



DRIED CRANBERRIES, RAISINS & PRUNES ROUND TABLE



dubai

**INC XXXIX WORLD NUT
AND DRIED FRUIT CONGRESS**

MAY 11-13, 2022

PANEL

Chair:

Mr. Jose Tomas Quezada, Commercial Manager at Pacific Nuts & Dried Fruits, Chile

Panel:

Mr. Lee Doleman, General Manager EMEA & Asia Pacific, Ocean Spray, USA

Mr. Ahmet Bilge Goksan, Chairman, Osman Akça, Turkey

Mr. Donn Zea, Executive Director, California Prune Board, USA

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PROGRAM

1. Overview of the state of the industry and presentation of the INC Official Tables of Statistics

- Raisins, Sultanas and Currants
- Sweetened Dried Cranberries
- Prunes

2. Discussion with the panel.

3. Q&A from the audience.



RAISINS PRESENTATION

Mr. Ahmet Bilge Goksan, Chairman,
Osman Akça, Turkey



ESTIMATED WORLD RAISIN/SULTANA/CURRENT PRODUCTION

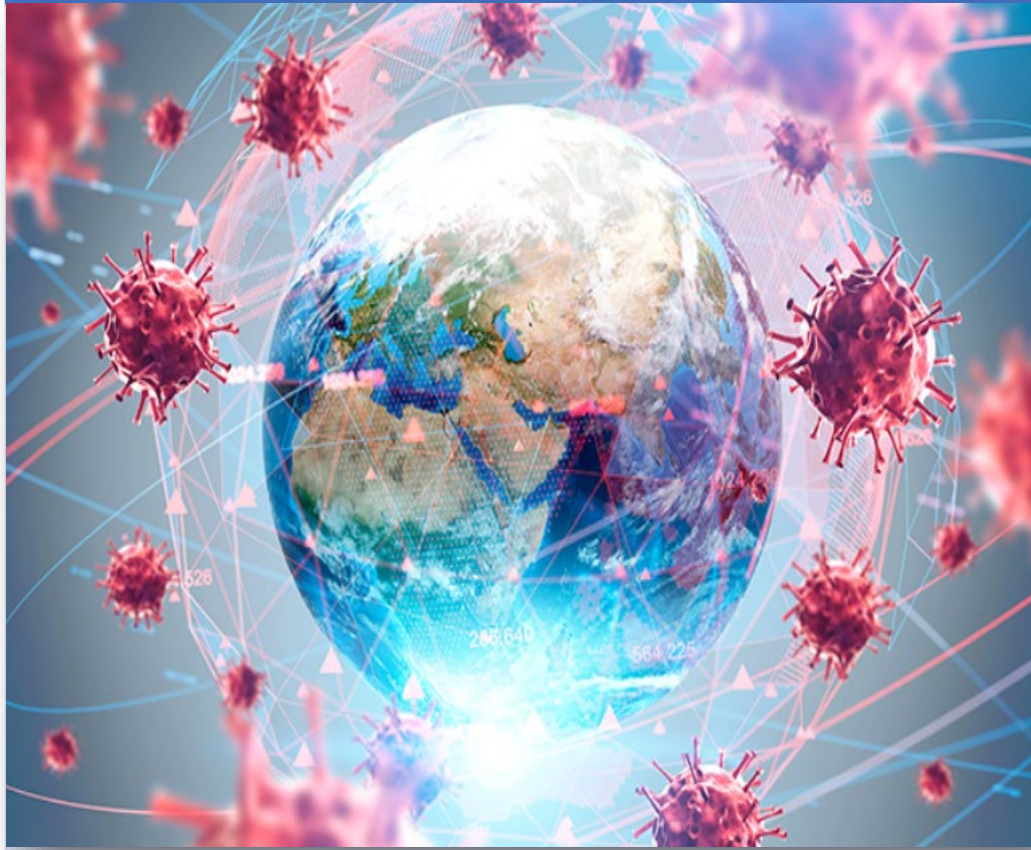
Metric Tons

COUNTRY	2021/2022				2022/2023			
	BEG. STOCK	PRODUCTI ON	TOTAL SUPPLY	ENDING STOCK	BEG. STOCK	PRODUCTI ON	TOTAL SUPPLY	ENDING STOCK
TURKEY	60.000	290.000	350.000	40.000	40.000	290.000	330.000	40.000
CHINA	0	220.000	220.000	9.000	9.000	220.000	229.000	10.000
USA	79.750	161.500	241.250	57.500	57.500	159.000	216.500	30.000
