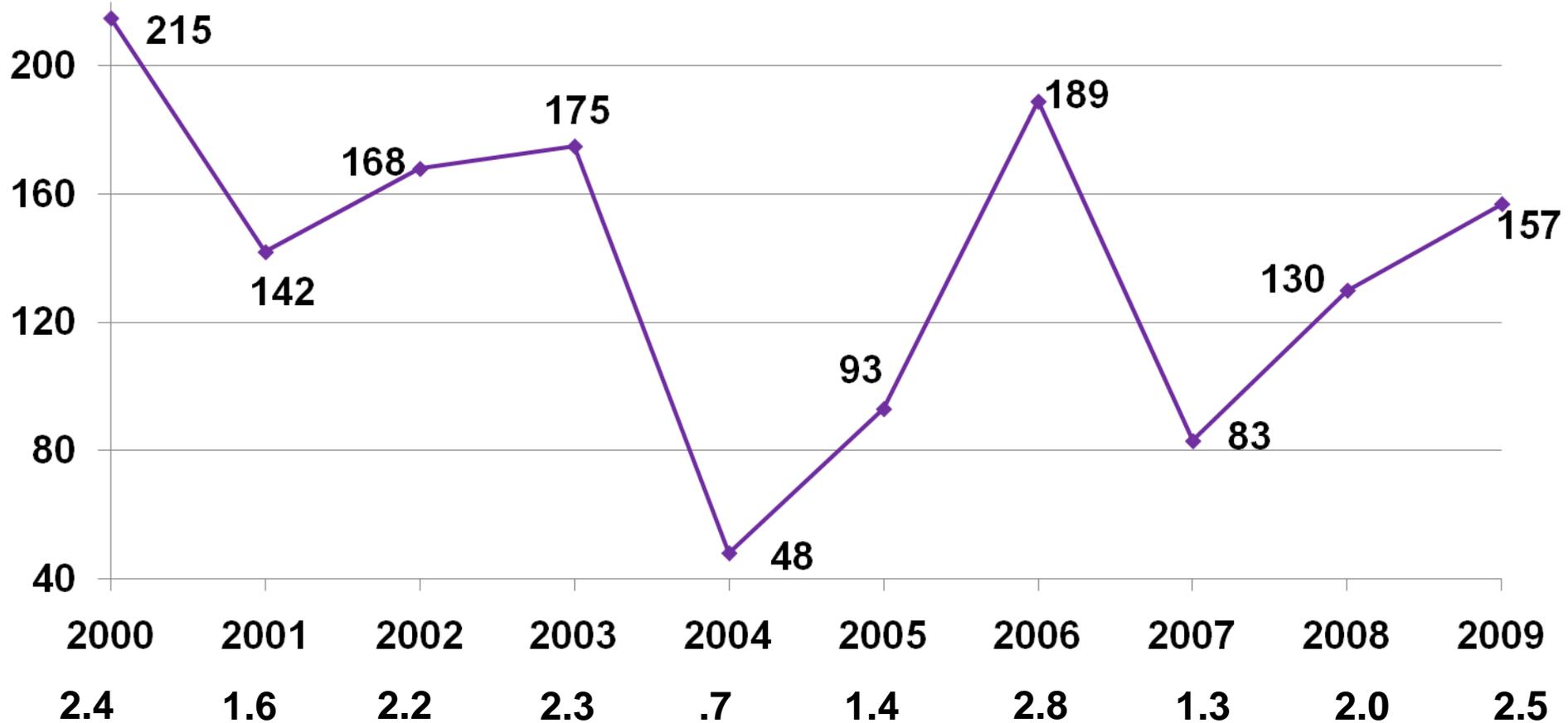
Carry-In Inventory

Tons (000)



Total Production & Yield

Tons (000)

