

the

GRAPE VINE

CALIFORNIA RAISINS' UK UPDATE: ISSUE 44



.....
SPREADING THE HEALTHY
NUTRITION MESSAGE TO

3,896

PRIMARY SCHOOL KIDS

.....
EU EXPORTS UP

18%

(SEE INSIDE)

.....
3 VIDEOS LAUNCHED
FEATURING CALIFORNIA RAISINS

27,000

.....
VIEWS IN 2 WEEKS
.....



EU Exports

UP 18%



INDUSTRY UPDATE FROM THE RAC UK'S REPRESENTATIVE, PETER MEADOWS

Up to December 2016 California Raisin exports to the EU are up 18% over the same period in 2015.

Shipments of all California Raisin types **totalled 142,826** packed tons for the first

five months of the current season (August 1 2016-December 31 2016) **against 138,124 tons** at the same stage in 2015/16.

The cumulative total includes shipments to the domestic market and into Canada, which reached **93,214 tons** in the 2016/17 period, a **rise of 1%** from 92,652 tons a year ago.

The **49,612 tons** that accounted for the total export portion of the total was **9% up** from the same period in 2015/16.

Year-to-date domestic (US and Canada) shipments of natural seedless are **79,298 tons, 2% down** from **81,294 tons** at the same point in 2015/16. This gives a cumulative total of natural seedless shipments to all destinations for the year-to-date of **123,743 tons**, just **1% up** from the **122,886 tons** for the first five months of 2015/16.

For December 2016 alone, domestic shipments (including Canada) of natural seedless raisins were **8% lower** than those of the same month in 2015 at **15,481 tons** against **16,894 tons**. Export shipments (excl Canada) of natural seedless raisins totalled **9,259 tons** in December, a **rise of 9%** from the **8,521 tons** moved in December 2015.

Over 2015

In the EU exports are **up 18%** over the same period in

2015 at **14,859 tons** versus **12,566** last season. Key EU destination markets are: Germany, UK, Sweden, Norway, Denmark, Finland and the Netherlands which collectively account for **13,806 tons** or **93%** of the total EU volume exported so far this year from August 1 2016.

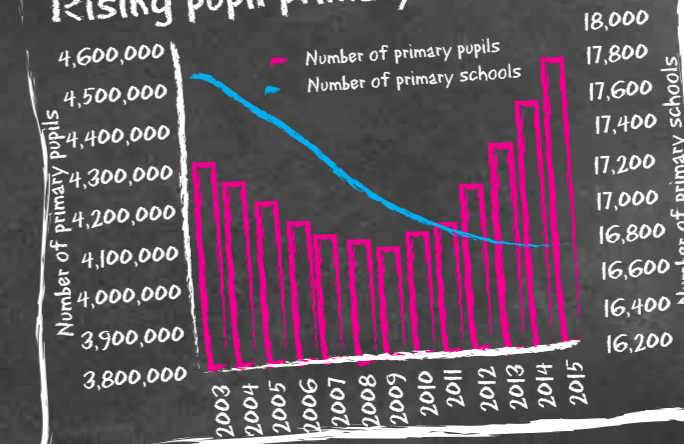
RAC operates marketing activities in all of these countries with the exception of the Netherlands where the bulk (c.80%) of California Raisin shipments are transhipped to alternative EU destinations and Russia.

Primary Reasons for CALIFORNIA RAISINS

During the weeks leading up to the school year in September California Raisins launched its **BACK TO SCHOOL CAMPAIGN**.

The on-line campaign aimed at MadeForMums.com focussed on the health benefits of California Raisins - 100% natural, a source of natural sugar, plus zero fat, messages also included the convenience of California Raisins, being portable for an on the go lifestyle.