IRAN	20.000	180.000	200.000	12.000	12.000	220.000	232.000	15.000
INDIA	0	145.000	145.000	7.000	7.000	135.000	142.000	2.000
UZBEKISTAN	0	70.000	70.000	0	0	70.000	70.000	0
SOUTH AFRICA	4.000	65.000	69.000	8.300	8.300	80.000	88.300	10.000
CHILE	12.000	56.300	68.300	5.000	5.000	58.000	63.000	5.000
ARGENTINA	1.500	45.000	46.500	9.000	9.000	42.000	51.000	6.000
AFGHANISTAN	0	29.000	29.000	0	0	28.000	28.000	0
GREECE	5.000	17.000	22.000	0	0	20.000	20.000	0
AUSTRALIA	1.500	15.000	16.500	1.500	1.500	15.000	16.500	0
OTHERS	0	20.000	20.000	0	0	20.000	20.000	0
WORLD TOTAL	183.750	1.313.800	1.497.550	149.300	149.300	1.357.000	1.506.300	118.000
WORLD CONSUMPTION (T. Supply - End. Stock)				1.348.250	1.388.300			

Sources: Aegean Exporters Association, Iran Dried Fruit Exporters Association, Raisins South Africa, Greek Nuts & Fruits Trade Association, USDA, Dried Fruits Australia, 2021 International Seedless Dried Grape Producing Countries Conference and other INC sources.

STATE OF THE INDUSTRY

Pandemic



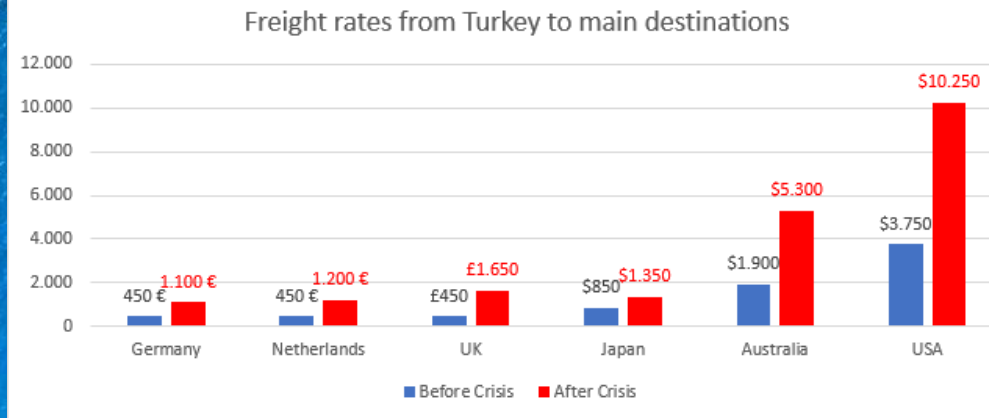
Origins

- Turkey
- USA
- China
- Iran
- Uzbekistan
- South Africa
- Chili



CURRENT CHALLENGES & HOW TO PREPARE FOR FUTURE ONES

- Logistic
- Globally high Inflation
- Climate adversities
- China lockdowns
- War & sanctions' effect