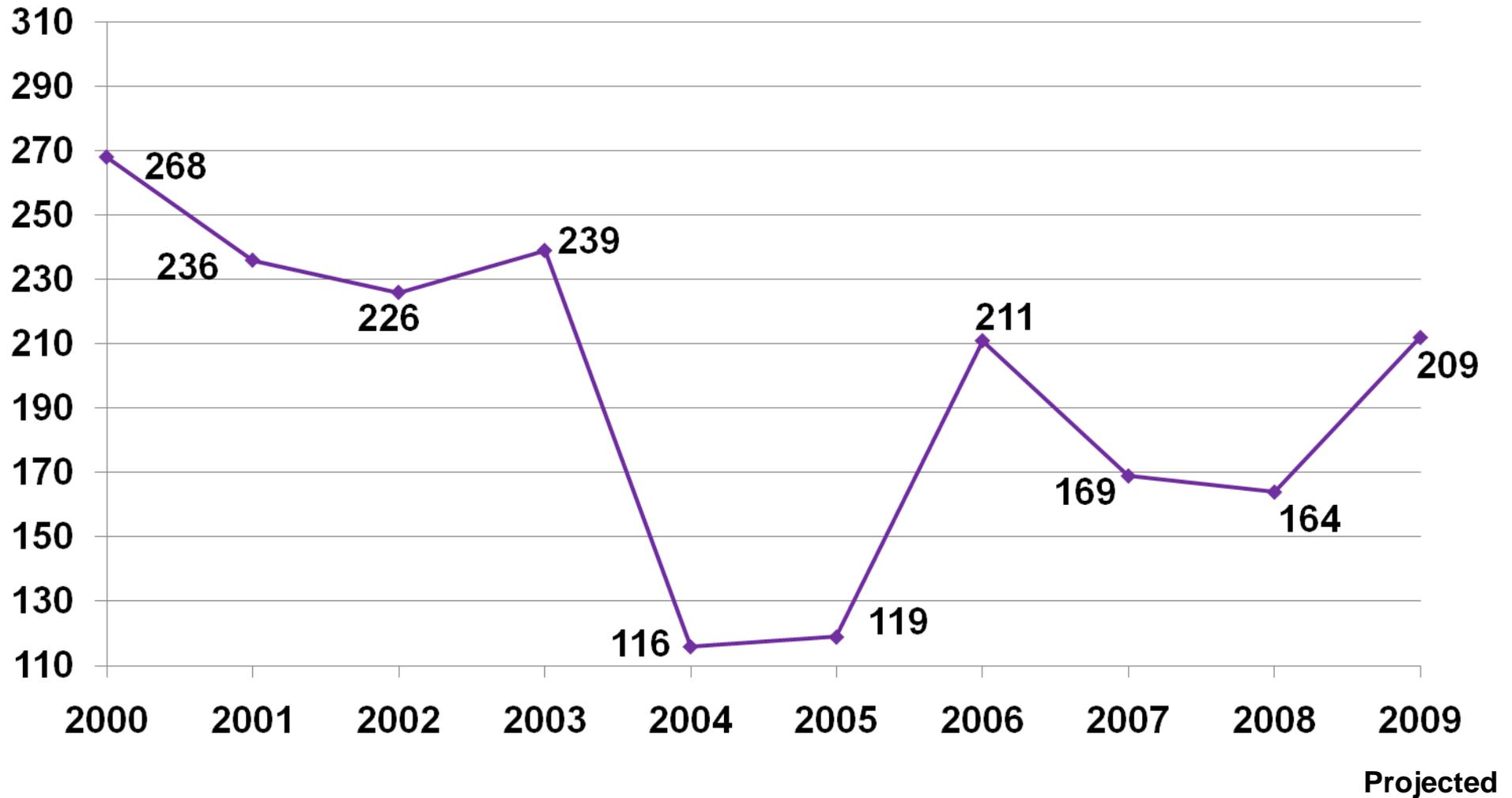


Projected

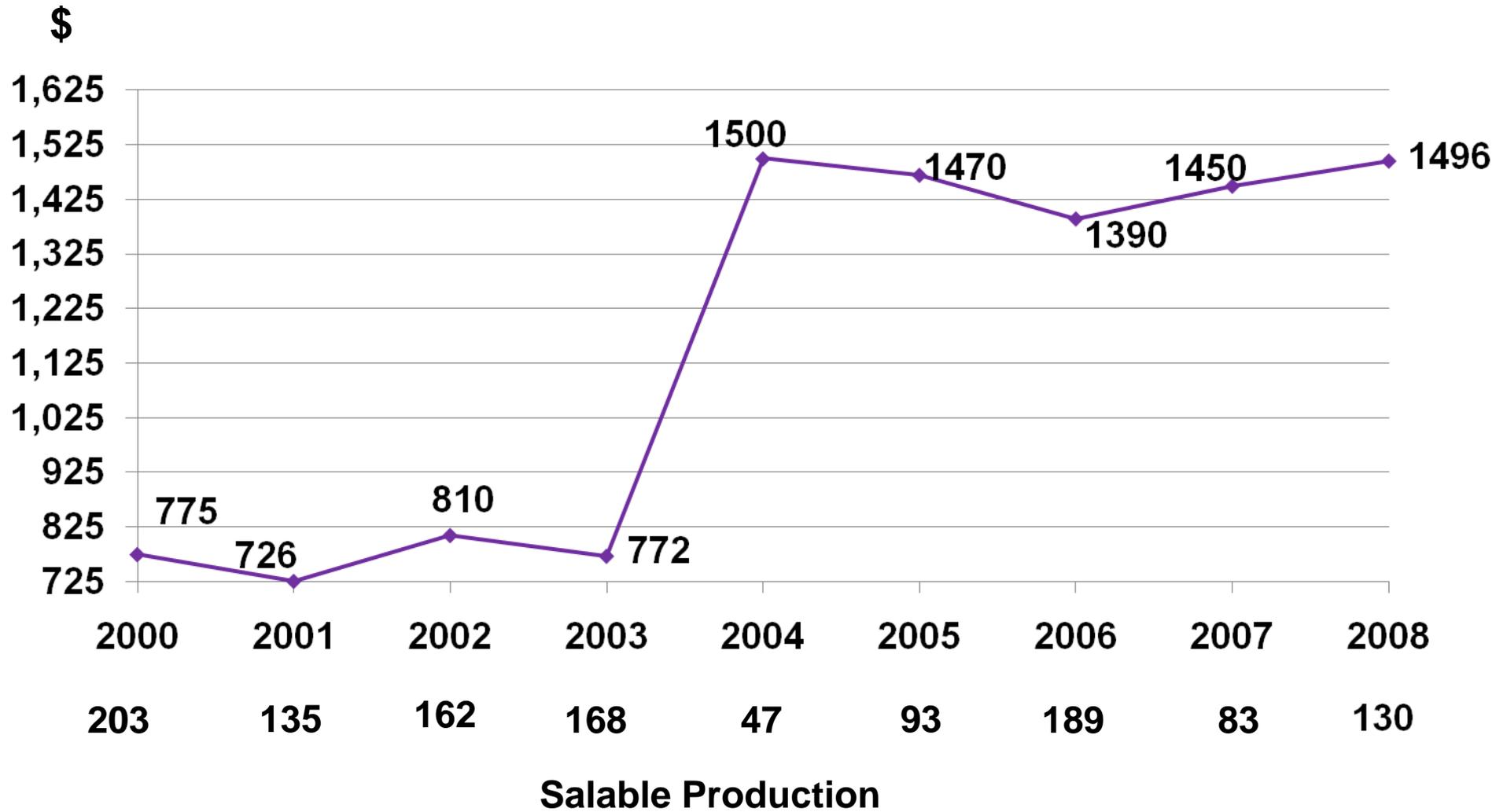
Average Bearing Acre Yield

Natural Condition Supply

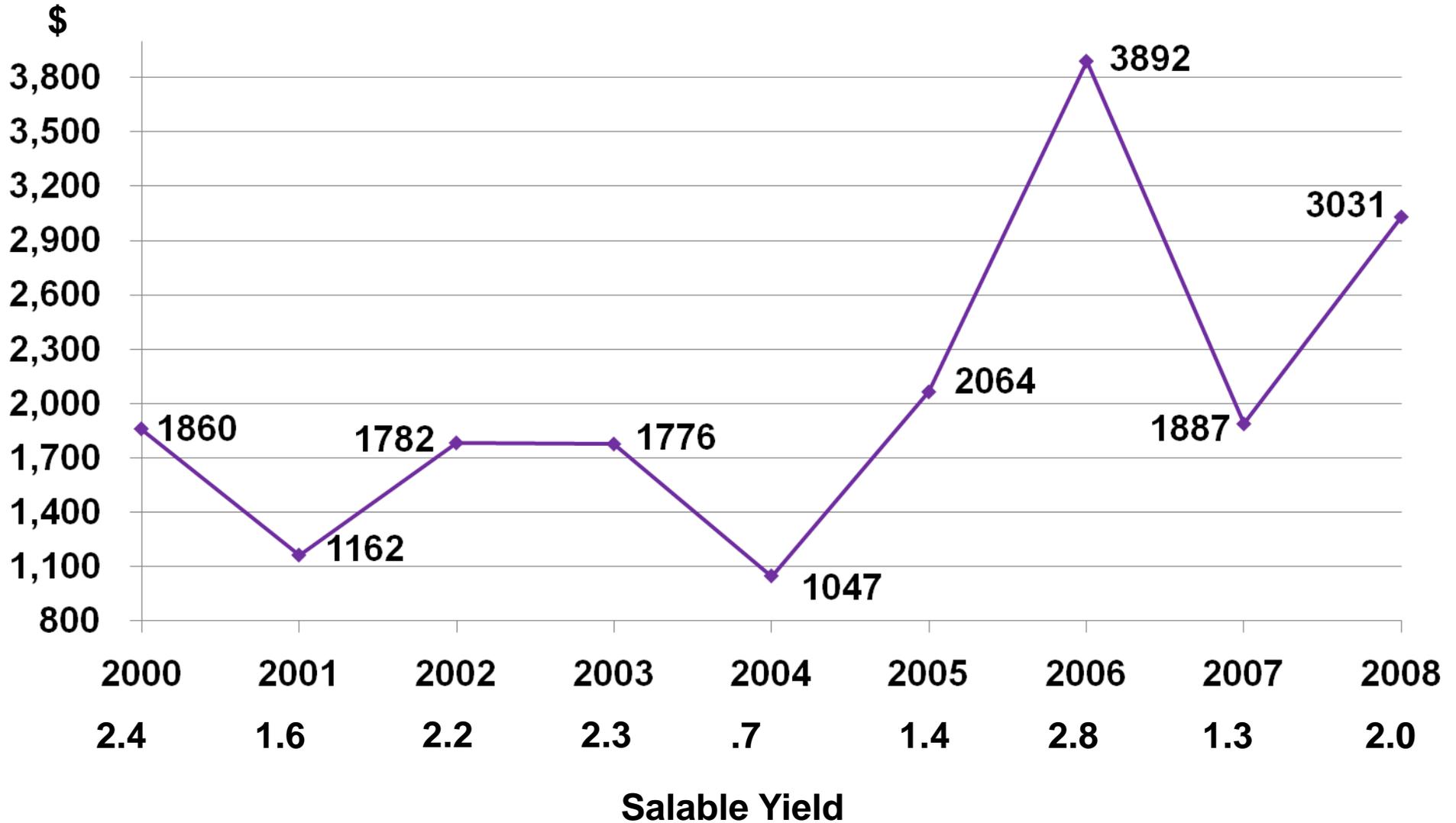
