

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee
Teleconference

April 30, 2014; 9:00 a.m. PDT

Committee Members Participating:

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

Others Participating:

Tom Krugman Tarun Harit
 Tom Skilton Leigh Selby
x = participating o = absent

1. Roll Call; Establish Quorum

Brad called the conference call to order at 9:03 a.m. Roll call disclosed a quorum to be present.

2. Approval of March 27, 2014 Minutes

On a motion by Mark and seconded by Antonio, minutes of the March 27, 2014 Marketing Committee conference call were unanimously approved.

3. Review of Proposed FY 2015 Marketing Narrative and Budget

Brad asked Tom to take Committee members through the proposed FY 2015 narrative and budget. Members were directed to the PowerPoint summary, which incorporated both plan highlights and the budget. Narrative and budget detail had been sent to members if there were questions.

An overview recognized four components of the marketing plan and budget: Program Management, Marketing, New Markets, and Industry Communications. Program Management incorporates the portions of administrative services, general operations, travel, and meetings attributable to marketing. The Marketing portion of the plan is composed of contractor driven initiatives and public relations agency functions. The former consists of attending and participating in trade education events, social media, phase 2 of the harvest video, trademark protection, wellness messaging, and participation in the Berry Health Benefits Symposium and Roundtable. Antonio asked for additional information on these last two activities. Tom noted that the Symposium was an every other year event that brought together leading scientists from around the world that conduct research on the health benefits of berries with the berry groups funding the research. Over two plus days, presentations are made by research area. Results from the Symposium are published in the Journal of Agricultural Food Chemistry. On the day after the Symposium, the raspberry industry has conducted a "Roundtable", inviting key researchers and

communicators to de-brief the Symposium, identify emerging research trends that could be relevant to raspberries, and to identify key messages to incorporate into the communications program.

Although part of old business, prior to describing proposed public relations agency functions Tom summarized conversations with agencies pertaining to the Crisis Communications Management plan as it impacts the agency review process, and additional responses received to produce the harvest video.

After the last committee conference call, additional videographers were identified and provided the RFP. Of all responding companies, TriFilm, operating out of Kirkland, WA, presented the best proposal. Their experience working with groups such as the Bill and Melinda Gates Foundation showed they understood how to capture an industry's message in graphics and visual imagery. Antonio repeated his previous comment that it was important that the video capture more than just the harvest, and that it should reflect a positive image for the industry and its practices. Jennifer noted that the mission-driven documentary video as described in the summary about TriFilm could be used at trade events to showcase the industry.

On a motion by Jennifer and seconded by Mark, it was unanimously approved to contract TriFilm to produce the raspberry harvest video.

Moving to the crisis communications plan, Tom stated that PR agencies agreed that it made sense to defer development of the plan to the agency selected as that agency would be involved in the media relations portion of any crisis. Agencies recognized the risk in delaying development of the plan but felt a crisis plan as part of an overall integrated communications plan was the appropriate direction to take. The committee agreed that having the right partner in the event of a crisis was important.

Continuing with the public relations portion of the proposed narrative and budget, Tom reported that of the twelve agencies which had received the RFP, ten responded. Of those ten, four had been eliminated from consideration due to either conflict of interest with current clients or lack of experience with food manufacturers and/or foodservice trade. Question was raised as to next steps and if it would be possible to accelerate the process so that an agency would be on board sooner than the end of the year. Tom noted that the infrequency of Council meetings and harvest created a hurdle. However, he believed that the field would be narrowed after site visits, and if the Council authorized the committee to make the final decision following presentations to the committee in August/September, then the finalist could come to the November meeting and present a marketing plan, saving up to two months. The committee agreed that this approach made sense, and would present it to the Council as part of its report. Mark specifically noted that it was important to get the agency on board as soon as possible but selection should be done properly, and that if extra time was needed, it should be taken.

In looking at the public relations portion of the narrative summary, Tom stated that it would include foodservice trade and food manufacturer promotion, trade advertising, market research, resource creation for the social media program, and press releases.

Putting all the components together, The FY 2015 budget as proposed totaled \$826,350.

On a motion by Antonio and seconded by Mark it was unanimously approved to recommend to the Council adoption of the proposed FY 2015 Marketing Narrative and Budget totaling \$826,350 as presented.

4. Other Business

Mark commented favorably on the first Council newsletter saying it was well done. Leigh indicated work had commenced on the June edition, and if there were specific subjects members wanted covered to let her know. Antonio wanted to make sure he received a hard copy, and was told it had gone in the mail last week.

5. Adjourn

There then being no further business before the Committee, on a motion by Mark and seconded by Jennifer, the call adjourned at 9:25 a.m.