

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee
Teleconference

January 6, 2014; 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 Spriggs Josh Logan
 Tom Skilton Leigh Selby

x = participating o = absent

1. Roll Call; Establish Quorum

Brad called The Conference Call to order at 11:01 a.m. Roll call disclosed a quorum to be present with all members on the call.

2. Approval of October 25, 2013 Minutes

On a motion by Mark and seconded by Brad, minutes of the October 25, 2013 Committee conference call were unanimously approved.

3. Reports/Updates

Leigh was asked to review progress on the website and social media implementation. Committee members were directed to the site which is expected to be live and active before the January Council conference call. It is established in its current form to demonstrate the look and feel for the site as well as placement of information. "Our Story" will contain various organizational documents as required by USDA along with a brief story about the Council and the raspberry industry. In response to a question from Brad as to who would be preparing the story, she responded that Tom K and she would draft it for the committee to review prior to submitting it to USDA for approval. Information on the "Buzz" section would be outside links with a disclosure that viewers were leaving the Council's site. Recipes on the site had already received USDA approval. All information that will be posted will be reviewed and approved by USDA prior to posting.

Committee members felt the initial landing page colors too harsh and suggested that the "Health" background be used. This change was made during the call for members to review. Leigh and Josh Logan will continue to fine tune the sites appearance and populate it with approved content.

Leigh said that social media content was ready to go, having been approved by USDA. Program launch should be within the next week with a number of food and/or health tweeters ready to add

the Council's message to their followers. The architecture for all social media platforms was developed to ensure fully integration with the website.

Tom K directed members to a pdf representation on the trade show booth pointing out and describing new design elements and changes to the existing WRRRC booth. It was noted that the scale of the logo was off and the booth background seemed to be too "green" and not too dynamic. It was suggested that a flat screen TV monitor be incorporated into the trade show booth space to play the harvest video. Tom was asked to go back to the designer to discuss the design before any final decisions are made, with a desire to be bolder in design approach. Finally, it was suggested that at least one tablet be acquired for use in the booth for accessing the Council's website.

4. New Business: Amended Marketing Narrative and Budget, FY 2014

The committee was reminded that an amended Marketing Plan Narrative and budget were required due to the re-defined fiscal year, now extending to September 30, 2014. Members were directed to a PowerPoint presentation which summarized the changes being proposed in the Narrative. In the area of Program Management, no new activities were proposed with contract termination dates and budgets amended to account for the additional six months in the fiscal year. As part of Trade Education, it was recommended that staff attend five additional conferences or symposia to evaluate them for future participation as an exhibitor and to network on the industry's behalf. It was also recommended that the Council participate as an exhibitor at one Conference and be a sponsor of another. In Public Relations, trade advertising, a harvest video showcasing the industry, further recipe development, crisis public relations, and product samples to be used during trade shows and for distribution to media on request were recommended. An RFP for the harvest video has been prepared and will be sent out after the Council conference call if the activity is approved. Finally, as part of the Council's identity completion of tag line registration, and website content updates and hosting were recommended.

Tom K went on to note that the Marketing program is now at a point that where contracting the services of a full service PR firm makes sense, and that the overall program Narrative to be reviewed and approved by the Council on January 15 would address this issue with an RFP to be issued. Brad asked if there were agencies in mind to receive the RFP, with Tom answering that there were at least five being considered.

Brad asked Tom S to provide a progress report on tag line registration. He indicated that his firm was in communication with the other law firm who's client filed an "intent to use" registration for the similarly worded tag line, and that a letter was being drafted discussing each party's use of their respective tag line. That letter would be provided to the Executive Committee for review prior to being sent out.

With no further discussion on the proposed Marketing Plan Amendments as proposed, on a motion by Jennifer and seconded by Antonio, the amended Marketing Plan Narrative was approved for recommendation to the Council for adoption as part of the overall Program Narrative.

5. Other Business and Adjourn

There being no further business before the Committee, on a motion by Eric and seconded by Mark, the call adjourned at 12:05 p.m.



