



GROWING DRIED FRUIT CONSUMPTION

#EATMOREDRIEDFRUIT

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The Leading Dried Fruit Producing Nations of:

USA * Turkey * South Africa * Australia * Argentina

Have come together with **Trade Associations,
Manufacturers and Importers** to form the



**To promote the positive health benefits of naturally
grown dried fruits** including prunes, raisins, sultanas,
figs and apricots **globally**

'Grow Dried Fruit'



The UK is the 8th largest Dried Fruit
consuming country worldwide

Selected by DFA Executive Committee for
initial promotional support :
creating a successful marketing approach
for other global markets to follow





GOOGLE SEARCHES FOR 'DRIED FRUIT' INCREASED BY 33% ACROSS THE MONTH COVERAGE WENT LIVE

Google Trends identifies how many times a certain term was searched on the platform

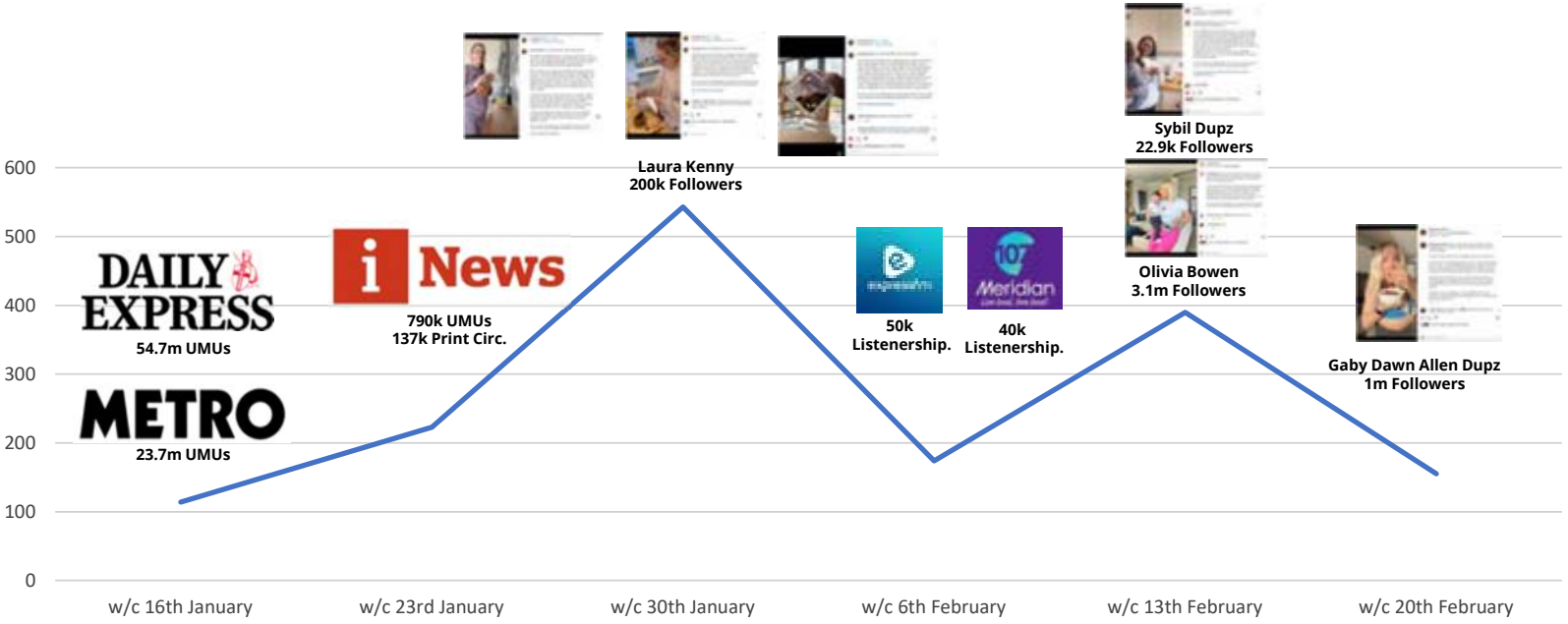


33%
INCREASE
IN
SEARCHES
FOR DRIED
FRUIT

SOCIAL SENTIMENT

Social Sentiment :

Comments across social channels including Facebook, Twitter, YouTube and Instagram and on websites are automatically graded into positive, negative and neutral categories



354%
Uplift in positive comments
(from Dec 2022- Feb 2023)

POSITIVE CONSUMER INTERACTIONS

Health/ Versatility



tillychintz7 I've been eating dried fruit for years - sometimes in it's own for a snack mid afternoon but always add it to my porridge too. Usually sultanas.. ❤️xx



ritakomunda I love dried fruits, thanks for sharing hun
3 d Reply



joanmackintosh Raisins and cranberries in my homemade granola. Making it myself with honey means it's much healthier than shop bought and yummierr. 😊



thearyleigh Omg i love dried fruits! So so delicious 🤩
4 d 1 like Reply



mcphillips.claire Dried apricots, hemp seeds, sunflower seeds, pumpkin seeds and dried cranberries. Soo nice! I snack on them 😊



sleepnannyofficial 30g sounds like a more doable number!
4 d Reply



zahrahplus5 I love dried fruits
3 d Reply

Propensity to purchase/ get involved



mummies_diary_of_4 I defo need to get with the dried fruit didn't realise it was 1 of ur 5 a day 🙌



kazylove555 Going to try this
2 w Reply



ahoufe.darocha Mm looks good! Will try 🤩
4 d 1 like Reply



kimsfamilylife I'm going to get more I do like dried mangos, prunes and peach 🍑🍑
4 d Reply



thenurserybarn @eatmoredriedfruit Such a great challenge! I usually add dried fruit to my natural yogurt in the morning 🍌



zral77 Thanks Laura. Good idea and I going to start eating more dried fruits. 😊💕 x



thechaksfamily Wow this is interesting! I am adding dried food to my list!



trillisa I started doing this after seeing this the other day in finding it so easy whilst I work thank Laura

A BIG THANKS TO ALL OF THE 2023 CONTRIBUTORS



INTERNATIONAL SULTANA
CONFERENCE



Thank
you