Tons (000)



Average Grower Returns/Ton

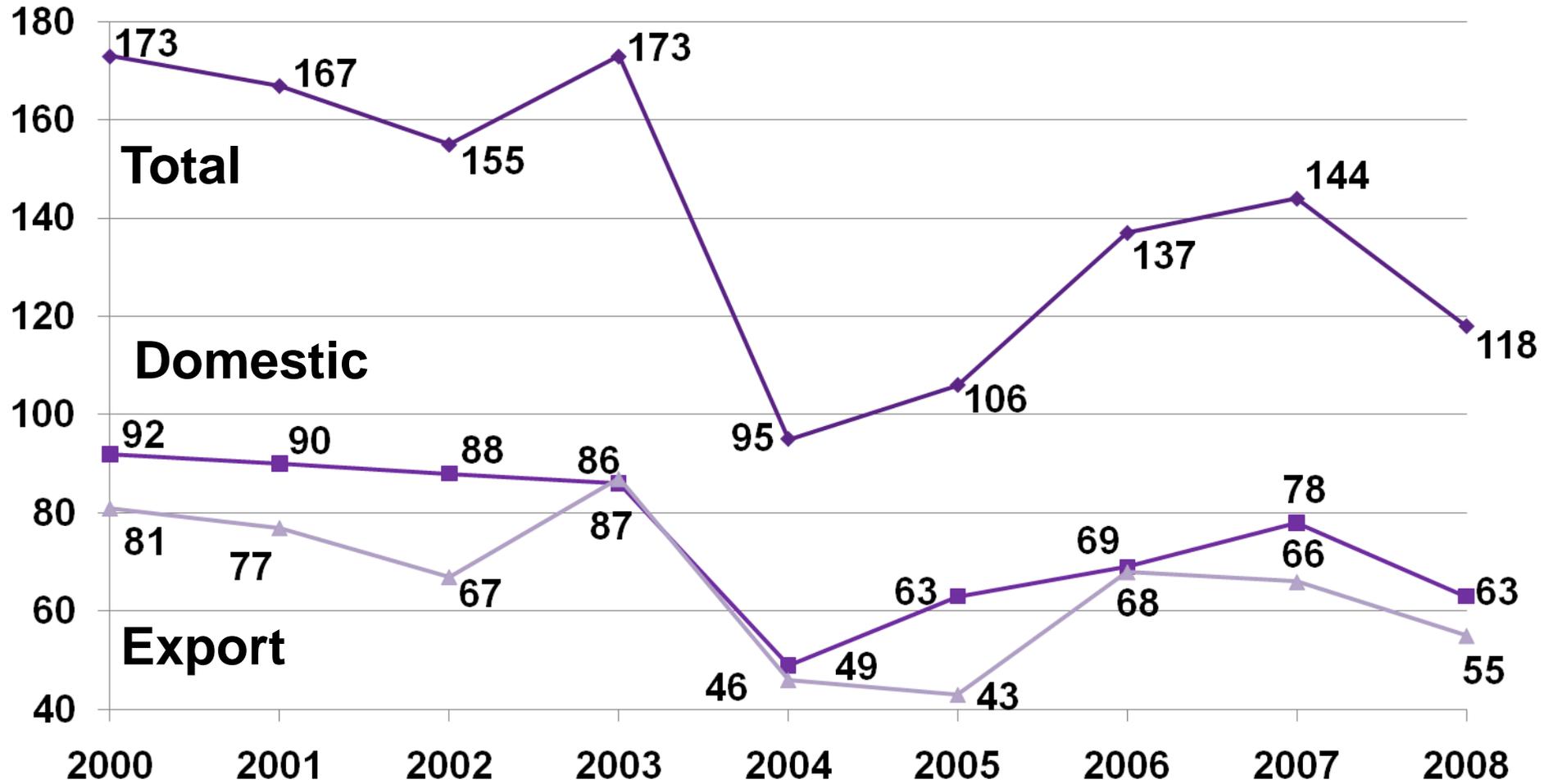


Average Returns / Bearing Acre



Total Shipments

Tons (000)



