



CALIFORNIA DRIED PLUM BOARD

3840 Rosin Court
Suite 170
Sacramento, CA 95834

Phone: (916) 565-6232
Fax: (916) 565-6237
www.CaliforniaDriedPlums.org

June 2, 2011

FOR IMMEDIATE RELEASE

**CONTACT: RICHARD PETERSON, EXECUTIVE DIRECTOR
CALIFORNIA DRIED PLUM BOARD
TELEPHONE: (916) 565-6232
E-MAIL: rpeterson@cdpb.org**

2011 CALIFORNIA DRIED PLUM CROP ESTIMATE

Sacramento, CA (June 2, 2011) - The National Agricultural Statistics Service (NASS) announced a 2011 California dried plum crop estimate of 122,000 short tons. This estimate would represent a 4% decrease from the 2010 California crop projected by processors to total 126,637 tons and would be 12% below the previous five-year average of 139,000 tons.

The 2011 dried plum crop has experienced cool, wet weather conditions which delayed bloom and affected pollination. Frost and hail have also hit some growing areas, but the biggest impact on 2011 production was a 5% decline in bearing acreage following the 2010 harvest. Growers reported only 58,000 bearing acres to NASS, while processors projected only 56,000 bearing acres to the California Dried Plum Board. The 2011 crop is expected to be of good fruit quality and size.

The year-end carryover is expected to be down from last year's 85,856 tons but should still leave adequate supplies to support industry shipment growth behind a U.S. communications campaign positioning California Dried Plums as *The Sensational Superfruit* due to their digestive health, bone health, heart health and satiety benefits.

###