

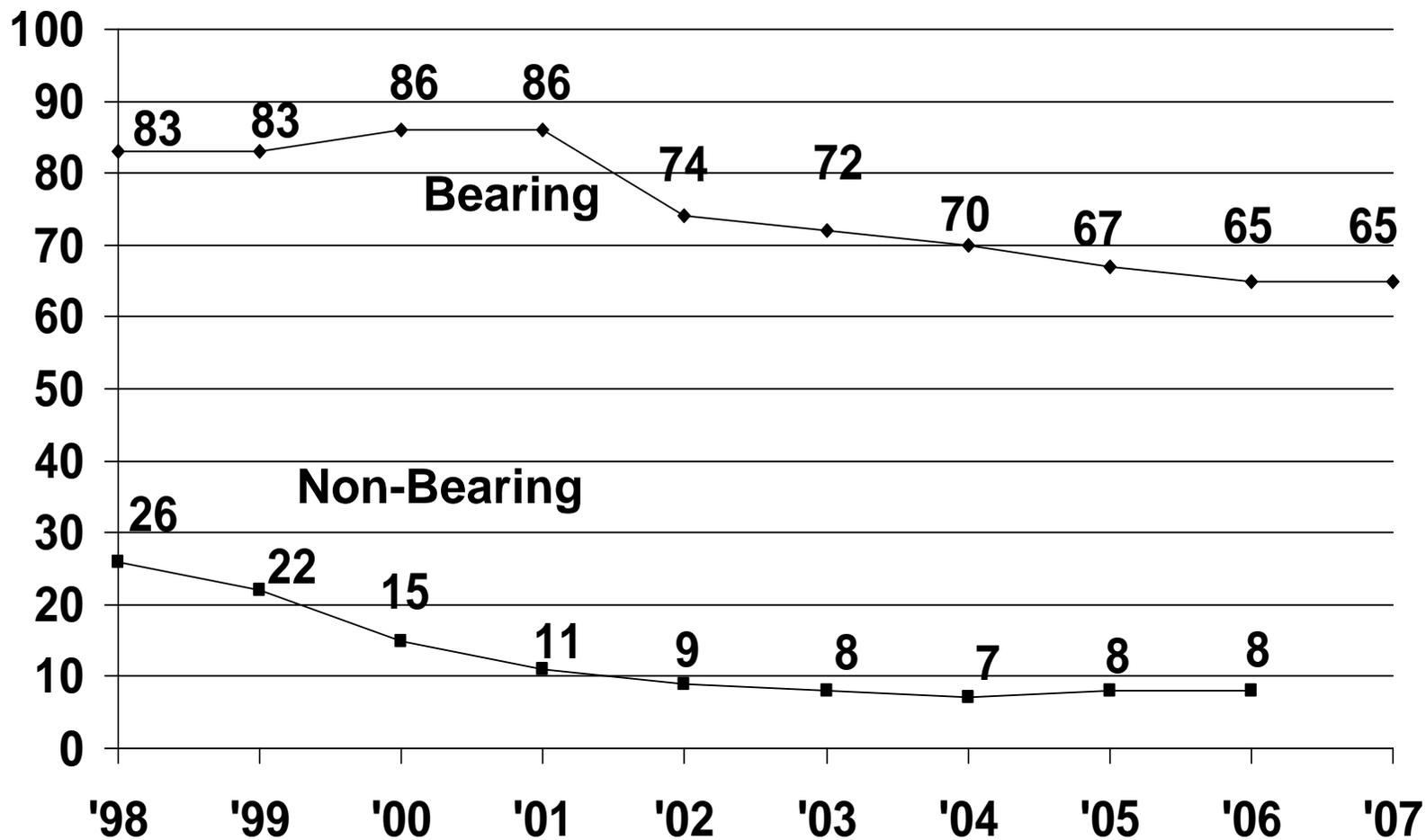
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# CALIFORNIA DRIED PLUM BOARD