PUBLIC RELATIONS



Natalie Coughlin, Spokesperson

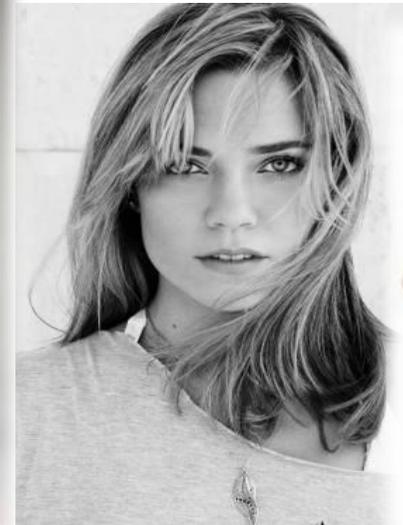
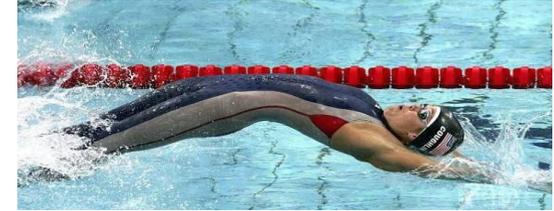
Goals:

- Contemporize and create excitement for California Dried Plums
- Provide newsworthy “peak performance” media hook
- Reach younger women with credible health, wellness and fitness messages



Natalie Coughlin, Spokesperson

- Winner of 11 Olympic Medals:
Beijing & Athens
- Training for London 2012
- Passionate about cooking,
health and nutrition
- Cast member of ABC's
Dancing With the Stars
- *Iron Chef America* judge
January 2010



Natalie Coughlin, Peak Performance NYC Media Event

- Journalists from top-tier lifestyle publications
- Natalie discussed everyday “peak performance” tips
- Leslie Bonci, MPH, RD added nutrition credibility and support for California Dried Plums’ *superfruit* positioning
 - Nutrition advisor for Steelers
 - New book on Sports Nutrition



Natalie Coughlin - Media Tours

■ Satellite Media Tour

- ❑ Healthy lifestyle and cooking tips – 26 interviews
- ❑ 2.5 million+ viewers
- ❑ Broadcast highlights:
Boston, Cincinnati, Columbus, Denver, Fresno, Las Vegas, Milwaukee, Palm Springs, Phoenix, Raleigh, Sacramento, San Diego, Wichita

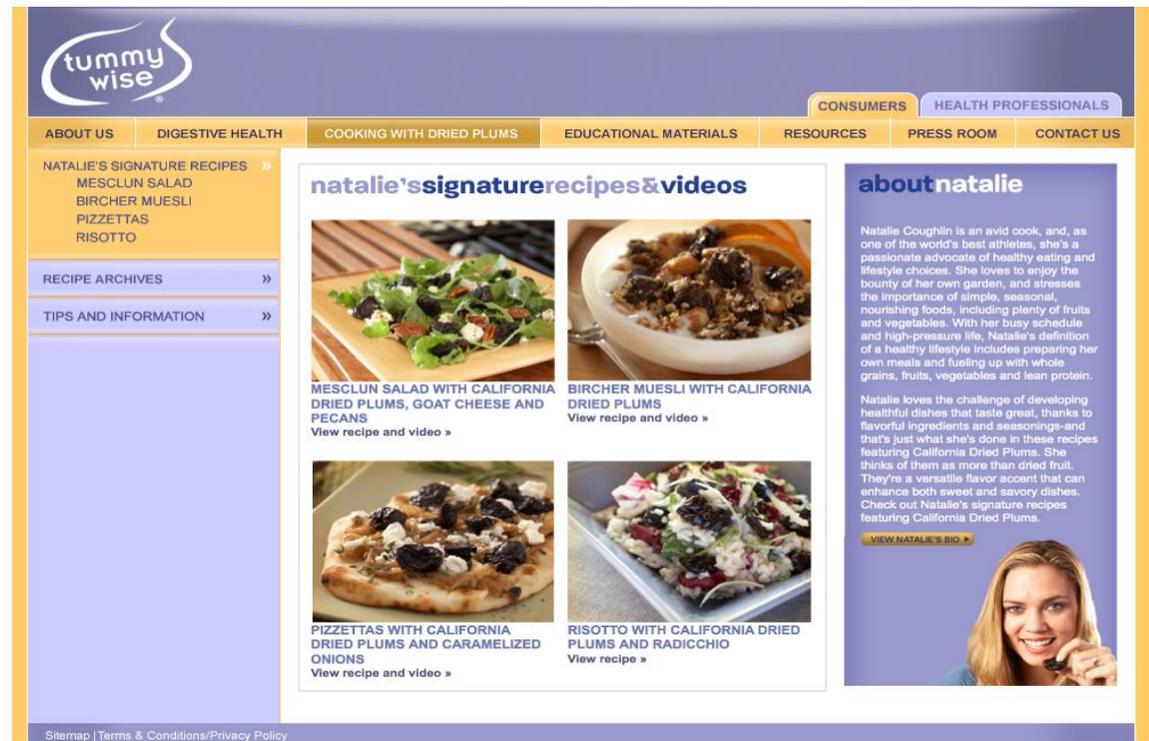
■ Radio News Release

- ❑ Distributed on 2 major networks
- ❑ 10 million+ listeners





- “Natalie Cooks” Videos
 - ❑ Site redesigned to leverage Natalie’s star power
 - ❑ Updates to include videos of Natalie preparing healthy and hearty CDP recipes
 - ❑ Natalie “Facebooking” and “Tweeting” about CDPB partnership



