

International Conference on the Latest Trends for Geographical Indications (GIs)

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Challenges for Prune Producers in Setting Up Product Differentiation Schemes in the U.S.

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Bargaining Association

Prune Bargaining
Association

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California Prune
Industry



California Prunes

- ☼ 60,000 Acres
- ☼ 800 growers
- ☼ 60 Dehydrators
- ☼ 20 processors
- ☼ 130,000 Dry Tons



California Prunes Grow in the Central Valley

- ✿ Orchards range from Red Bluff in North to Porterville in South
- ✿ Major counties are Sutter, Yuba, Butte, Tehama, & Yolo in the North, and Tulare, Fresno, Merced, & Madera in the South



Prune production requires the right climate and soil, special knowledge and management

- ✿ Trees are pruned by hand
- ✿ Orchards are mechanically thinned & harvested
- ✿ Fruit is washed and placed on wooden trays & tunnel dried



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Current Marketing & Product Differentiation Schemes for California Prunes



Current Marketing & Product Differentiation Schemes for California Prunes



State & Federal Marketing Orders Provide Tools

- ✻ Methods to Moderate & Assure Supply
- ✻ Quality Standards, Size and Grade Regulations, Food Safety
- ✻ Generic Advertising & Promotion of California Prunes
- ✻ Production & Nutrition Research

California Prune Trademark for Export Promotion

- ❑ Only California Prunes will be sold in this package
- ❑ California is shown as the origin of the product on the package
- ❑ A sample of the package is sent to the CPB after printing
- ❑ CPB's overseas representatives will monitor the use of this label for compliance



processor 'Credit-Back' Incentive to Promote California Prunes

- ✻ Processors receive a \$1 credit against their CDPB assessments for every \$2 spent in qualifying marketing activities that promote the sale of prunes grown in California or products made from them.
- ✻ 'California' or 'United States' must be prominently identified somewhere on the package.
- ✻ The words 'California prunes' or a California brand name must be mentioned in promotional activities to qualify.

