

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee Teleconference

October 25, 2013, 11:00 a.m. PDT

Committee Members Participating:

Antonio Dominguez Brad Rader
 Eric Larson Jennifer Ryan
 Hector Lujan Mark Van Mersbergen

Others Participating:

Tom Krugman Kim Coy Debbie Simmons
 Tom Skilton Leigh Selby

x = participating o = absent

GOAL: Review Logo concepts.

A. Call to Order; Roll Call

The Conference Call was called to order at 11:01 a.m. Roll call disclosed a quorum to be on the call. Before moving on to the agenda, question was raised by Eric if there would be an update during today’s call on the status of tag line registration. It was noted that there would be a report during New Business.

B. Approval of September 19, 2013 Minutes

On a motion by Antonio and seconded by Jennifer, the minutes of the September 19, 2013 Conference Call of the Marketing Committee were approved as submitted.

C. New Business

Tom K directed Committee members to the four logo design concepts and provided a brief background to their development. The four concepts are included with and made part of these minutes. All designs are intended to promote raspberries rather than the Council. The first two were intended to establish a new identity for the Council, while the second two were an evolution from the logo used by the WRRRC while incorporating key words from the proposed tag line. All four were designed with multiple uses in mind, including letterhead, trade show booth identification, marketing collateral, etc. Wording was limited as in smaller uses it would be lost.

At this point, Debbie interjected that the word “Red” would need to be eliminated from any logo as the Order addressed “processed” not “red” raspberries. She went on to suggest that the logo needed to incorporate the word “processed” and/or the Council’s name to clarify which raspberries were being identified.

Committee members had less of an issue with dropping “Red” than adding “processed”, as there was general agreement that it would complicate marketing efforts as there is a negative connotation to the word “processed”, even though those in the industry understood what it meant. At this point there was extended discussion on how to proceed as resolution of this issue was necessary before the Committee could make any recommendation on logo design.

Tom K reminded Debbie that during the June meetings and in subsequent discussions, it was noted that there could be a difference between an organization's marketing identity and its official name. It was understood that letterhead and other similar documents would reflect the official name, but that for marketing identity purposes only "raspberries" or "red raspberries" could be used to avoid negative connotation of the word "processed" regardless of the official name of the Council.

Tom S said he would look into the matter. Brad felt that the designs were good and fulfilled the direction given to the graphic artist, and that time was of the essence as a logo was needed to identify the Council. Some committee members felt that designs #3 or #4 could work without the word "red". In response to continuing discussion, Debbie said that she would take the Committee's discussion back to USDA/AMS and set up a conference call for the following week with Tom S and Tom K to resolve the question. Tom K indicated he would keep the Committee updated on discussion from that call. Tom S asked that the call not be scheduled on Monday October 28.

Tom S then presented a brief summary of the status on registration of the tag line "The Taste You Love, The Nutrition You Want." An application to register the tag line on behalf of the WRRRC had been filed as the WRRRC is the historic user of the tag line. If registration is approved, rights to its use will be assigned to the Council. At the same time, a letter had been sent to EarthGrains requesting it abandon its application based on the Commission's historic use. His firm is now awaiting a response. Antonio asked if there was a time period for reply. Tom S indicated there was not, but that there was an expectation that it would not take too long.

D. Other Business and Adjourn

With no other business before the Committee, on a motion by Jennifer and seconded by Antonio, and unanimously approved, the call adjourned at 11:33 a.m.