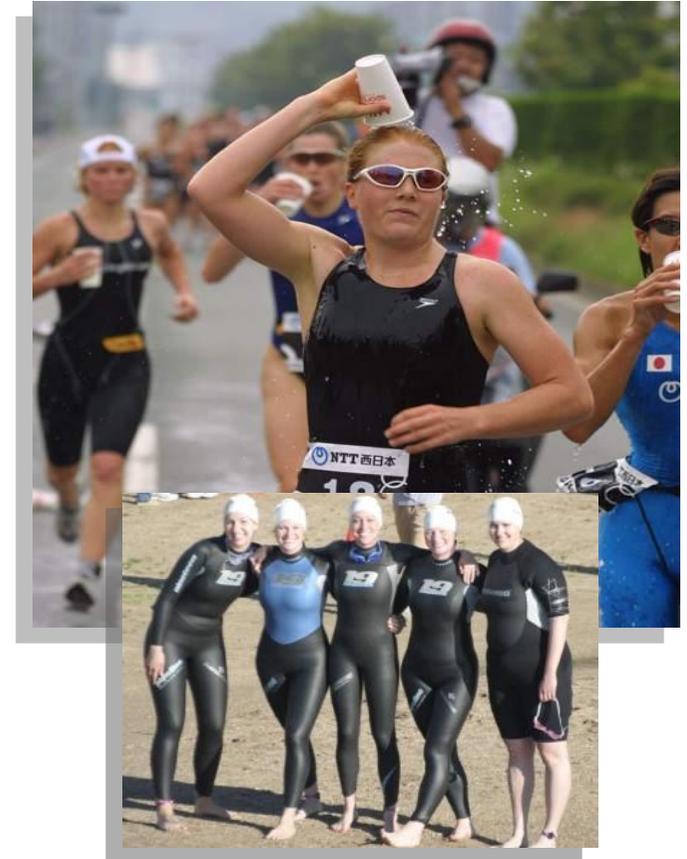
“Peak Performance” In-flight Video

- Segment featuring Natalie Coughlin promoting California Dried Plums as the essential *superfruit* in her nutrition plan
- Runs on Delta flights prior to 2010 Games
- Reach 8.1 million+ travelers
- Major routes: NY, San Francisco, Atlanta, Cincinnati, Chicago, Paris, London, Sao Paulo, Buenos Aires, Shanghai, Frankfurt, New Delhi



Active Marketing Partnership

- Leading sports marketing group, reaches women online and at events
- Leveraging Natalie Coughlin's Celebrity
- Online:
 - Active.com features healthy eating tips from Natalie
 - Banner ads and emails include CDPB *superfruit* messaging and drive visitors to Tummywise.com to view videos and enter sweepstakes
- Offline: 300,000 samples/coupons distributed at swimming and endurance events
- Program runs Nov. 2009 – July 2010



Media Highlights

- *Runner's World*: “Dried plums pack more than 30 percent of your daily need for Vitamin K, and important nutrient that helps maintain bone health” (February)
- Circulation: 600,000+



WINTER FITNESS SPECIAL

RUNNER'S WORLD

Fast Abs

Simple Workouts To Build Speed And Power

SLOWER, SHORTER, EASIER
The Less-Is-More Training Plan

10 Best Foods For Your Money
HOW TO SAVE, WHEN TO SPLURGE

It's All in the Hips
Stretch and Strengthen Key Running Muscles
(PAGE 44)

EAT THIS NOW
Dried Plums and Figs
IN SEASON All winter

GOOD FOR YOU
Dried plums (a.k.a. prunes) and figs are a good choice in the heart of winter, when fewer kinds of fresh fruit are available. Both contain between 100 and 110 calories per quarter-cup and are rich in fiber, iron, calcium, and potassium. Dried plums also pack more than 30 percent of your daily need for vitamin K, an important nutrient that helps maintain bone health.

GET THE BEST
Dried plums are available with or without pits. Dried figs are usually made from black mission or green figs and look brown when dried. Both fruits should feel plump and soft. The fruit will last for several months if stored in an airtight container (which prevents moisture loss) and kept away from light and heat.

KITCHEN SIMPLE
Pam Anderson, author of *The Perfect Recipe for Losing Weight and Eating Great*, adds dried plums and figs to steaks, and also stuffs them into pork loin. "It's a great way to dress up and flavor a lean cut," she says. You can also toss the fruit with greens, nuts, and a sprinkling of goat or blue cheese. "It makes a classy, flavorful salad," she says. —YISHANE LEE

RUNNERSWORLD.COM
WORLD'S LEADING RUNNING MAGAZINE



Media Highlights

- Lauren Groveman, media host and author of *The I Love to Cook Book*, cites “Vanilla Plums with Yogurt” as her go-to breakfast dish in *Prevention* (February)
- Circulation: 3 million+

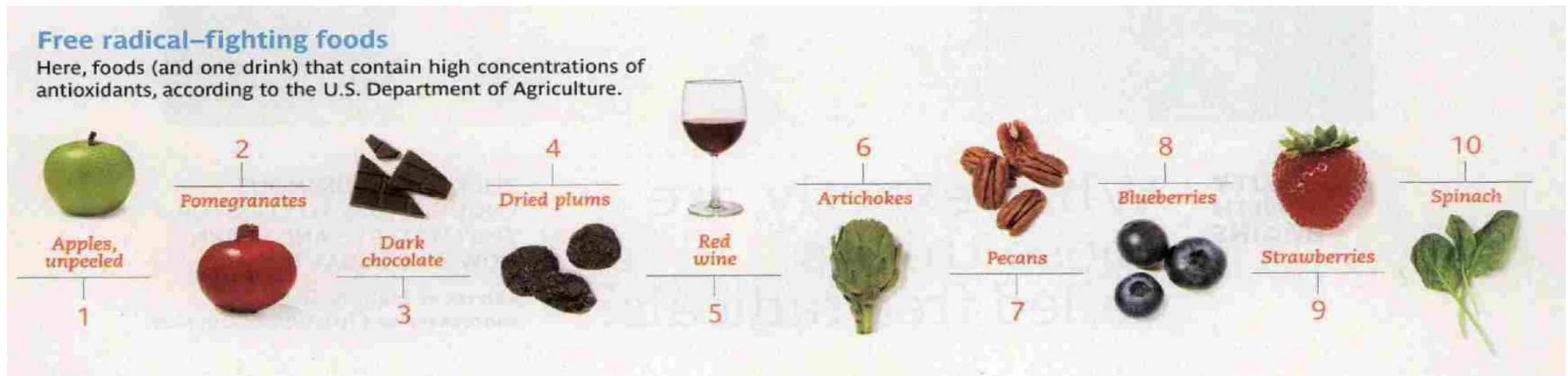
What's Your Go-To
Breakfast Dish?