CONSUMPTION TRENDS



Consumer
Tendency
to Eat
Healthier
Foods



Organic
Foods



Cereals
&
Snacks



Conscious
Parents



No
Sugar

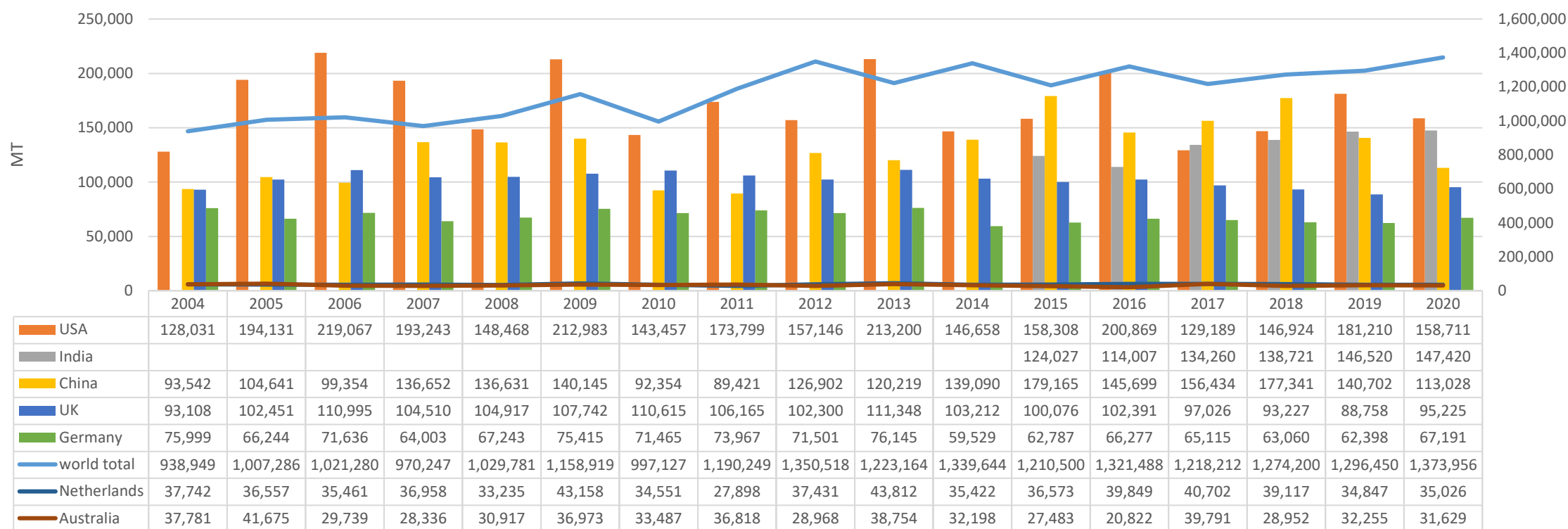


Combat
Obesity



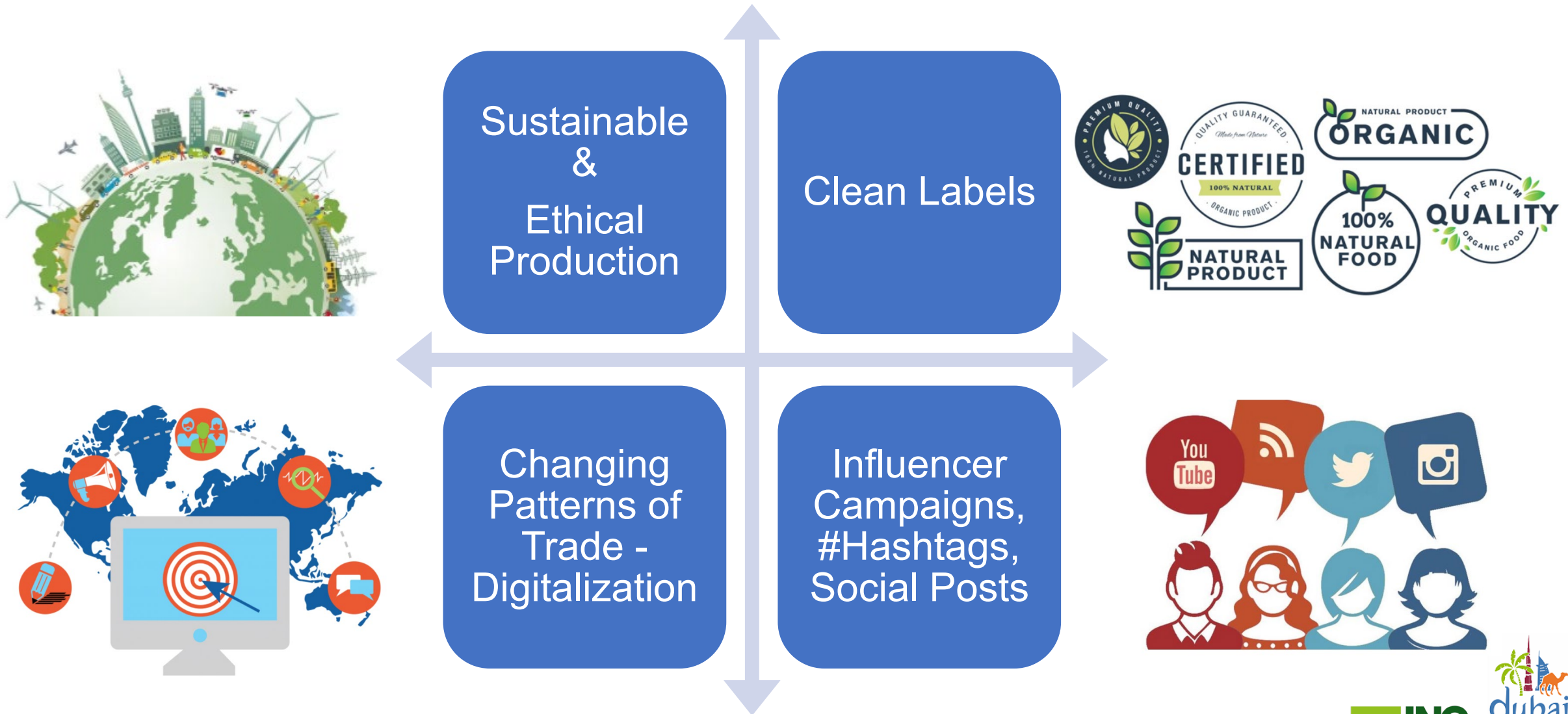
ESTABLISHED AND EMERGING MARKETS

- Consumption per capita
- Asia Pacific



Source: INC statistical yearbook

MEGATRENDS



MEGATRENDS



SUSTAINABILITY

- Shapes the present and future
- International strategies (UN, EU)
- Practices
- Examples