Challenges for a Protected GI for California prunes

- One dominate brand
- Understanding
- Crop shortages
- Trust /Agreement

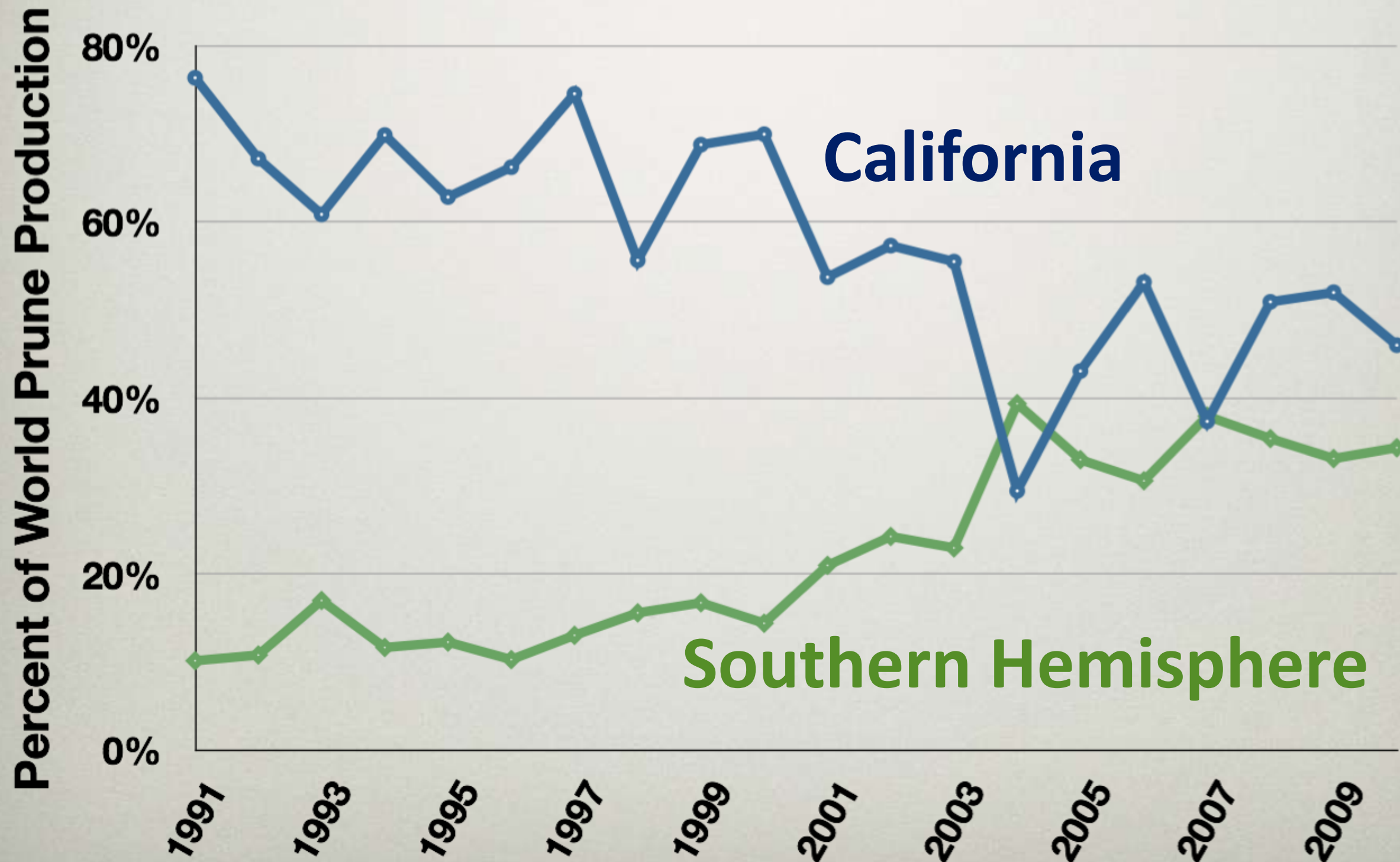


comprehensive industry strategic plan 2006



- ‘California Quality’ Shared by All, but Only One Top Brand
- The strength of the Sunsweet brand helps promote all California dried plums worldwide. (“As the brand goes so goes the industry”)

In 2004 & 2005 California Suffered Two Back to Back Crop Disasters Resulting in a Precipitous Loss of Market Share





Origin on Front Label



INGREDIENTS: Prunes prepared with Potassium Sorbate added as a preservative.

CAUTION: May contain pits or pit fragments.

Product of U.S.A.,
Argentina, Chile or France.

For best results. refrigerate

Store Brand / Multiple Origins



**INGREDIENTS: PRUNES PREPARED
WITH POTASSIUM SORBATE
ADDED AS A PRESERVATIVE.**

**NATIONAL RAISIN COMPANY
FOWLER, CA 93625**

**(Product of California, Chile,
France, Argentina or Australia)**

www.nationalraisin.com

REFRIGERATE AFTER OPENING.

**CAUTION: MACHINE PITTED, MAY
CONTAIN PITS AND/OR PIT FRAGMENTS**

Processor Brand / Multiple Origins



Major Independent / Generic Prunes



GROWER CERTIFIED

We reserve the highest quality
prunes in the world for
Sunsweet Gold Label Packages.

