

## CaliforniaDriedPlums.org: Dried plums no longer - The California Dried Plum Board have new brand



**Natalie Coughlin**  
Gold Medalist and World Champion Swimmer

**Roseville, California Feb 22, 2024** ([Issuewire.com](https://www.issuewire.com)) - The California Dried Plum Board (<https://californiadriedplums.org>) proudly announces the return to its roots, reclaiming the term "prunes" as the primary identity for California's iconic dried fruit. After 24 years of marketing under the term "dried plums," the board recognizes the intrinsic value and reputation associated with the term "prunes" and is reintroducing it to consumers worldwide.

"The world comes to California for prunes, and we take that seriously," remarked Donn Zea, Executive Director of the California Prune Board. "California is the most reliable and consistent source in the industry for quality, size, and taste."

In a move to revitalize the image of prunes and cater to consumer preferences, the board conducted extensive research, which indicated a more positive perception of "dried plums" vs "prunes." However, recognizing the enduring appeal and superior quality of California's prune crop, the board sought approval from the Food and Drug Administration (FDA) to reintroduce "prunes" as the primary branding.

With support from influential figures such as California Senators Barbara Boxer and Dianne Feinstein, who championed the transition, the board is poised to reinvigorate the market for California prunes. Senator Boxer emphasized the economic benefits, stating, "If you call a dried plum a dried plum instead of calling it a prune, it sells better."

The transition to using "prunes" as the primary term will occur in two phases. Initially, packaging will

feature both "dried plums" and "prunes" for two years, accompanied by an industry-wide consumer education campaign to minimize confusion. Subsequently, the transition will culminate in "dried plums" being phased out from packaging, solidifying "prunes" as the singular identity.

About California Dried Plum Board:

The California Dried Plum Board is dedicated to the promotion, education, and research of California prunes worldwide. With a commitment to quality, sustainability, and consumer satisfaction, the board aims to showcase California prunes as a premium dried fruit choice.

Olympic Gold Medalist Natalie Coughlin, a vocal advocate for California prunes, shares her enthusiasm for the fruit in a video testimonial, highlighting its nutritional benefits and versatility.

Watch Natalie Coughlin's testimonial here:

<https://www.youtube.com/watch?v=nVdlrHakngU>

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