DRIED CRANBERRIES PRESENTATION

Mr. Lee Doleman, General Manager
EMEA & Asia Pacific, Ocean Spray,
USA



DRIED CRANBERRIES

TODAY'S AGENDA

Cranberry Background

Agriculture & Harvesting

Industry Dynamics

Post Covid Demand & 2022 Headwinds

Dried Cranberry Statistics



Cranberry Background

- 
- 1 of 3 native fruits for North America:
 - Blueberry, Cranberry, Concord Grape
 - Primary growing regions – USA, Canada & Chile
 - Cranberry harvest form Mid September - End November
 - Approx 62,000 active acres with around 300 new bearing acres in 2022
 - Measured in Barrels – 1 barrel = 100 lbs of fruit or 45kg

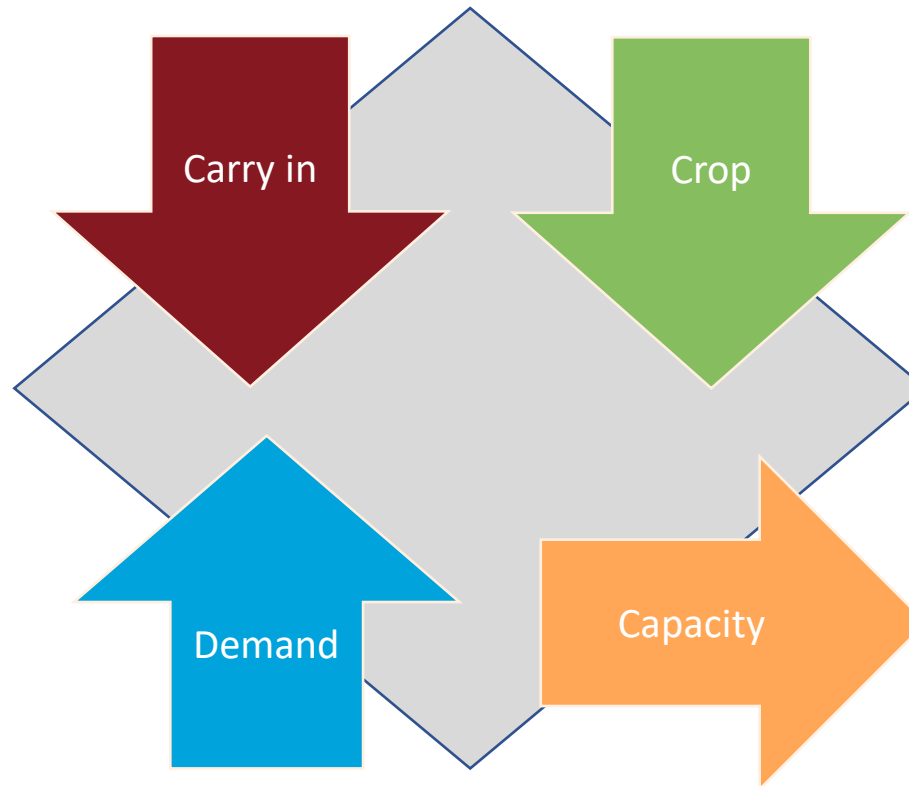
Cranberry Agriculture and Harvesting

- Perennial crop – Vines can last over 100 years
- Largest growing regions – Wisconsin, Eastern Canada & Massachusetts
- Grows in a sandy peat soil
- Requires temperate climate
- Water resource is critical to production
- Integrated pest management
- Berries are high in acid



Cranberry Crop Update and Key Industry Drivers

- 2020 crop year carry-in 4.4M barrels
- Lowest carry-in previous 10 years
- Dried Cranberry demand has increased during COVID and remains strong