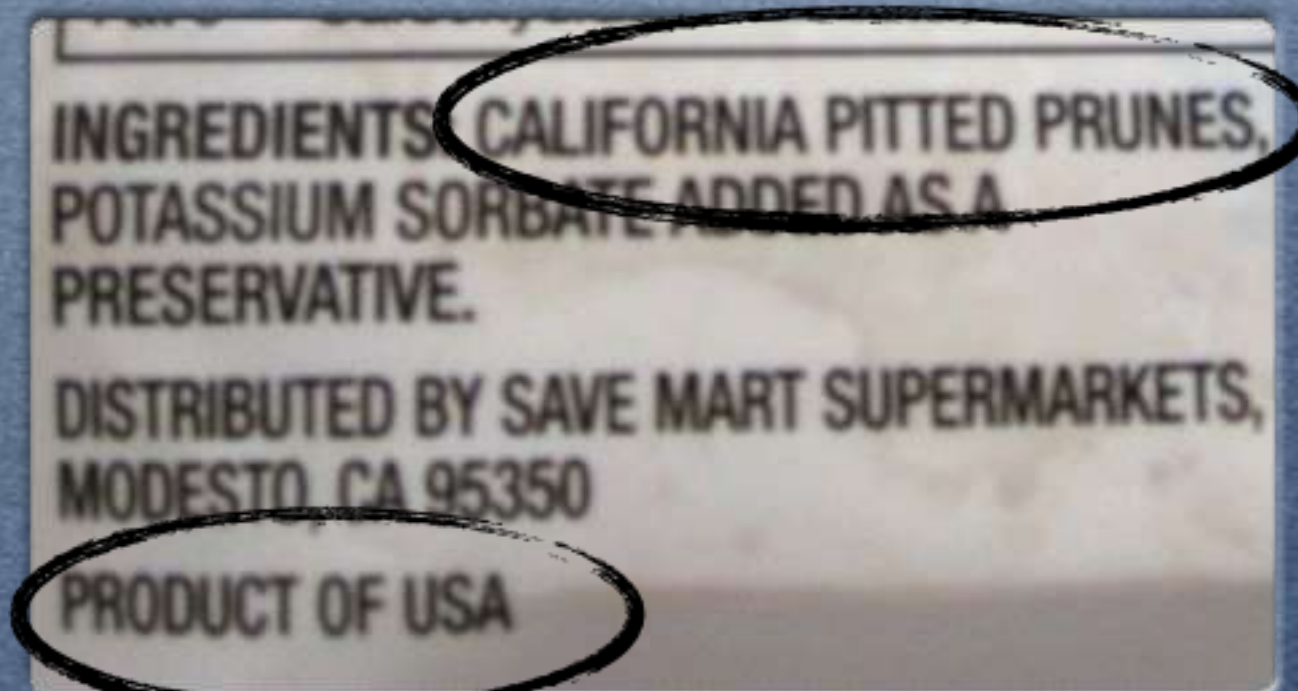
Grower Co-op / World Prunes

Good Time to
Consider a
Protected
Geographic
Indication for
California
prunes





New Sunsweet Front Label



New Packaging for Save Mart Store
Brand Puts Origin on Front & Back

Ingredients: Pitted Dried Plums.
Potassium Sorbate added as a
preservative.

Allergen Information: This product is packed
equipment that also packages products that
contain milk, soy, and tree nuts.

