

**Why does
the world
come to
California
for prunes?**





Because there's no better place on earth to grow prunes than the lush valleys of California. Our trees have been cultivated by generations of growers who pair their craftsmanship with the highest agricultural standards of any nation in the world.

OUR GOAL: YOUR SUCCESS

California Prunes are committed to growing your business and helping you to satisfy your customers' needs. With the most reliable source of prunes in the industry, we are able to invest heavily in building the entire category and in opening up new markets, just as we have done for more than 100 years. Consumers care more than ever about their food, and California Prunes tick the box for taste, versatility and health. In addition to gut health, prunes are a source of vitamin B6 which contributes to the normal function of the immune system, and the California Prune Board continues to support ongoing research into the nutritional benefit of prunes. All of this is why, increasingly, the world comes to California for prunes.



California is the most reliable source in the world for prunes

**ABOUT THE CALIFORNIA PRUNE BOARD**

In 1952, the State of California created a Marketing Order for California Prunes to conduct global promotion and direct nutrition and crop research on behalf of California's approximately 800 growers and 28 prune handlers under the authority of the Secretary of Food and Agriculture.

Today, there are about 46,000 acres of California Prune orchards concentrated in the Sacramento and San Joaquin valleys. Revered as part of California's rich history, the prune remains a vital player in California's economic wealth.

WONDERS WORTHY OF PASSION

California Prune growers have invested more than 150 years perfecting the growing and harvesting techniques needed to deliver the ultimate premium prune; one that is recognized throughout the world for its legendary flavour and quality. The combination of ideal growing conditions, generations of expertise, and high quality standards has contributed to making California the world leader in prune production. The California Prune, a convenient and healthy snack for today's busy lifestyle, represents 99% of the U.S.'s total prune production, and 40% of the world's supply of prunes.

California Prune growers' expertise ensures that each piece of fruit is harvested at its prime, when it has reached its optimum size and texture, and is bursting with sweetness and flavour. As the prunes rest in climate-controlled tunnels, for precise periods of time and at exacting dehydration levels, the result is an extraordinary and consistent fruit with a flavour unlike any other.

It's that one-of-a-kind flavour that makes California Prunes so enjoyable as a delicious snack, brings such a fresh taste to savoury dishes, and adds a sweet and creamy nuance to baked goods.

California Prunes are famous for their fibre, with 100g daily contributing to normal bowel function, but research has also shown that prunes are high in vitamin K and a source of manganese which contribute to the maintenance of normal bones. Prunes are also naturally high in potassium, which helps with the maintenance of normal blood pressure, and are saturated fat-free; reducing consumption of saturated fats contributes to the maintenance of normal blood cholesterol levels. They are a source of copper, which helps to protect cells from oxidative stress, have zero fat, and contain only naturally occurring sugars.



CALIFORNIA GROWS ...

99% OF THE U.S. TOTAL PRODUCTION

40% OF THE WORLD'S SUPPLY

**A flavour
unlike any
other prune.**

California Prunes are good for your gut and your bones

CALIFORNIA PRUNES AND NUTRITION RESEARCH

The California Prune Board established a nutrition advisory panel in 1997 and continues to lead the way in supporting scientifically rigorous research on the nutritional and health benefits of incorporating California Prunes into the diet. Key areas of research include: digestive health, bone health, managing hunger/satiety and microbial changes in the gut. Research indicates that prunes are a useful component of a healthy eating pattern, and should therefore be at the forefront of consumers' minds.



FOR FEWER THAN 100 CALORIES, A SERVING OF 4 PRUNES CONTAINS:

- 7g per 100g fibre**
 At 7g per 100g, California Prunes are high in fibre. Fibre has been identified by the European Food Standards Authority (EFSA) as a nutrient of public health concern as under-consumption of fibre has been linked to unfavourable health conditions. EFSA recommends that 25g fibre is consumed daily.
- 735mg/100g potassium (37% reference intake)**
 California Prunes are high in potassium, which contributes to normal muscle function.
- 59.5mcg/100g vitamin K (79% reference intake)**
 California Prunes are an excellent source of vitamin K, which contributes to the maintenance of normal bones and normal blood clotting.
- only naturally occurring sugars, with no added sugar**
- manganese and copper**, which contribute to the protection of cells from oxidative stress
- vitamin B6**
 California Prunes are a source of vitamin B6, which contributes to the normal function of the immune system.
- no fat or salt**

Brilliant sunshine and cool evening temperatures ...

create juicy plums which are then picked at their peak and dried to concentrate their flavour and texture. The resulting California Prunes are surprisingly versatile as an anytime snack, or as an everyday ingredient for cooking and baking. They are a convenient and natural component of a balanced diet.