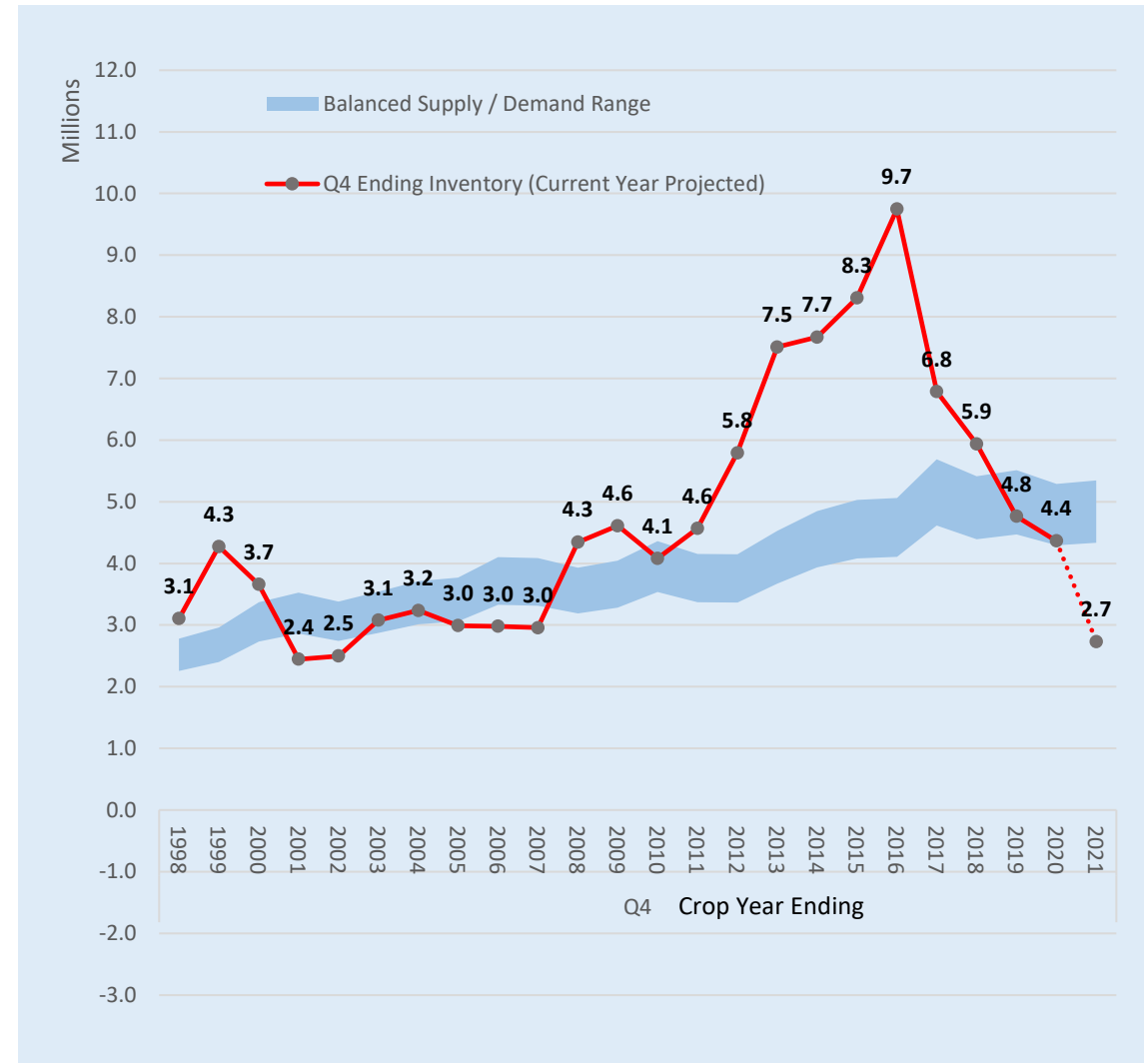
- 2021 Crop - 10.6M barrels
- 3rd year below average
- Few investments are being made to increase industry drying capacity

Fresh Crop History and 2022 Estimate – Millions Barrels

Region	2016	2017	2018	2019	2020	2021	Est:2022
Massachusetts	2,103	1,759	2,237	2,016	1,877	1,582	1,860
New Jersey	575	423	448	448	514	557	520
Oregon	372	472	544	508	535	480	520
Washington	163	135	181	148	197	163	175
Wisconsin	6,041	5,335	5,272	4,485	4,610	3,902	4,925
U.S.	9,254	8,125	8,681	7,605	7,733	6,684	8,000
British Columbia	1,006	874	1,339	592	976	1,015	1,055
Eastern Canada	2,929	1,808	2,754	2,708	2,457	2,326	3,045
Canada	3,935	2,682	4,093	3,300	3,433	3,341	4,100
Chile	488	480	448	484	501	568	540
							540
Total Industry	13,677	11,287	13,222	11,390	11,666	10,593	12,640