Rising pupil primary numbers

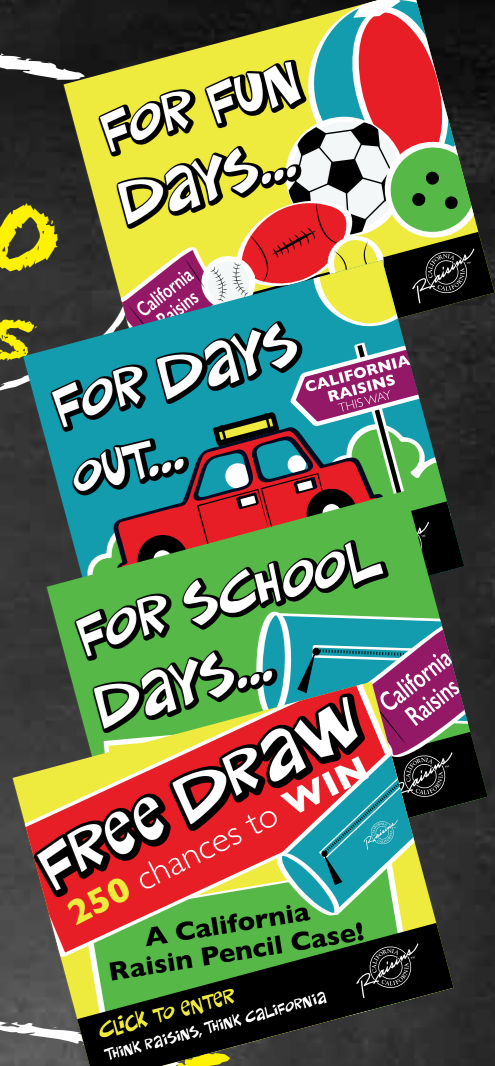


325,000 impressions

Ads and messages were designed to not only target those who were new or didn't purchase, but also focussing on consumers who already eat raisins to get them to appreciate and use more raisins, more often. The campaign invited consumers to answer a simple question about California Raisins for the chance to be placed into a draw to win one of 250 pencil cases filled with all school essentials and FREE samples of California Raisins.

The campaign generated 325,000 impressions and RAC received 1,867 entries during the first week of the campaign. Total entries received following the one month campaign totalled 3,896.

3,896 entries





CALIFORNIA RAISIN VIDEO *Pilot*

Research has shown that while people over 35 are more likely to print a recipe, 59% of 25-34 year olds cook either whilst referring to their smartphones or tablets. The mobile device is becoming the ultimate sous-chef for millennials who are taking an 'I-want-to-do' attitude into the kitchen.



TOTAL VIEWS
over 2 weeks reached
27,375



With the ever increasing trend of online recipes being shown across Facebook, Twitter and You Tube, California Raisins tapped into this opportunity and produced a varied collection of short recipe videos.

During the Christmas period, California Raisins launched 3 specific recipe videos - Rich Christmas Cake, Sunshine Trifle (the alternative to the Christmas pudding) and Spiced Cookies. Within the first 3 days of the films being aired live on Twitter and Facebook **views totalled over 15,000** and total views over the 2 week period reached **27,375**.

Owing to the success of the initial pilot, the RAC will be producing additional films throughout the year to include themed styled recipes for Easter, Summer and Halloween. In addition, a short series of videos are planned to promote the health benefits and versatility of the mighty California Raisin. All videos will be linked to the California Raisin website where visitors will be able to access the recipes and nutritional information in full over the coming months. The campaign approach is aimed at driving dialogue between the RAC and health orientated professionals, bloggers, influencers and general consumers.



Socially (more than) Acceptable

Over the past 6 months the average coverage achieved;

f FACEBOOK

57,560 impressions

1,743 followers

t TWITTER

2,175 followers

PR

£87,900 worth of FREE coverage

'Great British Bake off give-away'

90,000 likes
492 entries

Readers and followers of social media are potential customers and according to a study from Nielson **92%** of buyers trust recommendations and products from people they know and **70%** trust opinions and reviews they find online. The results are even higher if recommendations are from people they know. So advocacy reigns in the social media marketing channel.

Over the past 6 months The RAC has focussed on increasing coverage and followers on all social media platforms to include Facebook, twitter, You Tube and moving forward with Instagram.

Increased awareness has been achieved with the continuing competition and give-away campaign ideas introduced in October 2015.