**FY 2014 Marketing Plan Narrative
National Processed Raspberry Council
As Amended, January 15, 2014
For the Period April 1, 2014 – September 30, 2014**

FY 2014 Marketing Tactics

A limited number of activities are recommended in the FY 2014 plan recognizing the transitional nature of FY 2014 prior to full program implementation in FY 2015. **With the re-definition of the fiscal year, amendments to the approved Marketing Plan Narrative are reflected in bold.**

1. **Focused Public Relations:** *The services of contracted communicators will be utilized to develop and implement proactive and reactive public relations activities to raise awareness of raspberries. Consistent consumer, media, and trade messaging drawing on existing and ongoing research findings will be established. New and existing partnerships with dietitians, media, and health organizations will capitalize on their relationships and media reach.*
 - a. Press kit/materials will include regular releases highlighting raspberry's contribution to health and wellness, recipes/usage ideas and tips to stimulate creative use of raspberries, and information on processed raspberry convenience, affordability, and availability.
 - b. Short-lead newspapers, television, radio, news media, etc. will be utilized to create timely stories highlighting the industry.
 - c. Trade education and outreach, through attendance at trade shows, conferences and symposia will educate key influencers/decision makers to broaden raspberry's reach and lend third party credibility to our message.
 - d. Trade advertising, utilizing resources such as Today's Dietitian, Nutrition411.com, etc., will direct the trade to our booth at shows and conferences, and serve to remind the trade of our message.
 - e. Social media tools such as Facebook, twitter, blogs, Pinterest, and YouTube will stimulate conversation, gain recognition for raspberries, and be employed to tap into this immediate, user driven communication format. Proactive monitoring and scheduling of information will serve to keep content fresh. YouTube will feature recipe demonstrations and highlight the role of farmers to deliver a wholesome industry image.

- f. Conduct market research to establish baseline usage, attitudes, and awareness of our product among consumers and end users. Who are our customers (institutional, industrial, consumer)? What do they know/don't know about our products? How do they use them? Answers to these and similar questions will focus future activity as well as provide a measure of program success.
 - g. **Produce a Harvest Video showcasing the processed raspberry industry.**
 - h. **Develop a communications plan to deal with potential recalls or product contaminations involving processed raspberries.**
 - i. **Acquire product samples to be distributed to Public Relations partners or use during trade education events.**
2. **Logo/identity:** *A unique Council identity will be created through the use of outside contractors that will continue the presence created by the WRRRC. The objective will be to maintain a family look/feel for materials, website, trade show booth, etc. as currently exists.*
- a. Develop an appropriate industry logo reflecting the membership represented by the Council.
 - b. Register or trademark the tag line "The taste you love, the nutrition you want" as created by the WRRRC to protect its use by and for the industry on letterhead, collateral, website, etc.
 - c. Revise the website to raise visibility based on key word search (Search Engine Optimization), manage site content to generate a user friendly experience, regularly provide new content (recipes, stories, etc.), create an e-newsletter incorporating recipes, usage tips, and nutrition research findings, provide links to grower, processor, importer websites, and incorporate site metrics.
 - d. Update the trade show booth and collateral to recognize new logo, organization name, etc.
3. **Newsletters** with information on marketing activity and research findings will be published as part of an active Industry Communication program.

FY 2014 Marketing Activities and Budget

Activities presented below recognize the transitional nature of the program in FY 2104, and a necessity to complete infrastructural elements while beginning to project the new organization to public audiences. Existing program elements as conducted by the Washington Red Raspberry Commission will be continued. At the same time, new public relations activity will begin to utilize cutting edge marketing tools to reach virtual followers.