Cranberry Crop - Supply & Demand

2021 crop supply and demand out of balance



Cranberry Post Covid Demand

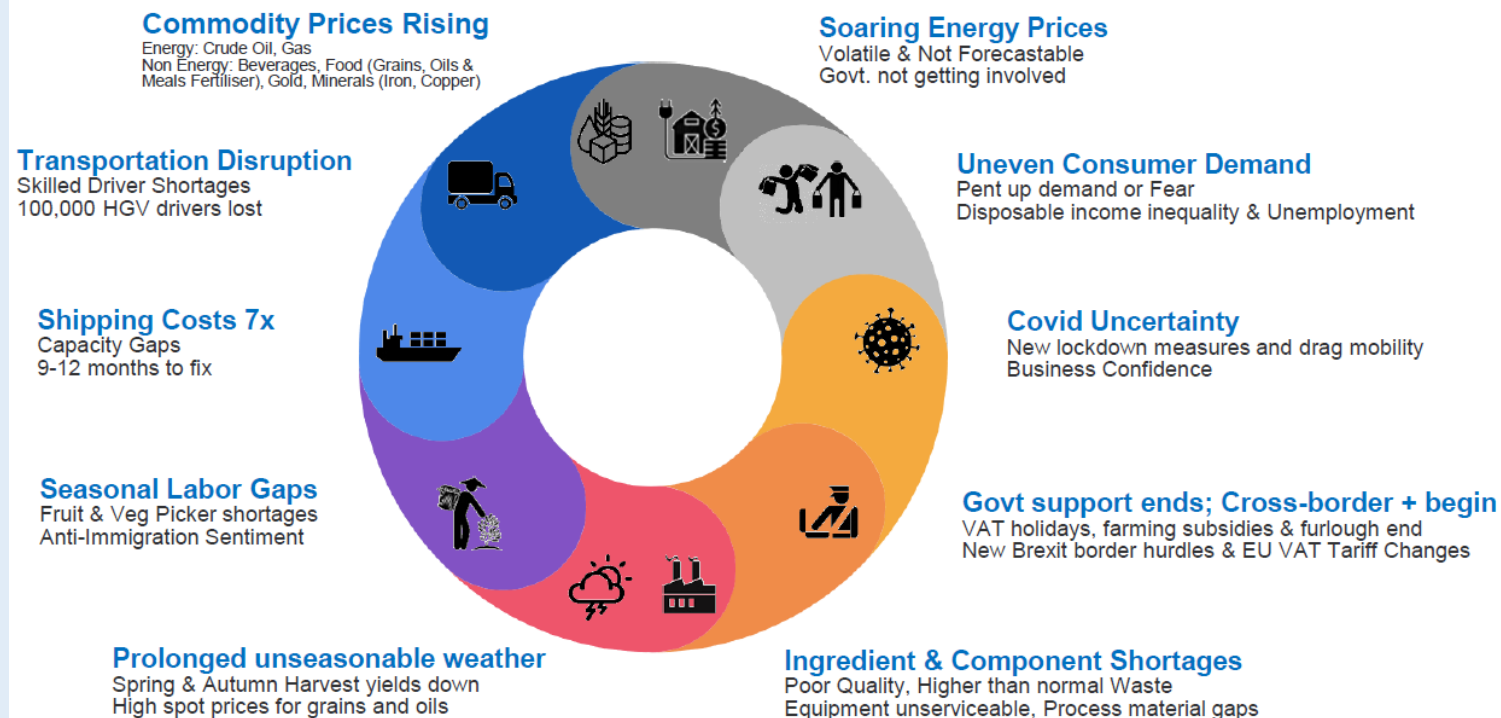


- 56% of USA consumers say Immunity health is more important post covid (source Mintel)
- Cranberry delivers health and wellness benefits
- Demand for cranberry products have remained strong globally through and post covid
- In home snacking consumption remains strong
- HORECA sales continue to increase as consumers gain confidence mixing in larger groups



Post Covid Demand & 2022 Headwinds

- Raw material shortages and delays
- Global shipping delays
- Inflationary costs
- Reformulation and pack size reduction
- Labor shortages
- Unpredictable weather and crop shortfalls



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ESTIMATED WORLD SWEETENED DRIED CRANBERRY PRODUCTION

Metric Tons

	2021/2022				2022/2023			
COUNTRY	BEG. STOCK	PRODUCTION	TOTAL SUPPLY	ENDING STOCK	BEG. STOCK	PRODUCTION	TOTAL SUPPLY	ENDING STOCK
USA	3,248	122,918	126,166	2,161	2,161	144,612	146,773	2,541
CANADA	1,145	34,231	35,376	1,124	1,124	40,121	41,245	1,762
CHILE	285	10,344	10,629	289	289	10,103	10,392	347
WORLD TOTAL	4,678	167,493	172,171	3,574	3,574	194,836	198,410	4,650
WORLD CONSUMPTION (T. Supply - End. Stock)				168,597	193,760			

Source:

The cranberry crop is harvested in the fall. End of year statistics are measured as of August, 31. 2021/2022 represents the estimate of production and supply through August 31, 2022.

A photograph of two people from behind, walking away on a gravel path. They are wearing red jumpsuits with reflective yellow-green stripes. The person on the right has their arm around the person on the left. The background features a dense forest of evergreen and deciduous trees under a clear sky. A semi-transparent red rectangle is overlaid on the left side of the image, containing the text 'THANK YOU!'.