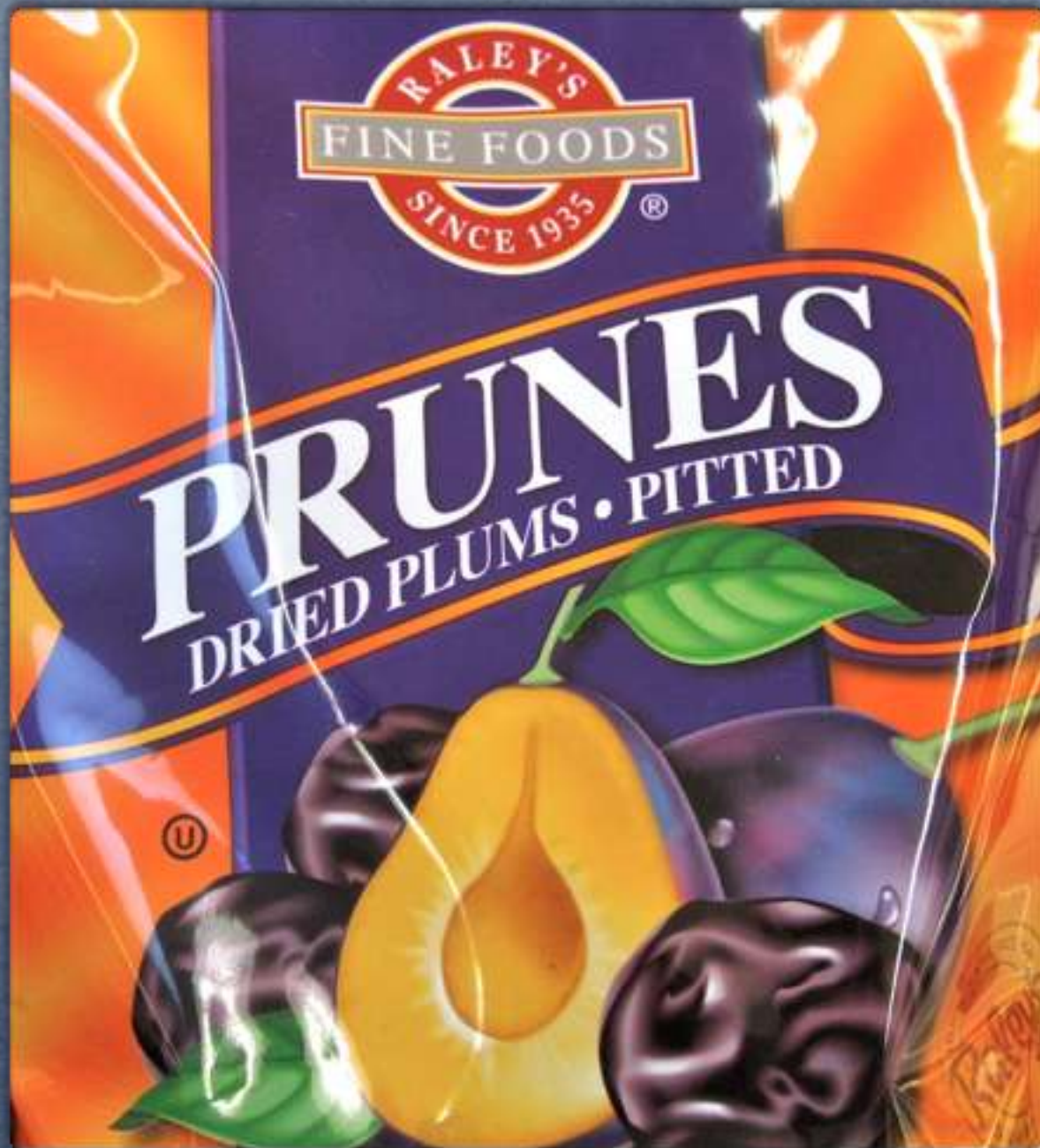
Packed By:
MARIANI PACKING CO., INC.
500 Crocker Drive
Vacaville, CA 95688-8706 U.S.A.
© 2009 MARIANI PACKING COMPANY, INC.

Ingredients: California Pitted Dried Plums
Chain Triglycerides (from coconut oil and/or
kernel). Potassium Sorbate added as a pre

Allergen Information: This product is pa
equipment that also packages product
contain milk, soy, wheat, and tree nut

Packed By:
MARIANI PACKING CO., INC.
500 Crocker Drive
Vacaville, CA 95688-8706 USA
© 2011 MARIANI PACKING COMPANY, INC.
Product of USA

Mariani from Generic → California Prunes



INGREDIENTS: PITTED CALIFORNIA PRUNES (DRIED PLUMS), POTASSIUM SORBATE (ADDED AS A PRESERVATIVE)

