



California Prune Board

Tight Supply, Premium Quality: California Prunes Signal Strong 2025 Market

ROSEVILLE, CALIF. – July 4, 2025 – The California Prune Board (CPB) announces its official estimate for the 2025 crop at approximately 65,000 short tons (59,000 metric tons) — a smaller volume compared to recent seasons, with clear implications for supply and trade planning in the months ahead. Growers report a lighter fruit set this year, fruit quality remains strong and consistent — a standard long associated with California Prunes.

“This is a quality-focused year with a tighter supply window,” said Donn Zea, Executive Director of the California Prune Board. “With California’s premium fruit, trusted production practices, and global reach, we see this crop as an opportunity for trade partners to reinforce value and elevate the premium prune positioning in-market.”

California remains the global leader in premium prune production, shipping prunes to over 60 international markets, underscoring broad global demand and long-standing commercial relationships.

Harvest is expected to begin in August and conclude by mid-September. The smaller crop estimate comes at a time when retailers, importers, and processors are actively seeking quality-driven supply to meet the needs of health-conscious consumers and premium food categories. The California Prune Board continues to invest in consumer marketing, nutrition research, and market development programs that build demand and reinforce the prune category worldwide.

ABOUT THE CALIFORNIA PRUNE BOARD

The California Prune Board was established in 1980 to represent growers and handlers under the authority of the California Secretary of Food and Agriculture. California is the world’s largest producer of premium prunes with orchards across the Sacramento and San Joaquin valleys. Promoting a lifetime of wellness through the enjoyment of California Prunes, the organization leads the premium prune category with generations of craftsmanship supported by California’s leading food safety and sustainability standards. [California Prunes. Prunes. For life.](https://www.californiaprunes.ca)

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