



Prunes. For life.

*Food from California is perceived by UAE consumers as being 'healthy', 'natural', 'high quality' and 'safe'\*.*

## DID YOU KNOW?

**80% of UAE consumers, once they knew about their health benefits and had tasted them, said they would buy California prunes\***

CALIFORNIA PRUNES ARE PREMIUM PRUNES, THANKS TO...

- **World-famous growing conditions**, where California Prune orchards are nourished by ancient, lush soil and endless sunshine
- **Generations of expertise**—the California Prune Board represents the 800 growers and 28 packers of the world's largest prune producing region, with more than 150 years' of experience spent perfecting their craft
- **Technological developments**, leading to perfected harvesting and drying systems
- **Highest quality agricultural standards** of any nation in the world

CHOOSE CALIFORNIA FOR PRUNES

For more information please contact:

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# Why does the world come to California for prunes?



**CALIFORNIA PRUNES DELIVER MORE, TO HELP YOU GROW YOUR BUSINESS AND SATISFY YOUR CUSTOMERS' NEEDS**

**CALIFORNIA PRUNES ARE THE MOST RELIABLE IN THE INDUSTRY:**

- Consistent premium quality, size and taste
- Constant recipe innovations
- Market support to help your business grow, including:
  - Traditional and digital advertising
  - Sampling campaigns and usage demonstrations
  - Health advice

**CALIFORNIA PRUNES INVEST IN THE CATEGORY:**

- Premium growing processes and quality control
- The only prune organization to invest in nutrition and crop research
- Sustainable agriculture and labour practices

\* Consumer and Trade Research conducted by Rose Research for the California Prune Board June-Dec 2019



**"After tasting them and learning a bit more about prunes, they seem to be full of health benefits and are low calorie. I wish I knew about this before.\*"**

UAE Consumer, September 2019

**GOOD FOR MORE THAN 'JUST' DIGESTIVE HEALTH**

*"When I think about prunes, I think of their ability to help with constipation and digestion.\*"*

UAE Consumer, September 2019

86% of consumers buy dried fruit for good gut and digestive health\*. Known for their beneficial effects on digestive health, California Prune Board (CPB) research has shown that California Prunes are good for bone health too. We are currently working with the International Osteoporosis Foundation and the International Confederation of Dietetic Associations to make sure that these important health benefits of prunes are known amongst healthcare professionals and disseminated to consumers.

*"I think that prunes taste good and that they offer lots of health benefits. They're good for your gut and your bones.\*"*

UAE Consumer, September 2019

**PACKED WITH ENERGY**

87% of consumers buy dried fruit because it's a good source of energy, particularly during Ramadan\*. With a GI of 29, one of the lowest of all dried fruits, prunes meet consumers' needs throughout the fasting period and in their daily lives.



**TASTY AND VERSATILE**

We can support your business with sampling campaigns and demonstration workshops to help consumers appreciate the taste and versatility of California Prunes.

*"I would like to know about other ways to use prunes - aside from a snack. How can I use them as an ingredient?"*

UAE Consumer, September 2019

**CALIFORNIA PRUNES: AN ESSENTIAL PART OF A HEALTHY, BALANCED DIET**

Consumers are more interested than ever about the impact of diet on their health.

We work with nutritionists and healthcare professionals, as well as undertaking consumer advertising and PR to promote the benefits of California prunes as part of a healthy, balanced diet.

*"I think that your diet and what you eat is one of the most important factors that will determine one's overall long-term health.\*"*

UAE Consumer, September 2019



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