“**Vanilla Plums with Yogurt**” I stew dried plums in advance and add a teaspoon of vanilla extract. Serve the plums warm or cold with Greek-style yogurt and top with sliced almonds. —**Lauren Groveman**, media host and author of *The I Love to Cook Book*



Media Highlights

- *Real Simple* cites dried plums as having a high concentration of antioxidants calling them a “free radical-fighting food” (December)
- Circulation: 1.9 million+



Media Highlights

- *Family Circle's* issue highlights dried plums as part of their *No-Bloat Diet*, citing that they are “naturally rich in potassium and sorbitol” (December)
- Circulation: 4 million



Media Highlights



- *Dr. Oz Show*
- Q&A Segment on Nov. 13
- Recommends bringing prunes along in vacation kit



Media Highlights

- *Women's Health* cites new CDPB research from Mark Kern, Ph.D., that dried plums may help curb appetite and promote satiety (October)
- Circulation: 1 million+



Weight-Loss SCOOP!

Satisfy a Snack Attack

➔ **DRIED PLUMS** can help you feel full longer, a San Diego State University study has found. Female volunteers ate about 12 dried plums (238 calories' worth) one day and low-fat cookies with the same number of calories on another; they said they felt significantly less hungry two hours after eating the fruit. Why? **High fiber and sorbitol (a sugar alcohol that the body metabolizes slowly) keep blood sugar and insulin levels in check,** which keeps hunger at bay, says lead researcher Mark Kern, Ph.D., R.D. Forget the old-folks stigma of prunes: The women said the intense flavor satisfied their craving for sweets as much as the cookies did. Stash some in your desk for a healthy snack—five prunes have just 100 calories.



Media Highlights

- ***Good Housekeeping*** names dried plums as a natural fat replacement for leaner ground meats, resulting in moist, tender burgers (August)
- Circulation: 4 million+



Hamburger Helper

Even if you're watching your fat intake, juicy summer burgers don't have to be off the table if you use this trick from Kym Douglas, author of *The Black Book of Hollywood Diet Secrets*. Chop five small pitted prunes into fine pieces, mix with one pound 95 percent lean ground beef, shape into four patties, and cook. Though you're using such lean meat, thanks to the prunes your burgers will still have the moist, tender taste you love.



NUTRITION RESEARCH



Current Projects

- **Satiety – San Diego State University**
- **Constipation Clinical Trial – University of Iowa**
- **Age-related Bone Loss – UC San Francisco**
- **Scientific Literature Review – University of Illinois**
- **20 Letters of interest for new research received**



INDUSTRIAL PROGRAM



Objectives

- **Increase awareness of dried plums among meat processors and foodservice chain restaurants:**
 - A natural, innovative way to raise the value of lesser quality/grade of meat cuts with higher profit margins
- **Demonstrate dried plum ingredient effectiveness**
- **Achieve adoption in existing and new products**



Communications

■ Media Advertising

- Leverage Sensational Superfruit
- Food Product Design, Prepared Foods and Culinology
- **Publicity releases**
- **E-mail newsletters**
- **Website**



CALIFORNIA DRIED PLUMS

SUPERFRUIT SOLUTION TO PROTEIN PROFITABILITY.

Use Dried plums to increase the customer appeal and demand for underutilized protein (beef, pork and poultry) cuts while improving supply chain profitability. Dried Plums unique composition works naturally to enhance the quality and salability of sub-prime proteins. Now value cuts, usually ground or emulsified, can be processed and sold as whole-muscle meats.

DRIED PLUMS VALUE PROPOSITION
Dried Plums offer natural water-binding abilities (resulting from high sorbitol and fiber levels) that help control purge to retain raw and cooked product weight.

Label-friendly Dried Plums (or "natural flavors") develop a protein's savory characteristics, while mellowing sharp notes from herbs and spices.

Dried Plum's natural antioxidant activity (ORAC 8577/100g) extends shelf life in both fresh and frozen proteins by suppressing the growth of various meat pathogens and minimizing warmed-over flavor

DRIED PLUM INGREDIENT ALTERNATIVES
Choose from a range of convenient fresh and dried plum powders, juice concentrates, pastes or purees designed for adding value naturally to most protein products and processing methods.

 CaliforniaDriedPlums.org
THE SENSATIONAL SUPERFRUIT



Face-To-Face

- **Trade shows:**
 - Value Cuts Summit,
American Meat Institute
and Research Chefs
Association
- **Events/seminars/
demonstrations**



EXPORT MARKET



UNITED KINGDOM



THE GOLD STANDARD

UK Consumer England Netball

International Test Series February 10 –
England V Australia

A total of 18,000 samples and leaflets will be distributed at UK matches. Our ad will appear in the match programs, coverage will be obtained on Sky TV and a new banner and snackfood logo will be displayed.

UK Trade

Leading health food retailer Holland & Barrett will hold in-store promotions in the spring throughout their network of over 550 stores in the UK to increase frequency of purchase and target new users.



THE GOLD STANDARD



HOLLAND & BARRETT
we're good for you

ITALY



THE GOLD STANDARD

Italy Consumer Activities



Consumer Activity – Rome Half Marathon, February 2010

California Prunes will be present at this high profile event which takes place in Rome and is one of the biggest in Italy. Last year's event was covered by the national television station RAI.

9000 samples and leaflets will be distributed and the branded car will be featured.



THE GOLD STANDARD



GREECE



THE GOLD STANDARD

Consumer Activity

California Prunes Ambassador in Greece

Eleni Petroulaki

Eleni continues to be a hugely popular and glamorous celebrity in Greece.

‘Whenever Eleni is asked by the media in interviews how she keeps her figure and glowing health she always replies that when she is craving sweets she reaches for California prunes instead.’



THE GOLD STANDARD

RUSSIA



THE GOLD STANDARD

World Food Moscow

California Prunes exhibited for the first time in Russia at this very successful September trade show which attracted over 53,000 visitors.

Trade Seminars

Held to highlight the presence of California Prunes at World Food Moscow and introduce them to the Russian marketplace.

This was followed by a second trade seminar in St. Petersburg in early December.