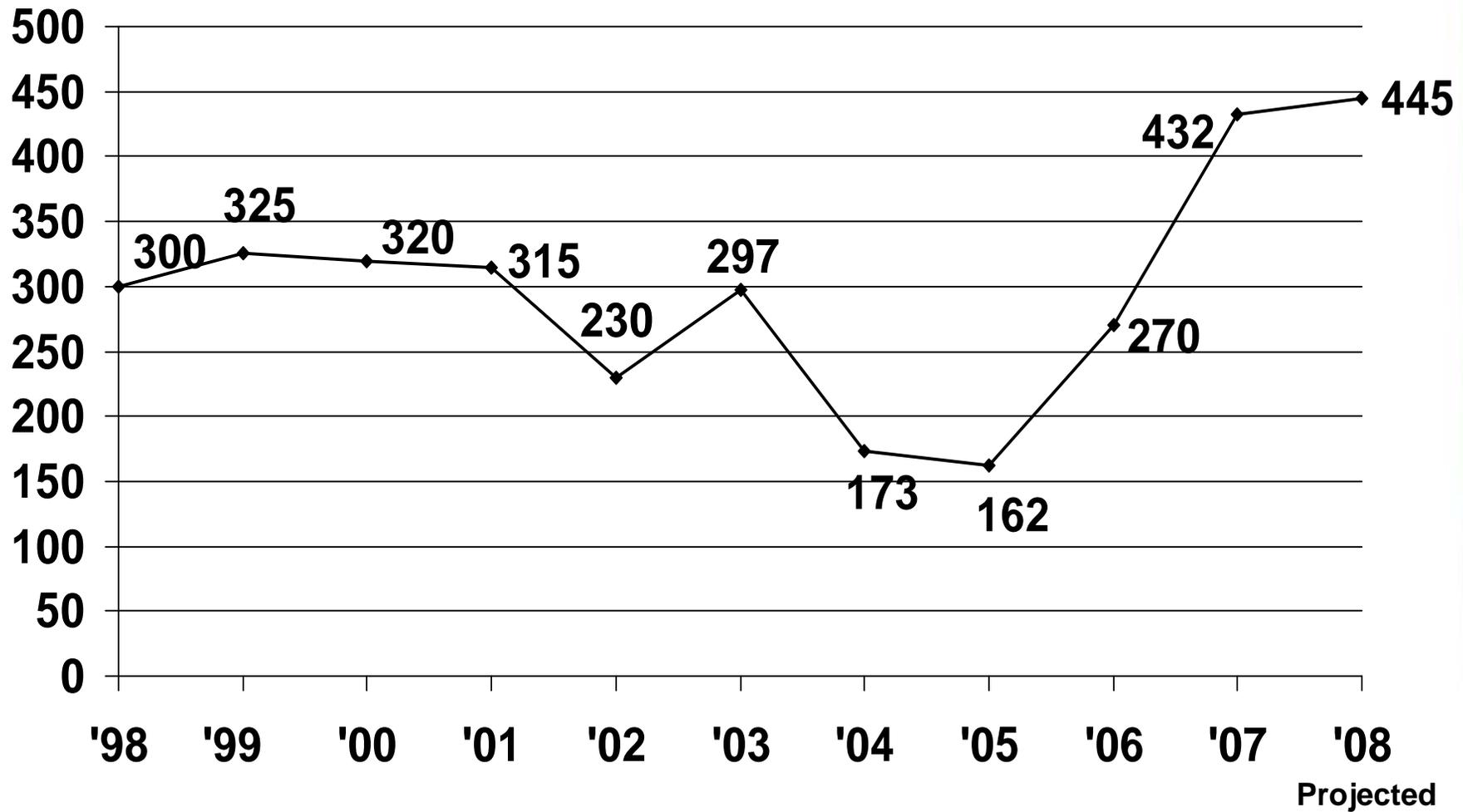
# Prune Acreage

Acres (000)

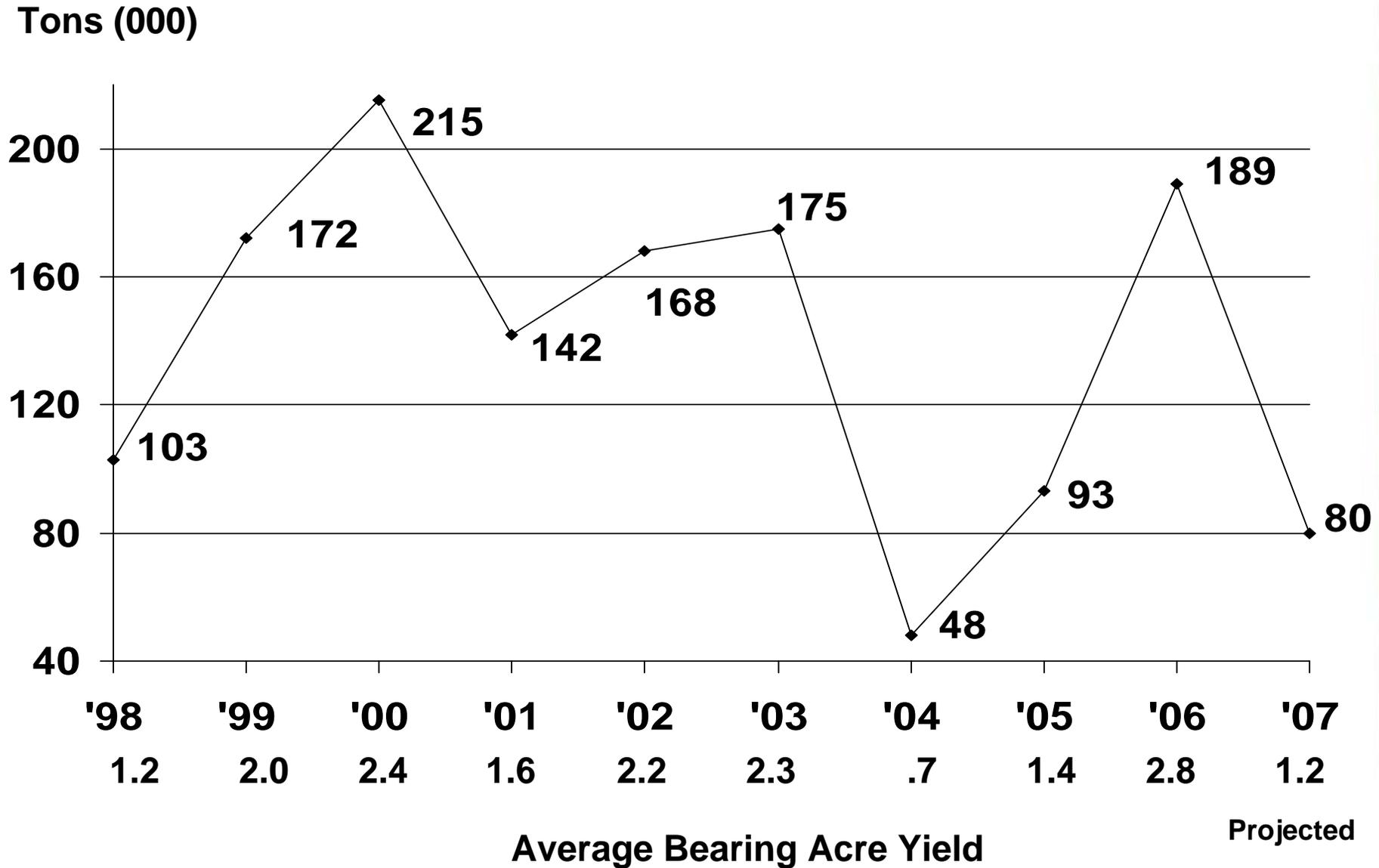


# Prune Tree Sales

Trees  
(000)