**THANK
YOU!**

PRUNES PRESENTATION

Mr. Donn Zea, Executive Director,
California Prune Board, USA



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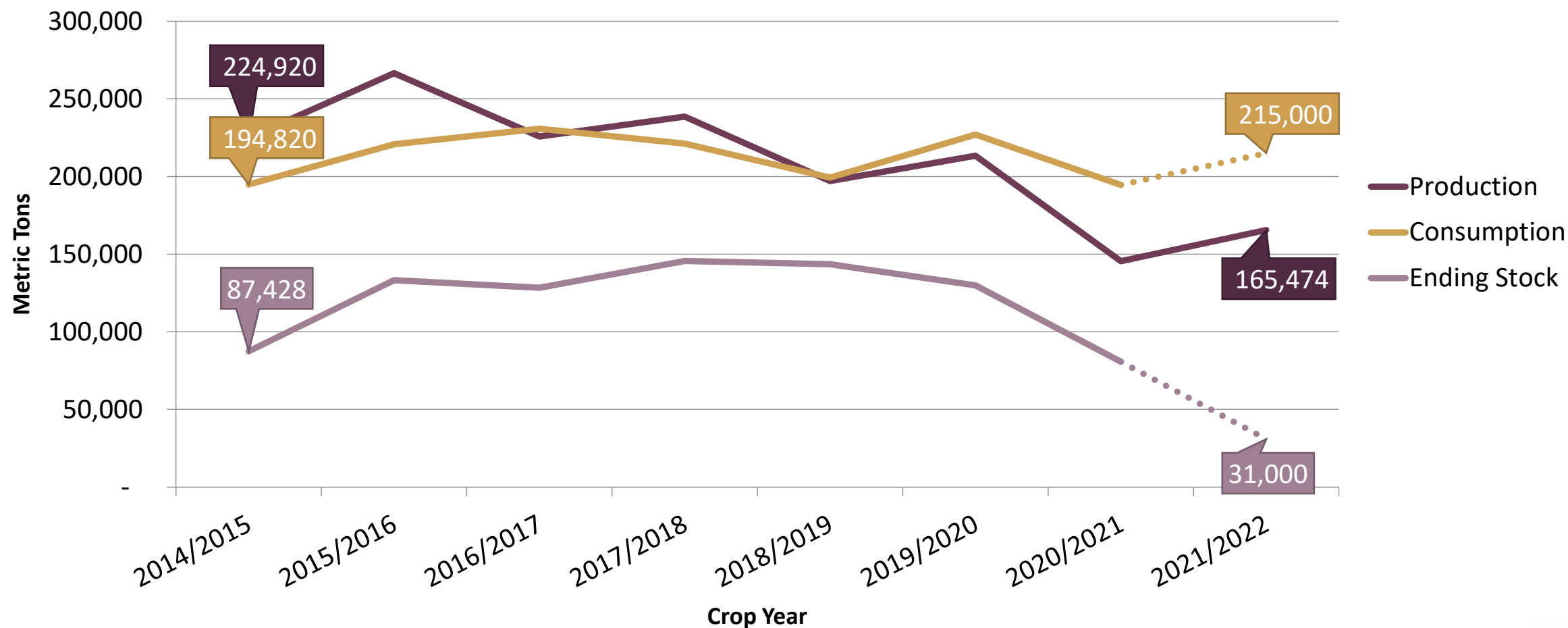
ESTIMATED WORLD PRUNE PRODUCTION

Metric Tons

	2021/2022				2022/2023			
COUNTRY	BEG. STOCK	PRODUCTION	TOTAL SUPPLY	ENDING STOCK	BEG. STOCK	PRODUCTION	TOTAL SUPPLY	ENDING STOCK
USA	43.800	68.000	111.800	30.153	30.153	68.000	98.153	N/A
CHILE	0	57.510	57.510	0	0	65.000	65.000	N/A
FRANCE	35.700	16.400	52.100	0	0	15.000	15.000	N/A
ARGENTINA	0	13.500	13.500	0	0	18.000	18.000	N/A
SERBIA	200	6.000	6.200	1.000	1.000	5.000	6.000	N/A
AUSTRALIA	500	2.300	2.800	0	0	2.000	2.000	N/A
ITALY	500	964	1.464	0	0	1.200	1.200	N/A
SOUTH AFRICA	0	800	800	0	0	800	800	N/A
WORLD TOTAL	80.700	165.474	246.174	31.153	31.153	175.000	206.153	0
WORLD CONSUMPTION (T. Supply - End. Stock)				215.021	206.153			