Competitions such as the 'Great British Bake off give-away' received over **90,000 likes** on facebook and **492 entries** from both facebook and twitter feeds to win a designer mixer. Other competitions and give-aways increased the follower base to over **200,000** to include facebook and twitter. The RAC are also conducting activities with online bloggers & influencers such as Nichola Whitehead.

200,000 Followers

Nic Whitehead is a UK Specialist Registered Dietitian (RD) with a passion for promoting easy to understand nutrition and diet tips. She started blogging in January 2012 as a way of promoting healthy eating messages in a readable and accessible manner and has built up a strong social media following of over **60,000 followers** across numerous channels (including **18,000** followers on Twitter, **16,500** on YouTube, **16,000** on Instagram and **8,500** on Facebook). Nichola features regularly on BBC Breakfast TV and has previously been quoted in various publications including The Mail Online, The Mirror Online, Stylist Magazine and Healthy Magazine. She was awarded the Best Individual Health Blog at the 2015 UK Blog Awards and was shortlisted in 2013, 2014 and 2015 for the Cosmo Blog Awards. Nichola is one of the founding dietitians of the UK strand of RDs4Disclosure, promoting ethical and transparent blogging and is a published author in the Journal of Human Nutrition and Dietetics.



PR

RAC continue targeting trade and consumer press as well as key importers and buyers with regular releases, updates, and newsletters communicating nutritional information, the benefits of California sun-dried raisins over other origins, product news, recipe ideas, upcoming activities, and general market information.

The Trade PR campaign focusses on safety and how production techniques, drying methods, and highly controlled use of pesticides gives California Raisins a cutting edge in a market that is targeted by 11 origins from all over the world. In addition, in an increasingly food safety conscious environment and tightening legislation more manufacturers and large bakers and confectioners are sourcing 'cleaner' ingredients. In particular retail, with its direct focus on consumers has an even greater reason to embrace cleaner, more traceable products to avoid food scares which could potentially explode into the mass media domain.

Increasingly, the RAC's Consumer PR campaign focuses more on ways and means to communicate how California Raisins can easily be consumed by sufferers of type 2 diabetes. In addition the RAC is addressing the UK sugar debate by dividing the fruit based sugars which the body needs and are contained in raisins from the added sugars found in thousands of products that are more harmful to the human body.

The RAC continue to further strengthen relationships with consumers via online and printed media and distribute between 2 and 4 press releases per month. These messages and releases include general information, usage and versatility, the differences between California raisins and sultanas, value for money and quality benefits of California Raisins and information on natural sugars contained in California Raisins.

Over the past 6 months the RAC have achieved;
FREE coverage in printed format with an audience of 733,440 and online coverage of 4.2million.
This equates to approximately £87,900.





OPEN for business



California Raisins supported leading UK bakery ingredients supplier BAKO North Western and BAKO Western during their annual open days.

BAKO North Western opened their doors to **450 trade visitors** throughout the day. California Raisins showcased various products and engaged with visitors by way of a competition. Visitors to the stand were asked about products they had produced within the past year and which had contained – vine fruit and in particular California Raisins. **88 entries** were received demonstrating that **22% of the entrants had used dried fruit** in their products throughout the past year and **9% had used California Raisins in their products above all other origins.**

During the BAKO Western open day, competitors from across the Western Region competed in the coveted title of 'Trainee Champion'. Competition was fierce and standards high which gave the judges a real challenge. The prestigious award was won by Milosz Radominski of Oliver's of Crediton, Devon, who use of California Raisins. California Raisins were one of **70 mostly ingredient companies** who participated in the event.



THINK RAISINS, THINK CALIFORNIA
For information on how the California Raisin Administrative Committee can help or support you, or to arrange a meeting, please contact: Dee Cassey
email: info@ukraisins.com telephone: +44 (0)1628 535 755. Or write to: California Raisin Administrative Committee UK, c/o The Garden Marketing & PR, Bourne End Business Park,
Cores End Road, Bourne End, Buckinghamshire, SL8 5AS UK