TASTE THE QUALITY
OF CALIFORNIA



JAPAN



特別編

Special presents from Mothers in the United States

アメリカのお母さんからの贈り物 PART1 

くるみ&プルーンを使った本場カリフォルニアの味!

ショーケースでお待ちしていますから、ぜひぜひどうぞ召し上がりませう!

詳しくはホームページをご覧ください
<http://www.news-dell.com/mothersrecipe/index.html>



きれいにしたい人なら絶対食べたい
くるみは天然のサプリメント!

くるみは正しい量を食べればよいもの。
健康をサツサツにする効果があるといわれている。今年注目される健康食品「ローソクリン」や「アミノ酸」は多く含まれています。また、ミネラルやビタミンも豊富です。
また、くるみと一緒に、食物繊維、ミネラル、ビタミンなどを豊富に含むカリフォルニア産のクルミが豊富に含まれています。だから健康食品で食べられて、体の健康です。
カリフォルニアは、昔からくるみの栽培が盛んでした。そのため、買のいいくるみの一大産地! 「スーパーフード」ともいわれ、くるみのおいしさを、ぜひ味わってください。
カリフォルニアくるみ協会
<http://www.californiawalnut.jp>



ジューシーなお肉のなかに、サクサクのくるみランチ! くるみのミートボールのクリーム煮

脂がたっぷりのくるみを使ったミートボールは、今まで食べたことのない食感が味わえます。油で揚げているから、お肉だとしてもジューシー、くるみもたっぷり入れているので、食べたあとは、まろやかなくるみの風味が口いっぱいに広がりますよ。

くるみと相性のいいキノコをたっぷり使ったヘルシーサラダ キノコとくるみのシーザーサラダ

ローストした香ばしいくるみと、秋の味覚の代表、キノコを組み合わせて、シーザーサラダに仕上げました。キノコはノンカロリーでヘルシー、くるみもビタミンや栄養が豊富だから、ダイエット中の女子のみなさんにぜひおすすめの一品です!



Walnut and Prune Tart

Prune meat loaf

アメリカのお母さんからの贈り物

フランス料理のような上品な香りただようチキン料理 プルーンとチキンの赤ワイン煮込み

鶏の肉も、プルーンと一緒に赤ワインで、じっくりと煮込みました。プルーンの上質な風味が肉にしみ込んで、まるでフランス料理のような味わいになっています。ワインヤンと一緒に召し上がり!



くるみとプルーンのスペシャルコラボの王道スイーツ! くるみとプルーンのタルト

厚いタルト生地にかスタードクリームをのせて、クルミのペーストとくるみを使ったスイーツ。タルトとカスタードの間にプルーンとくるみを使ったプルーンペーストをサンドして仕上げました。また、くるみとプルーンは相性のいい組み合わせで、プルーンが酸味で、独特の風味を楽しめますよ。くるみとプルーン、どちらのおいしさも味わえる究極のデザートです。

Prunes and chicken boiled in red wine

お肉の旨味がプルーンでパワーアップ! プルーンのミートローフ

お子さまも大好きなミートローフが、プルーンによってさらに旨味がアップしています! プルーンの酸味と甘味で、ミートローフの味が酸味で美味しいものに、中に卵が入っているから、ボリュームも満足。お肉も大満足しちゃって美味しいアツアツのデザートです!



カリフォルニアプルーンには、食物繊維とビタミン、ミネラルがいっぱい! 体がサビないからビューティー効果が期待できちゃう!



プルーンとは、特別な種類のプラムを乾燥させたもの。その歴史は紀元前までさかのぼります。多くの人々に愛されつづけてきた。その理由はプルーンが健康と美肌に役立つ効果があるから。プルーンに含まれる食物繊維は体のなかをすっきりさせることができるし、太陽をいっぱい浴びて育ったプルーンは、アンチエイジング効果もバツグン! ビタミンEも豊富なから、ヘルスビューティーにもってこいのドライフルーツなんです。カリフォルニアのプルーンは、豊かな土壌と肥沃な大地に育てられ、最もおいしいプルーンを収穫し、お届けしています!