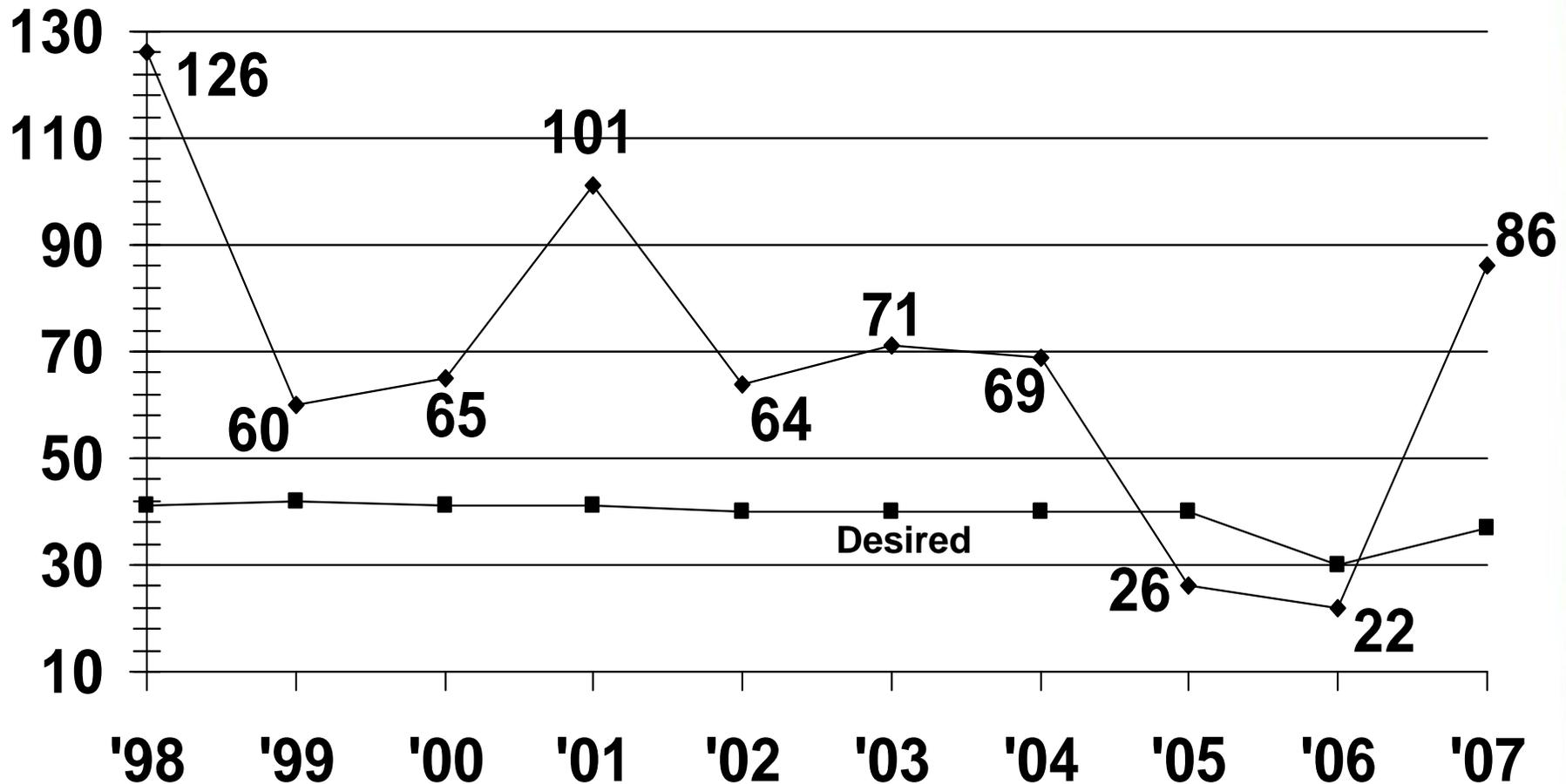


# Total Production & Yield



# Carry-In Inventory

Tons (000)