1. **Program Management and Services: as approved: \$61,000; amended: \$94,225.** These are expense items that implement marketing activities. Included is Wellness Communicator (the majority of the contract and travel), a portion of the Executive Director's time to complete activities that might otherwise be conducted by a marketing agency, Council travel to attend and participate in Council and committee meetings to discuss marketing programs, and an allocation of direct administrative expenses necessary to support marketing program functions (printing, supplies, booth maintenance, memberships, and legal services for contract review,

trademark registration, etc.). **No new activities are projected during the amended period. Existing contracts will be extended.**

2. **Trade Education and Conferences: as approved: \$28,000; amended: \$64,500.** Trade education and Conferences are a primary means of gaining direct access to decision-makers and influencers. The two Conferences included in the budget, Academy of Nutrition and Dietetics Food and Nutrition conference and Expo (AND/FNCE), and Sports, Cardiovascular Health and Wellness Nutrition (SCAN) are those that have been attended by the WRRRC over the past 4 years. The budget represent the remainder of costs that will be incurred at AND/FNCE in 2013 (booth space was paid for by WRRRC) and exhibitor registration for the FY 2014 Expo, and exhibitor registration for SCAN in 2014. **In addition, during the period April 1, 2014 – September 30, 2014, Council staff will attend the following Conferences and Exhibitions: American Frozen Foods Conference, Research Chefs Association Conference and Culinary Expo, California Dietetics Association Annual Conference and Exhibition, Washington State Academy of Nutrition and Dietetics Annual Conference, American Diabetes Association Research Conference. The purpose of attending these conferences is to network with exhibitors and attendees and evaluate their potential for future participation as an exhibitor. Additionally, the Council will exhibit at the American Association of Diabetes Educators Conference and be a sponsor at the Sports, Cardiovascular, and Wellness Nutrition (SCAN) Symposium.**
3. **Public Relations: as approved: \$51,000; amended: \$173,500.**
 - a. Nutrition communication experts will be contracted to implement end-user outreach activities. Registered Dietitians (RD's) with an extensive background in the field have been identified to effect a coordinated program that will incorporate social media, timely e-blasts targeting other RD's, **trade advertising**, and write copy for health newsletters.
 - b. Existing collateral will be reprinted incorporating the Council's logo, and new collateral, **including recipes**, will be developed. Collateral will be distributed at trade events, made available for downloading on the website, and be available to industry members on the website for customizing for their own use with customers.
 - c. The existing trade show booth will be updated and freshened to reflect the NPRC's identity. As with the current booth, raspberries will be projected as part of an active, healthy lifestyle. People shown in images will reflect cultural diversity.
 - d. **To project a positive image for the processed raspberry industry, a Harvest Video showcasing the industry's commitment to sustainable agricultural practices and the utilization of technology to deliver the highest quality product will be created. The video will feature interviews with growers, narrated voice overs, and footage both in the field as well as processing facilities. It will be edited such that it can be run "full length" as a continuous loop at trade shows or in 15-60 second clips which can be incorporated into the Council's social media program and/or embedded website.**

- e. **With the growing number of foodborne illness outbreaks, a Crisis Public Relations plan will be developed to minimize the impact on the processed raspberry industry. Funds will be used to contract an experienced PR firm to assist the industry in identifying vulnerabilities and developing message points to be delivered in the event of a recall involving raspberries.**
 - f. **Product Samples will be acquired for distribution to food editors and during trade shows/conferences.**
- 4. NPRC Identity: Logo, Website: as approved: \$53,000; amended: \$78,000.**
- a. To establish our identity, a design firm will be contracted to develop a series of logo alternatives for Council consideration. The logo will be reflective of the industry's suppliers to project a positive industry image. The logo and tag line will be trademarked to protect their use. **Amended funds will be utilized to complete trademark registration for the industry's tag line.**
 - b. The industry's website is a primary communication medium, both to the public and internally. While the current site contains good information, it needs to be optimized using new web design technology that will direct web user searches to the site so that it becomes a useful source of information (Search Engine Optimization, or SEO). This process will also allow staff to readily update it to keep information current. The site will provide a place to embed video messages, recipe preparation, industry news, etc. **Amended funds will be used to host the website, and manage and update content as it is created and approved.**