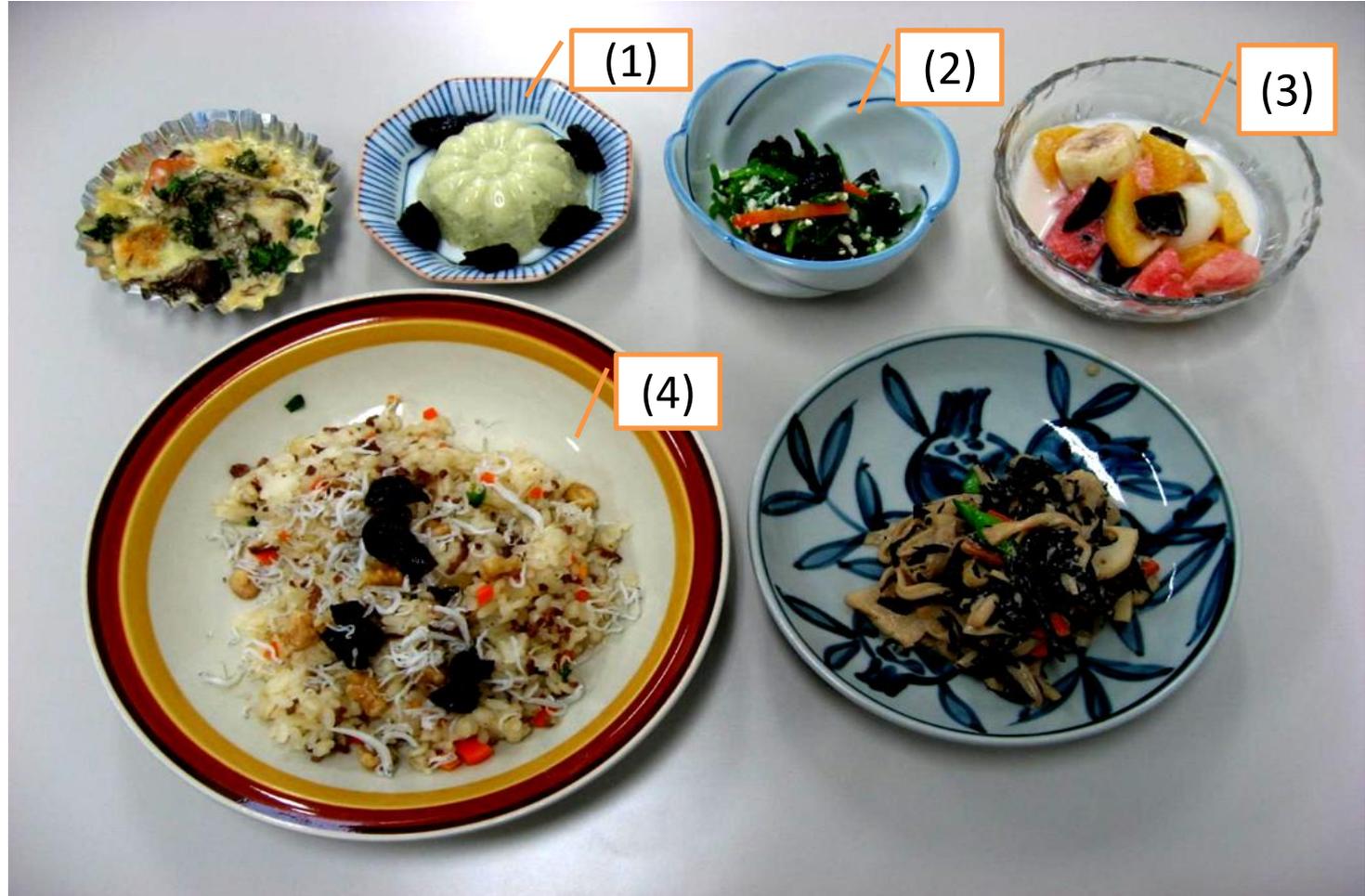
カリフォルニアプルーン協会
<http://www.prunes.jp>

California prunes are rich in dietary fiber, vitamins and minerals!
They prevent the body from rusting and help enhance beauty!

School Lunch Dishes

Recipes are:

- (1) Green soy bean jelly with prunes
- (2) Japanese style salad with prune and milk tofu
- (3) Fruit and coconut milk with prunes
- (4) Fish and milk steamed rice with prunes



CHINA/ HONG KONG

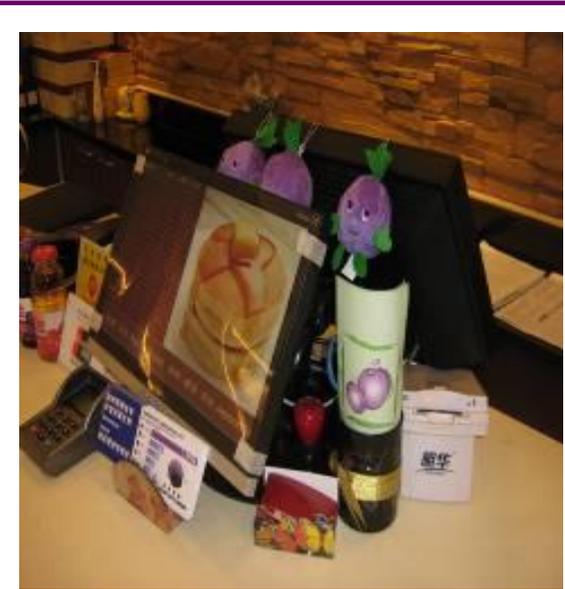


CPB China/HK In-Store Promotion

Prune Bakery In-Store Promotion at Jepson in Shanghai



- Jan. 1, – Feb. 1, 2010
- 11 participating stores
- 4 featured California prune bakery products
- Ad on key local media
- In-store decoration, brochure distribution



INDIA



Joint Promotion with Bagrry's Muesli

The goodness of prunes with muesli

Bagrry's has tied up with the California Prune Board to offer a free 50gm pack of California Prunes along with Bagrry's No Added Sugar Crunchy Muesli. A serving of four to five prunes pack three full grams of fibre, which enhances satiety, lowers cholesterol and regulates blood-sugar levels. Bagrry's No Added Sugar Crunchy Muesli is retailed at Rs. 105 for 425 gm.



NO ADDED SUGAR
CRUNCHY MUESLI

FREE 50g California Prunes
Worth Rs. 30/-

Life Promotance



క్రంచి ముస్లీ ప్యాకేజీను విడుదల చేసిన బాగ్రిస్

హైదరాబాద్ : అనేక ఔషధాలు కలిగిన కాలిఫోర్నియా ప్రూన్స్ ను బాగ్రిస్ ఇండియా లిమిటెడ్ తమ ప్రతిష్టాత్మక ఉత్పత్తి అయిన నోఅడ్డెడ్ సుగర్ క్రంచి ముస్లీతో ఉచితంగా అందించేందుకు ప్రత్యేక ప్యాకేజీని మార్కెట్లోకి విడుదల చేసినట్లు బాగ్రిస్ ఇండియా లిమిటెడ్ మేనేజింగ్ డైరెక్టర్ శ్యామ్ బాగ్రి ఒక ప్రకటనలో పేర్కొన్నారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ మలబద్ధక నివారణకు అనేక ఔషధాలు ఉన్నప్పటికీ ప్రత్యేక సిద్ధంగా లభించే కాలిఫోర్నియా మంచినీ వైద్య నిపుణులు పేర్కొంటున్నారు. ఈ పండ్లలో ఉండే అధికశాతం ఫైబర్ శరీరంలో పేరుకుపోయి క్రొవ్డు పదార్థాలను తొలగిస్తుందన్నారు. ఇది శరీరానికి హిమోగ్లోబిన్ ను పెంపొందిస్తుందన్నారు ఎటాకెలోటిస్, విటమిన్ ఎలు వీటిలో ఎక్కువగా ఉండడంతో కంటిచూపు అభివృద్ధి చెందడంతో పాటు ఆరోగ్యకరమైన చర్మాన్ని రోగనిరోధక శక్తిని పెంపొందిస్తుందన్నారు. వీటిని ఉదయాన్నే అల్పాహారంగా తీసుకుంటే మంచి ఫలితాలు పొందవచ్చన్నారు.

Newspaper articles featured in August 2009 on joint promotion with Bagrry's Muesli

Nutrition Seminar



Activity: Nutrition Seminar on benefits of California Prunes
by Nutrition & Obesity Consultant Ms. Naini Setalavd

Date: August 27, 2009

Venue: Sargam Club, Rajkot-Gujrat