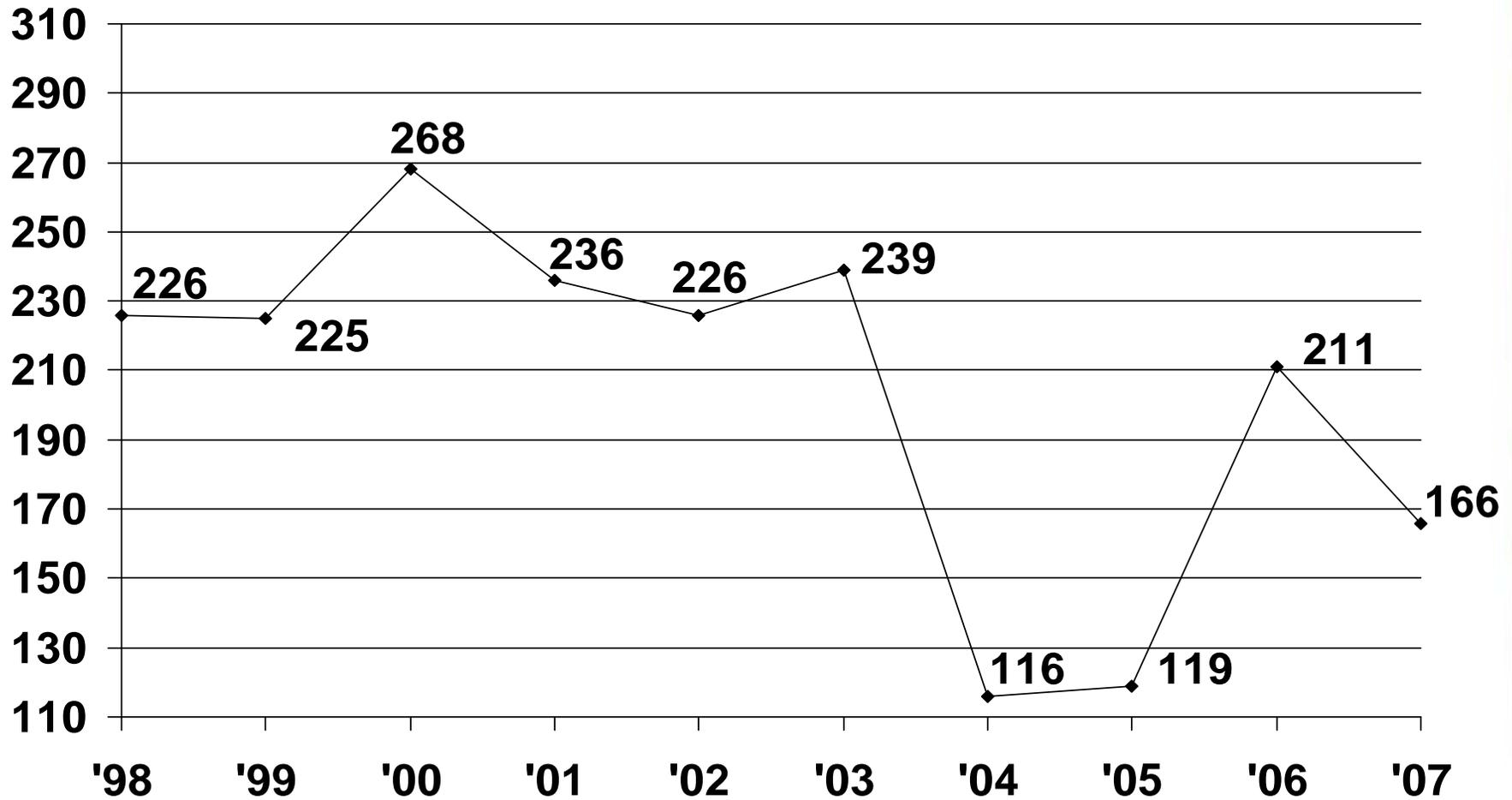


◆ Carry in ■ Desired



# Natural Condition Supply

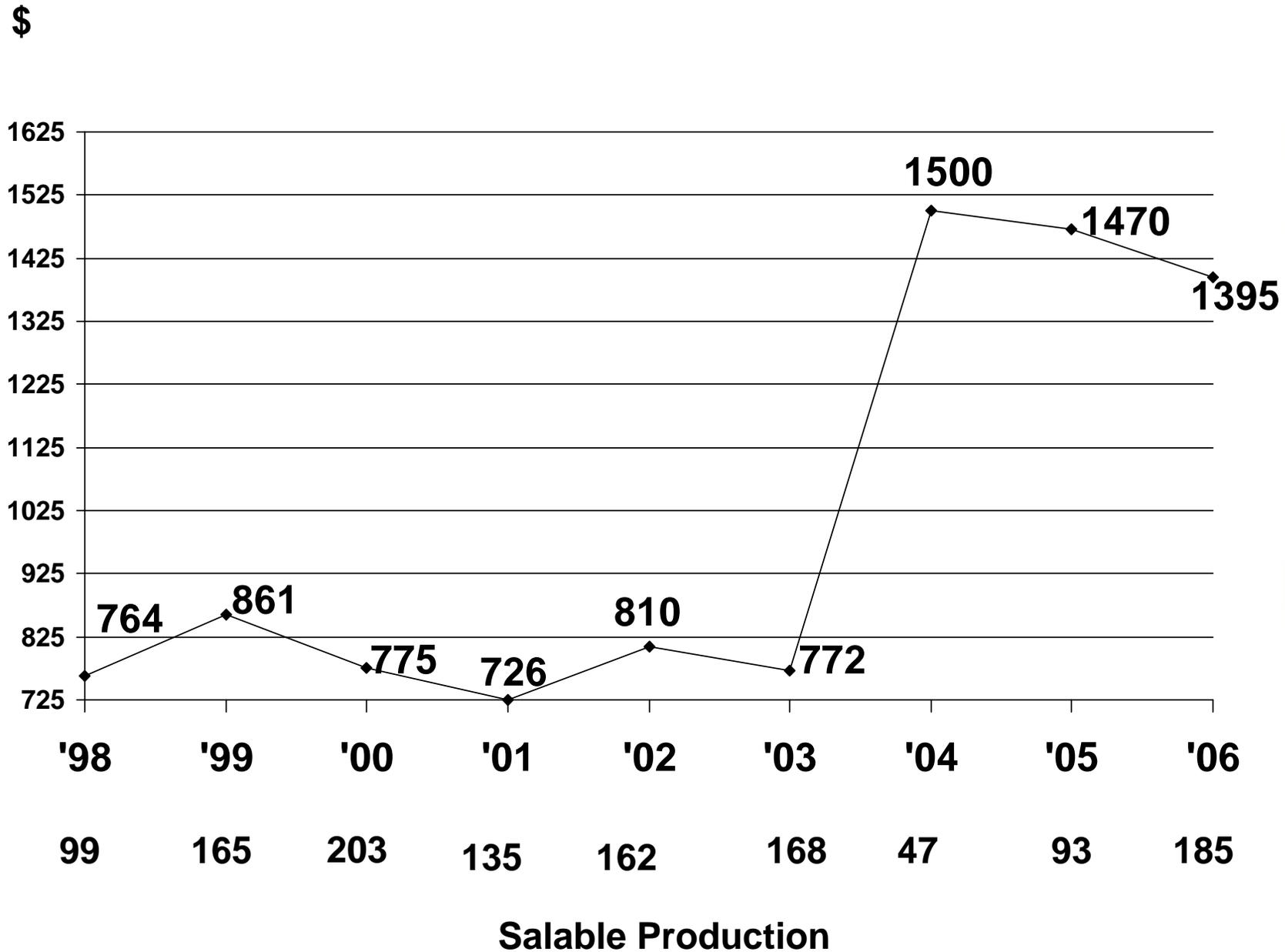
Tons (000)