CHOPPED & DICED



Chopped California Prunes are made by chopping pitted California Prunes.

Diced California Prunes are made by an extrusion process that pushes prunes through a fine mesh screen, completely eliminating pit fragments. The paste is then diced.

Both products fit a wide variety of applications, such as baking, dairy, chocolate coating, fruit blends or mixes, and are 100% natural with no added ingredients.

PURÉE & PASTE



California Prune purée is made using prune juice concentrate and paste.

California Prune paste is made by extrusion through a fine mesh screen and is also available with a higher amount of particle identity.

Both products can be substituted for oil and fat to retain moisture and enhance flavour. They are stable at cool storage conditions and have extended shelf life. Applications include baking, confectionery, sauces and meat.

CONCENTRATE



California Prune concentrate is a pure water extract of prunes, concentrated to a minimum 70 brix. It is a self-preserving product that does not require refrigerated storage. Fresh concentrate is made from D'Agen plums immediately after the fruit is harvested, and is stored and handled under frozen conditions. California Prune concentrate can be used in baking, confectionery, sauces and meat.

PRUNE POWDER



California Prune powder is made from whole dried plum solids, dried to a very low moisture content (3.5%) and mixed with an anti-caking agent. It contains an exceptional natural blend of soluble and insoluble fibre, as well as naturally occurring sorbitol. The powder can be substituted for fat, retains moisture and acts as a natural pathogen suppression agent. Applications include baked goods, confectionery, sauces and meat, amongst others.

California Prunes are versatile, thanks to their complex, rich, deep flavour and unique natural sweetness.

**CALIFORNIA PRUNES =
FLAVOUR + VERSATILITY**

Whether whole, diced or puréed, there are endless culinary opportunities for California Prunes. The versatility of California Prunes arises from a unique and complex flavour combined with a natural sweetness that allows them to be incorporated into sweet and savoury dishes, fermented and baked products, where they add a rich, deep taste without overpowering other elements in a dish.

Culinary applications demanding more structure are satisfied from California Prunes purchased in bulk as they are typically chewier in texture, whilst packaged California Prunes tend to be softer and are more moist. These different qualities are invaluable in enhancing, and bringing to the fore, the inherent flavours of the ingredients with which they are paired.



CALIFORNIA PRUNE PAIRING TIPS

1. **California Prunes + Walnuts =**
Earthy | Tannins | Bitter | Fatty
2. **California Prunes + Miso =**
Fermented | Salty | Sweet
3. **California Prunes + Anchovy =**
Umami | Salty | Sweet | Savoury | Earthy
4. **California Prunes + Ginger =**
Earthy | Spicy | Winter | Zingy
5. **California Prunes + Feta =**
Tart | Salty | Creamy | Briny | Umami
6. **California Prunes + Butternut Squash =**
Earthy | Neutral | Sweet | Vegetal | Autumnal

LOOKING FOR RECIPE IDEAS WITH CALIFORNIA PRUNES?

Visit www.californiaprunes.net for a wide range of sweet and savoury recipes for all occasions.

Our Commitment To You

MARKET PROMOTIONS

California has played a pivotal role in developing our markets worldwide. When you choose California Prunes, you don't just get the best prunes. You also benefit from the California Prune Board's years of marketing expertise.

The California Prune Board makes a considerable investment in trade policy and global market support for mature and developing markets, exporting California Prunes to more than 60 countries.

RESEARCH

The California Prune Board partners with leading academic institutions around the world to conduct nutrition research on the beneficial health effects of California Prunes.

OPINION LEADERS, MEDIA & BRAND AMBASSADORS

The California Prune Board collaborates with key industry opinion leaders, members of the media and brand ambassadors across the globe to raise awareness of California Prunes. Our marketing highlights the versatility of California Prunes and the latest research, through traditional and digital media, as well as special interest groups and events.



CALIFORNIA PRUNE BOARD CONTACT INFORMATION:

To learn more about California Prunes, California Prune ingredients and how the California Prune Board can provide answers to your questions, visit our website at: www.californiaprunes.net, or email: info@californiaprunes.net

Choose California For Prunes.



Prunes. For life.