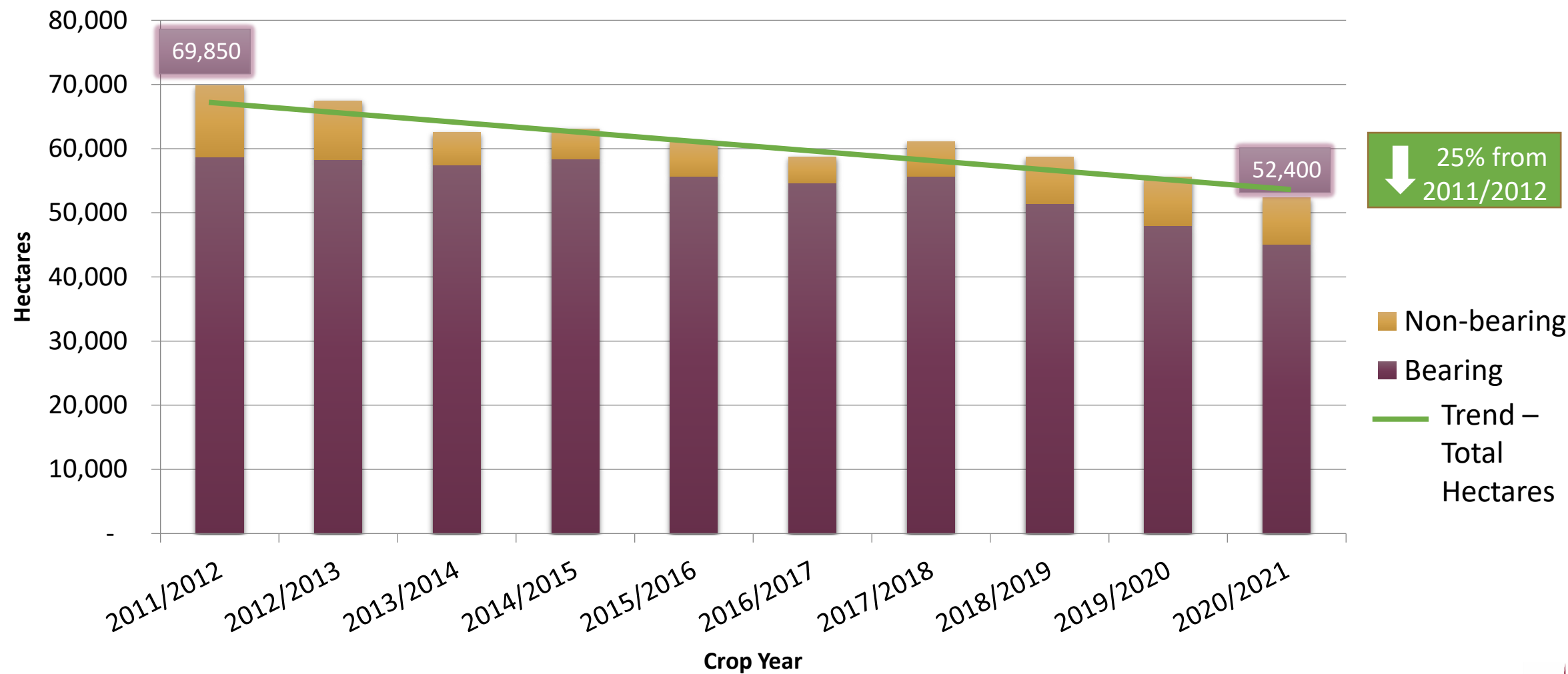
Sources: California Prune Board, Chile Prunes Association and other INC sources.

Production, Consumption & Ending Stock



Source: INC Nutfruit

Orchard – Global Hectares



Source: IPA Member Countries

WHY PRUNES?

Fiber!

No-added sugar

Year-round availability

Delicious

Easy and convenient

Plant-based, vegan +
vegetarian-friendly

Functional Food

Versatile Ingredient

Trusted food with comfort-food appeal

No refrigeration

Efficient for shipping

Shelf Stable

Supports healthy bones

Prunes appeal to...



Health-minded
shoppers



Home cooks



Home bakers

The most important reasons shoppers buy prunes

They're
healthy

For digestive
health

The fiber!

They taste
delicious

Gut Effective

Prunes are the original GOOD GUT food.

**Source of
prebiotics**

**Source of
dietary fiber**

**More effective
than a psyllium
supplement**

**Contains
sorbitol**

**Up to 70% of the
immune system
lives in the gut**

**A simple way to
support a healthy gut
and overall wellness**



Bone Protective

Prunes contain a vital web of nutrients that work together to support bone health:





California Prunes Sustainability



Policy Priorities

- Climate-Smart Ag Practices
- Carbon & GHG Benefits
- Developing Markets

Consumer Priorities

- Responsibly-produced food
- Specific claims
 - social/economic
 - environment

Our Sustainability Proof Points

- Life Cycle Assessment
- Methyl Bromide & Sulfuryl Fluoride TASC Grant Programs
- Integrated Pest Management
- Cover Crops
- Water Use & Soil Health
- Solar Use
- Riparian Habitats
- Biodiversity in Orchards
- Economic Impact
- Fair Wages



DISCUSSION WITH THE PANEL



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MAY 11-13, 2022

Q&A FROM THE AUDIENCE

Use your phone to make questions to the panel