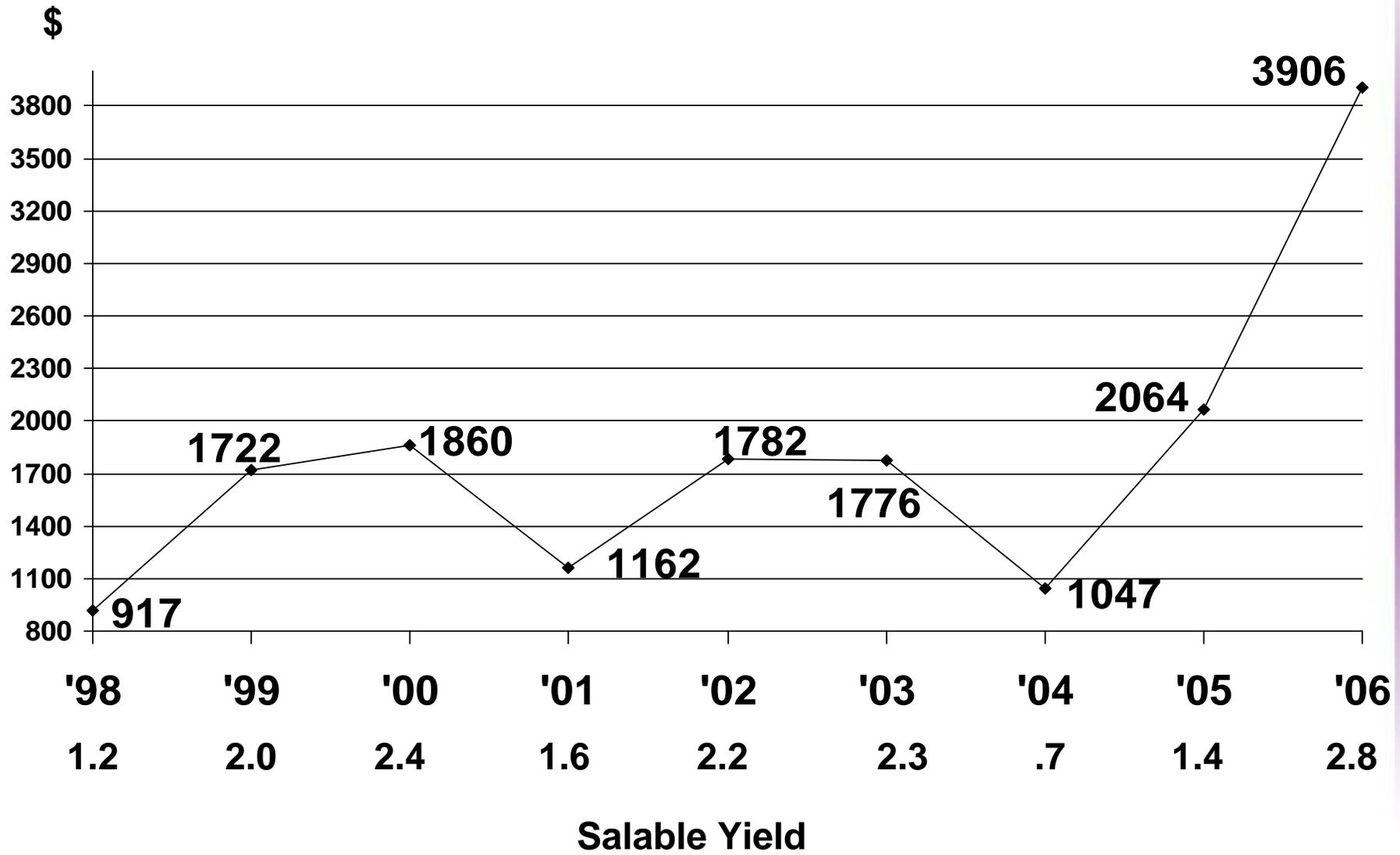
Projected



# Average Grower Returns/Ton

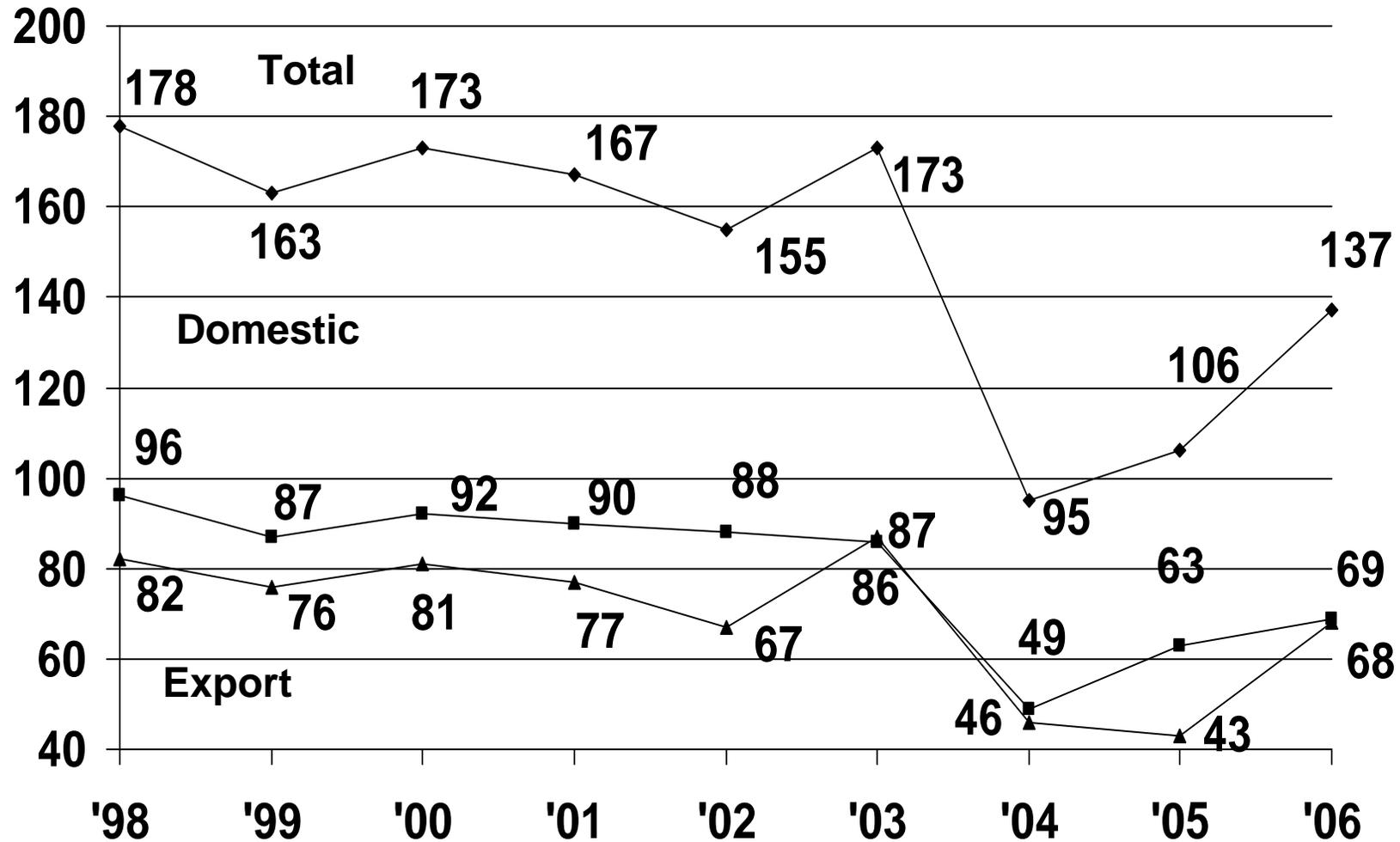


# Average Returns / Bearing Acre



# Total Shipments

Tons (000)



# Mission Statements

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## ***Industry Mission :***

To sell more California dried plums  
to more people worldwide.

## ***CDPB Mission :***

To protect and support the health, growth and  
vitality of the California dried plum industry.



# Focus of the CDPB

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- **Generic Promotions:** Communicate differentiated benefits and encourage large scale acceptance of California dried plums
- **Research:** Market research for measurement -  
Production research to improve grower efficiency  
- Nutrition research to identify positioning opportunities and value messages
- **Trade Policy:** Protect the interests of the California dried plum industry globally
- **Issues Management:** Protect the health of the industry



# 2008 Key Trends in Food, Nutrition & Health

1. Digestive health – a wellness issue & biggest opportunity
2. Fruit & superfruit – the future of food & health
3. The marketing power of ‘naturally healthy’
4. Beauty foods – the newest niche
5. Weight management – more about maintaining than losing
6. Mood Food feels its way
7. Tipping point for the premiumisation of health
8. Healthy snacking for the ‘me generation’
9. Kids’ nutrition – connecting to multiple trends is crucial
10. Are antioxidants the new probiotics?