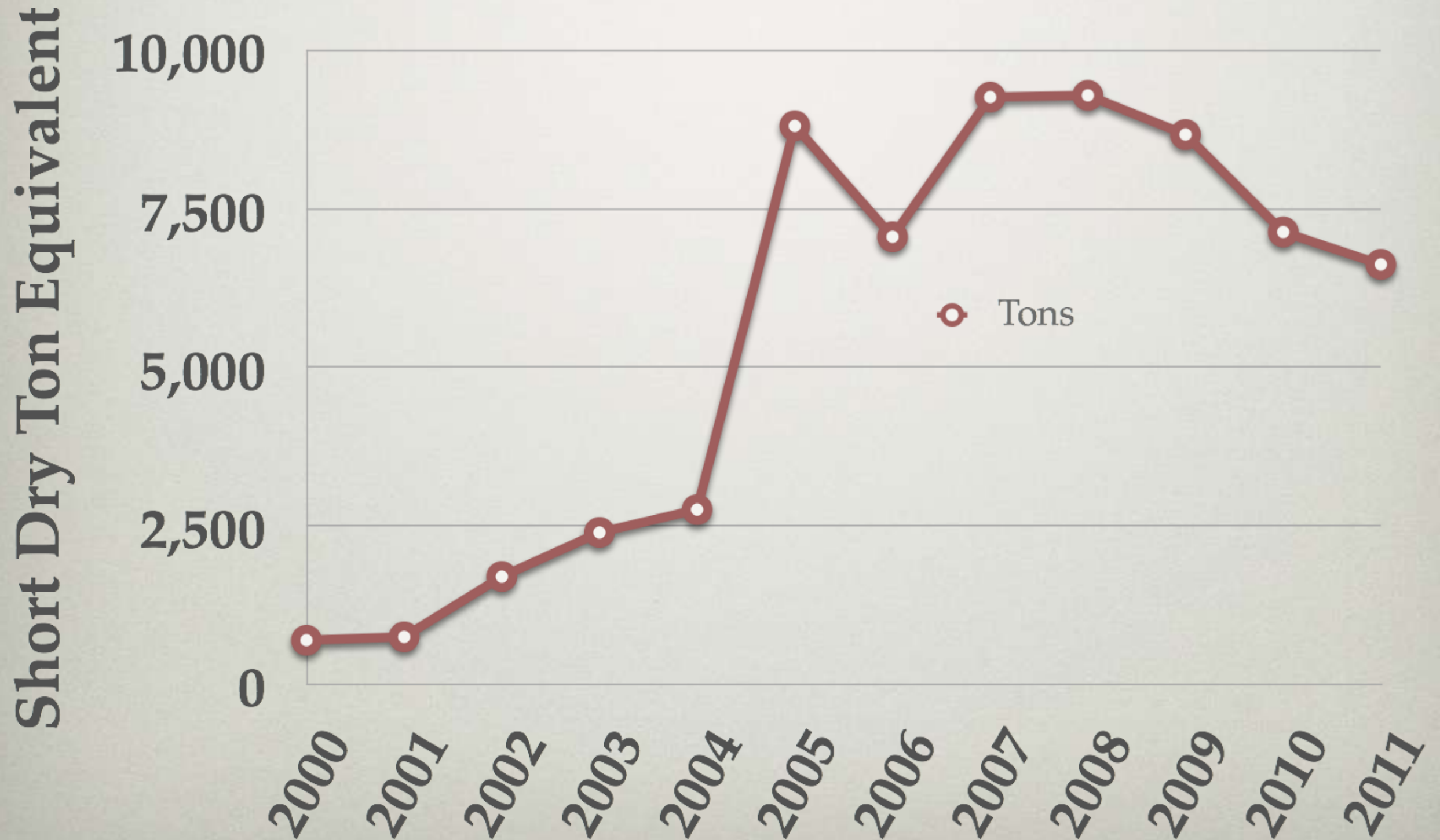
Proudly Distributed By: Raley's
500 West Capitol Avenue
West Sacramento, CA 95605 WLB210

CAUTION: These prunes were mechanically pitted & may contain an occasional pit or partial pit.

Product of U.S.A.

New Packaging for Raley's/Bel Air Store
Brand has Origin on Back label

Prune Juice Concentrate Imports are Impacting U.S. Market





New Sunsweet Prune Juice Label has
Origin on Front

Misuse of 'California' on Prune Packages



Label says
California Plum

Country of Origin: Chile

Summary

- California Prunes are a high value, nutritionally dense food that require the right conditions and specialized knowledge to produce.
- Ongoing investment in marketing and promotion is key to building and maintaining consumer demand.
- The California Prune Industry has one dominate brand that invests heavily in advertising and promotion, and a marketing order that plays a support role with research, and generic promotion.
- A lack of common understanding among industry members regarding marketing and promotion, and wide swings in crop production are major challenges to establishing more effective differentiation schemes for California prunes.
- Recent changes in product labeling and recent trends point to increased receptivity for a protected geographic indication for California Prunes.