

New Health Messages Created New Images for California Prunes in Japan

California Prune Board (CPB) Japan embarked on reinforcing the image of California prunes as one of the icons of functional foods with various health benefits. In Japan, California prunes have long been identified as a good source of iron for anemia, and sufficient knowledge about other health benefits, such as intestinal and bone health, has yet to be shared among the core users, mainly women in their 50s and 60s, to renew their interest in eating them, while those users tend to alter their eating habits because of health concerns. Thus, CPB Japan first placed an advertorial in the 2017 Spring Issue of “**Tokimeki (Spark Joy)**,” a magazine with a circulation of 50,000 targeting women 50 and older, as part of a feature article on “osteoporosis,” and conducted a tie-in event, inviting readers of the magazine. The participants in the event told the magazine editor or CPB Japan that the advertorial reinvigorated their image of prunes.

Subsequently, CPB Japan utilized MAP funds to produce a 24-page comprehensive health guidebook, “**For Your Health and Beauty California Prunes**” and mailed it to nearly 1,000 media outlets and the trade. The media responded positively to the new and well-evidenced health information compiled in the guidebook, and contacted CPB for further information. Several trade members immediately asked CPB Japan for more copies to reeducate their salespeople by using the guidebook. In addition, Japanese retailers have started showing interest in promoting California prunes with a renewed image. **KALDI Coffee Farm**, a gourmet foods chain that specializes in imported product with 374 outlets nationwide, is now promoting California prunes by utilizing CPB Japan’s intestinal health education cards.