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# PUBLIC RELATIONS



# Strategies

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- Continue to bolster credibility and sustain scientific interest in the DHO and California Dried Plums
- Capitalize on consumers' unprecedented interest in health/wellness and “functional” foods
- Leverage “spokes-experts” to maximize media exposure for California Dried Plums as the “solution” for good digestive health and a well-balanced life



# Media Highlights



- ***People Magazine***  
November 5, 2007
- Circulation: 3,750,548

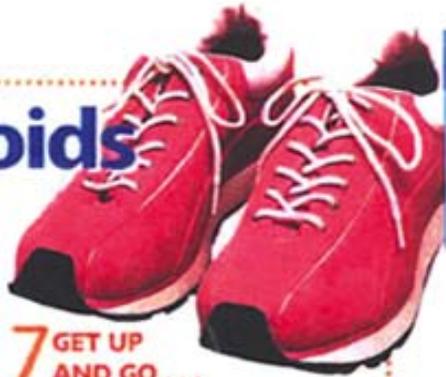
**No sweets? What do you snack on?**  
I like Pirate's Booty. Prunes and olives too. I love hummus. I can eat that until I die. I tend to eat mostly organic food.



# Media Highlights

- **Woman's World**  
September 18, 2007
- Circulation: 1,655,799

**7 easy ways to**  
**Outsmart hemorrhoids**



**1 DON'T SKIP BREAKFAST**  
People who regularly miss the morning meal are seven times more likely to suffer from this painful problem.

**2 FILL UP ON FIBER**  
Eating a diet loaded with whole grains and fresh produce cuts hemorrhoid risk by 66%.

**3 SNACK ON NATURE'S LAXATIVE**  
Prunes—and prune juice—contain a chemical that gently stimulates the colon.

**4 DODGE DEHYDRATION**  
Drinking six or more glasses of water a day halves the risk of trouble-making constipation.

**5 DAB ON WITCH HAZEL . . .**  
to relieve swelling.

**6 OPT FOR ACUPUNCTURE**  
In one study, it relieved hemorrhoid pain for 83% of patients in as little as 20 minutes.

**7 GET UP AND GO . . .**  
for a quick five-minute stroll every hour. Long periods of sitting put pressure on the rectum, contributing to hemorrhoids.

**See a doctor if . . .**

Hemorrhoids don't improve after three days of self-treatment or if you have frequent bleeding.	severe pain or a sudden change in bowel habits, or if you're passing dark, tarry stools.
--	--

—Amelia Farquhar



# Media Highlights

- ***Ladies' Home Journal***  
October 1, 2007
- Circulation: 4,169,444

**Brisket With Fruit and Red Wine Sauce**  
MAKES 6 SERVINGS  
Prep time: 15 min  
Total time: 10 hrs 15 min

- 1 (2½ lbs) beef brisket
- ½ cup dried pitted plums
- ½ cup dried apricot halves
- ½ cup dried tart red cherries
- 1 garlic clove, coarsely chopped
- 1 cup low-sodium chicken broth
- ½ cup dry red wine
- 1 tablespoon fresh thyme leaves, plus sprigs for garnish
- ½ teaspoon ground cinnamon
- ½ teaspoon salt
- ¼ teaspoon freshly ground pepper
- 2 tablespoons all-purpose flour

◆ Rinse brisket and pat dry. Place in a 5- to 6-quart slow cooker. Top with plums, apricots, cherries and garlic.  
◆ Stir together broth, wine, thyme, cinnamon, salt and pepper in a small bowl. Whisk in flour until smooth. Pour over fruit mixture in cooker. Cover and cook 9 to 10 hours on low.  
◆ Thinly slice beef against

**COOKS' COLLECTION**  
**3-IN-1 SLOW COOKER**  
Versatility is what the Hamilton Beach slow cooker is all about. This machine offers three bowl sizes—2-, 4- and 6-quart—each of which fits into the same base. Slow cookers work best when three-quarters full, so these options allow you to return home to perfectly cooked food every time. The beautiful stoneware bowls can go from slow cooker to table, are oven-safe and stack for compact storage. Available at [www.hamiltonbeach.com](http://www.hamiltonbeach.com), 800-851-8900; \$59.99 for white base with earth-tone bowls and \$69.99 for stainless-steel base with black bowls.

**SLOW-COOKER GIVEAWAY**  
Make delicious, hot meals for your family in the handy new 3-in-1 Slow Cooker from Hamilton Beach that we feature above. *Ladies' Home Journal* is giving away five of these machines. For entry details, please turn to page 213.



Brisket With Fruit and Red Wine Sauce



# Media Highlights

## Holiday Dressing Release

- Release about the role of California Dried Plums in creating moist, flavorful dressing
- Distributed to newspaper food editors beginning in October
- Current circulation: 33 million (AVE: \$187,311)

## Bone Health Matte Release

- Current circulation: 7 million (AVE: \$26,659)

## Tips on Trips Matte Release

- Current circulation: 6 million (AVE: \$26,957)

## Holiday Cooking

### A Plum Perfect Holiday Dressing

(NAPS)—It happens every year, all across America. The holiday traditionalists square off with the innovators. On one side of the table, the former insist on time-honored family recipes. Meanwhile, the latter want something a little different, just this once. Sound familiar?

Perhaps this year, it's time for a compromise—like a classic dressing with a nontraditional twist—dried plums. They'll add a touch of moisture and a hint of sweetness that go perfectly with the sweet-savory palate and, remarkably, they can even give a boost to other ingredients you combine them with.

"I use California Dried Plums in my cooking all the time, because they add moisture and flavor-enhancing benefits," said Chef Sean O'Brien of San Francisco's renowned Myth Restaurant. "There are natural elements in dried plums which help heighten the flavors of other ingredients in a recipe—whether it's a dessert or something savory."

It's the fiber and sorbitol, a sugar alcohol, in dried plums that give them their unique moisture-enhancing qualities. Chefs, bakers and dietitians often use them to make extra-lean meat, poultry and healthier baked goods taste richer and moister.

Food manufacturers, too, are increasingly turning to dried plum purée as a natural fat replacement, sweetener and coloring agent that can stand in for the corn syrup solids and caramel color often added to processed foods.

In addition to providing benefits as a cooking or baking ingredient, dried plums are conveniently ready-to-eat right from the pack-



Plum Perfect—California Dried Plums are the chef's secret for moist, flavorful cooking.

age as a healthful snack. Packed with important vitamins, minerals and antioxidant power, they can help you achieve and maintain good digestive health—and that may mean better health overall.

And as for holiday dressings, "dried plums will make a dramatic difference in both moisture and flavor," O'Brien said. "No more bland, bone-dry stuffing."

And no more debating over tradition. This holiday season, add some chopped dried plums to that favorite family dressing, or try this easy recipe. Either way, you'll have something both culinary conservatives and progressives can agree on—moist, sweet, plum perfect dressing.

#### California Dried Plum and Chestnut Holiday Dressing

Prep time: 20 minutes  
Cook time: 50 minutes

1 (1-pound) loaf rustic multigrain bread  
4 tablespoons butter or vegetable oil

1 cup diced celery  
1 cup diced onions  
1 tablespoon crushed fennel seed  
2 cups coarsely chopped pitted California Dried Plums  
1½ cups coarsely chopped cooked chestnuts\*  
½ cup chopped parsley  
1 teaspoon salt  
½ teaspoon black pepper  
4 cups turkey or fat-free low sodium chicken broth  
2 eggs (optional)

Heat oven to 400°F. Cut crust from bread and discard. Cut bread into large pieces; pulse in food processor to coarse crumbs. In large skillet over medium heat, melt butter. Add celery, onions and fennel seed. Cook, stirring occasionally, about 5 minutes or until vegetables are soft. In large bowl, combine bread crumbs, vegetables, dried plums, chestnuts, parsley, salt and pepper. Add broth and mix gently but thoroughly. (If using eggs, whisk with broth before adding to rest of ingredients.) Transfer to 2-quart shallow oven-proof baking dish; cover loosely with buttered sheet of foil, buttered side down. Bake 30 minutes; remove foil and bake 15 to 20 minutes more or until top is browned.

Yield: 8 servings (1 cup/serving).

\*Cooked chestnuts are available canned, bottled or vacuum-packed. Be sure to purchase unsweetened chestnuts.

For more recipes featuring California Dried Plums, please visit [www.californiadriedplums.org](http://www.californiadriedplums.org).

### Did You Know?

For a classic dressing with a nontraditional twist, dried plums add a touch of moisture and a hint of sweetness to holiday meals. They can even give a boost to other ingredients you combine them with. For recipes, visit [www.californiadriedplums.org](http://www.californiadriedplums.org).

For a classic dressing with a nontraditional twist, dried plums add a touch of moisture and a hint of sweetness to holiday meals.// A Plum Perfect Holiday Dressing



# Influencer Program

*Digestive Health. A Fresh Perspective.*



As an attendee at the FNCE 2007, you are cordially invited to attend a breakfast symposium with Leslie Bonci M.P.H., R.D. and Leo Treyzon, M.D.

DIGESTIVE HEALTH UPDATE 2007  
**THE G.I. TEAM**  
*An M.D. & R.D. Perspective*

Monday, October 1, 2007  
6:00 – 7:45 a.m.  
*Breakfast provided*

SPONSORED BY:



Philadelphia Marriott Downtown  
1201 Market Street  
Philadelphia, PA 19107  
Phone: 215-625-6805  
RM: Salons G & H

*Space is limited, please arrive on time to ensure a seat  
1.5 Continuing Professional Education Units Available*

Please e-mail [shereen.mahnam@gmail.com](mailto:shereen.mahnam@gmail.com) with any questions.

- 300 Attendees
- Leo Treyzon, M.D. - *Identifying and Achieving Digestive Health: A Look to the Future*
- Leslie Bonci, M.P.H., R.D., LDN, CSSD - *Digestive Health: The R.D.'s perspective*



# CDPB Web sites

## Tummywise

- January focus on Digestive Health Month
- Leslie Bonci's blog to generate stream of content
- Traffic to date [www.tummywise.com](http://www.tummywise.com): 40,992
- Recipe contest:
  - Drive site traffic through a recipe contest promoted with multiple e-blasts and a home page call-out
- Natural Search Optimization - Completed
  - California Dried Plum Board websites will come up faster on key search engines, including Yahoo! And Google
- Pitching:
  - Identified sites and blogs to deliver digestive health messaging and forge relationships with health, fitness and lifestyle influencers

**tummy wise**

Home  
Ten Steps  
Digestion 101  
Dried Plums  
Digestion Facts  
TummyTalk  
Tummywise Blog  
FAQ  
About Us

### Digestive Health Matters

When it comes to overall wellness, maintaining your digestive health is just as important as maintaining your heart health, bone health and the health of the rest of your body. And the good news is that for most people, it's a matter of taking simple preventive steps. Taking control of your digestive health can help you improve your overall health, well-being and happiness. So, don't wait until you experience digestive problems. You can start making simple, proactive changes to your diet and lifestyle today that can benefit your digestive health now, and all throughout your life. **Here's how.**

Exercising helps digestion. [more](#)

Balance work and relaxation. [more](#)

Eat your fruits and veggies. [more](#)

#### Why is Digestive Health So Important?

Digestive issues are widespread – and expensive. Chronic digestive problems may include heartburn, abdominal pain, constipation, diarrhea and nausea. You can avoid the physical, financial and emotional costs of these common problems by engaging in some proactive preventative measures. [Read more](#)

Home | About Tummywise | Other Resources | Sitemap | Contact Us

Visit the Tummywise Blog!

Make Your Own Good Gut Travel Kit

**Tummywise Travel**  
A recent survey by CondéNet, an online division of Condé Nast Publications, and the California Dried Plum Board, found:

- A majority of respondents suffer from digestive health problems when traveling, including more than 77 percent that report at least occasional digestive health problems.

[Click here to read the full release.](#)



# In-flight Video & Sampling Programs

- **In-flight video segment:** Leslie Bonci talks about California Dried Plums as a delicious “good gut” travel snack
- Segment ran November – January on United, US Air and American Airlines reaching 8.9 million travelers



- **Snack Packs:** 190,800 CDP distributed in executive lounges (e.g. Red Carpet Clubs) as a natural solution for maintaining wellness and digestive health while on the road
- Snack pack distribution began in November to complement CDPB's in-flight video segment



# Free Standing Insert (FSI)

- Ran in Sunday supplements on January 13 in Chicago, Orlando and Sacramento
- Coupon circulation 2,707,000
- 24,000 packages of California Dried Plums expected to be sold

New Year's resolutions never tasted so good.



CALIFORNIA DRIED PLUMS  
Sweet and satisfying. Loaded with good nutrition.



MANUFACTURER'S COUPON EXPIRES 04/30/08

**SAVE 75¢**

When you buy any package 7 OUNCES or larger of  
California Dried Plums or Prunes

Retailer: We will reimburse you the face value of this coupon plus 6¢ handling, provided it is redeemed by a consumer at the time of purchase on the product specified. Coupons not properly redeemed will be void and held. Reproduction of this coupon is expressly prohibited. (Any other use constitutes fraud.) Invoices proving purchase of sufficient stock within the past 90 days to cover coupons presented for redemption must be shown upon request. Mail to: CMS Dep't 26099, 1 Fawcett Drive, Del Rio, TX 78840. Cash value .001¢. Void where taxed or restricted.



LIMIT ONE COUPON PER ITEM PURCHASED.



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# NUTRITION RESEARCH



# Nutrition Research Objectives

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- Discover health promoting functions of dried plums/products
  - Dietary fiber, sorbitol, phenolic compounds, potassium
- Support Public Relations Program
  - Position dried plums #1 fruit for digestive health
  - Raise awareness among women motivated by wellness, food/health professionals, media and health influencers
- Leverage research
  - Presentations at conferences
- Maintain scientific integrity/credibility
  - Nutrition Advisory Panel



# Nutrition Advisory Panel

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<b>Phyllis E. Bowen, PhD, RD Univ. of Illinois</b>	<b>Antioxidants</b>
<b>Kristine Clark, PhD, RD, FACSM Penn State Univ.</b>	<b>Sports Nutrition</b>
<b>Daniel Gallaher, PhD Univ. of Minnesota</b>	<b>Dietary Fiber</b>
<b>J. Bruce German, PhD Univ. of Calif. Davis</b>	<b>Food Science</b>
<b>Connie Rogers, PhD, MPH National Institutes of Health</b>	<b>Immunology</b>
<b>Leo Treyzon, MD Univ. of Calif. Los Angeles</b>	<b>Digestive Health</b>



# 2007/08 Studies

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- Dried plums and weight management
  - San Diego State University
  - University of Athens
- Dried plums and normalization of laxation
  - University of Iowa
  - Dried plums reverse bone loss in postmenopausal women
    - Florida State University



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# INDUSTRIAL PROGRAM



# Ingredient Positioning

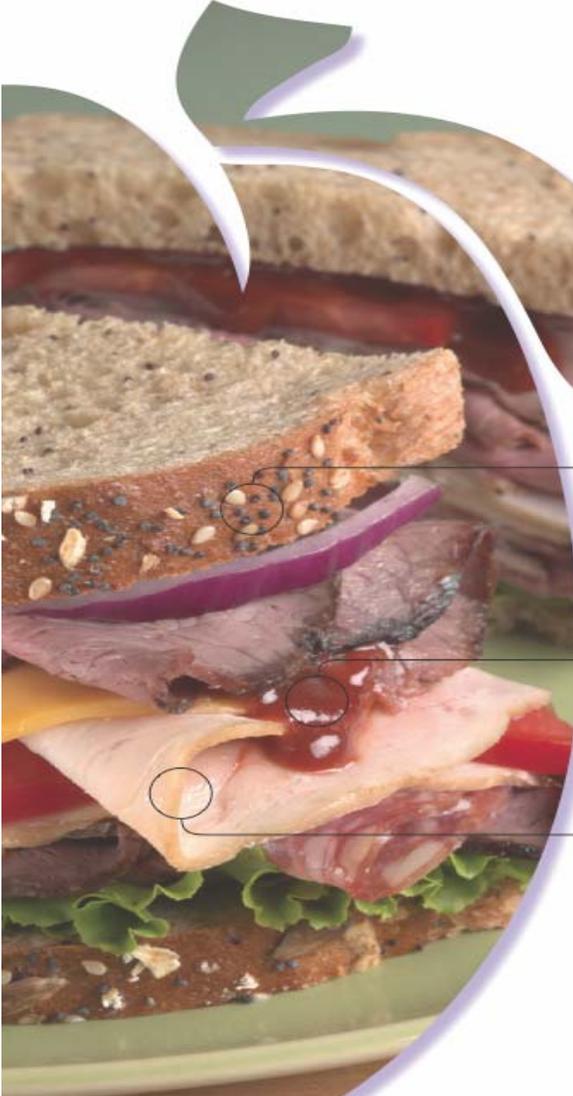
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- Focus dried plum benefits on naturally extending sandwich shelf life and maintain sandwich shelf stability and eating quality
  - Processed fresh meat/poultry products
  - Baked goods (fresh, frozen)
  - Sauces, marinades and rubs



# Tactics: Communications

- Advertising
  - Food Product Design: 12 insertions
  - Culinology: 4 insertions
  - Prepared Foods: 3 insertions
  - Two new ads featuring sandwiches
  - Articles



## CALIFORNIA DRIED PLUMS

### SINGLE SOLUTION TO SANDWICH SHELF LIFE

**EXTEND BREAD LIFE.** From the first bite, fresh-tasting bread sells the sandwich. Add a minor percentage of dried plum powders, purees or juice concentrates to your mix and add two natural humectants – sorbitol and fiber – that extend the shelf life of breads, rolls, flatbreads and tortillas and natural organic acids that retard mold and reduce spoilage.

**SECRET SAUCE.** Here's the sizzle. Add dried plums to existing or new condiment, sauce, rub and marinade formulations for proteins. Undetectable in taste, dried plum-based sauces can enhance both flavor and moisture retention in meats and poultry. Unique antimicrobial properties suppress bacterial growth to extend protein shelf life.

**MEAT OF THE MATTER.** Profit from California Dried Plum Board research. Dried plums mixed into coarsely ground or tumbled into whole muscle meats boost overall moisture and juiciness, along with raising the value and appeal of less desirable protein cuts. Additional assets: dried plums minimize bacterial growth and warmed-over flavor.

 [www.CaliforniaDriedPlums.org](http://www.CaliforniaDriedPlums.org)





TASTE THE QUALITY  
OF CALIFORNIA

**United Kingdom**

**Italy**

**Greece**

**Japan**

**China**

**India**

# Generic Activities

## Trade Education

Importers, Brokers, Distributors, Retailers,  
Foodservice Operators and Chefs

## Consumer Outreach

- Publicity
- Promotion
- Sampling

