

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Teleconference

July 8, 2013; 8:10 a.m. PDT

### Board Members:

<input type="checkbox"/> Sukh Kahlon	<input checked="" type="checkbox"/> Antonio Dominguez	<input type="checkbox"/> Hector Lujan
<input checked="" type="checkbox"/> John Clark	<input checked="" type="checkbox"/> Adam Enfield	<input type="checkbox"/> Rob Dhaliwal
<input checked="" type="checkbox"/> Rolf Haugen	<input checked="" type="checkbox"/> Brad Rader	<input type="checkbox"/> Jerry Stratton
<input checked="" type="checkbox"/> Karen Holzberg	<input checked="" type="checkbox"/> Eric Larson	<input type="checkbox"/> Jennifer Ryan

### Alternate Members:

<input type="checkbox"/> Arvinder Neger	<input type="checkbox"/> Gonzalo Bachelet	<input type="checkbox"/> Michael Christensen
<input type="checkbox"/> Frank De Vries	<input type="checkbox"/> Mark Van Mersbergen	<input type="checkbox"/> Jon Maberry
<input type="checkbox"/> Erin Thoeny	<input type="checkbox"/> Jon Cotton	<input type="checkbox"/> Don Sturm
<input type="checkbox"/> Guilia Tanghetti	<input type="checkbox"/> William Beadle	

### Others:

Tom Krugman                       Kim Coy

Tom Skilton

x = participating                      o = absent

**GOAL: Obtain Council approval for budget narratives and consolidated budget so that contracts can be approved and funds transferred to NPRC by USDA.**

### MEETING DELIVERABLES:

#### A. Roll Call; Establish Quorum

John Clark called the call to order at 8:10 a.m.

#### B. Chairman's Remarks

John said the purpose of the call was to approve Narratives from the Research and Marketing Committees, and then to recommend the Budget Narrative to USDA for approval. Before beginning he asked if there were any general questions. Rolf asked whether assessment money was being received yet or whether the Council had received funds being held by USDA. Both require an approved Budget Narrative.

#### C. Committee Reports

##### 1. Research

Adam started by stating the program's goal of establishing a link between raspberry consumption and its anti-inflammatory properties. The raspberry industry has a relationship with the four researchers whose projects were being recommended. All were human trials and two years or less in duration. The total budget is what was approved by the Council in June.

Rolf asked for an explanation of Management Services. Tom K said it represented an allocation of administrative expenses approved at the June that would be incurred to run the research program. It was not new or additional money.

Rolf asked whether recommended research was for a specific amount of work or a specific amount of time. Tom K said the budgeted amounts represented work to be performed during the remainder of the current fiscal year. The overall duration of the recommended projects was two years or less. Researchers will be required to submit progress and final reports to trigger payment, and to publish the results of their research once completed. Funding required for the second year of the research projects would be considered as part of the FY 2015 budget.

On a motion by Adam, seconded by Brad, the FY 2014 Research Plan Narrative as represented and recommended by the Research Committee was unanimously adopted.

## **2. Marketing**

Brad directed Council members to the Marketing Narrative summary. It establishes parameters for staff the remainder of this fiscal year. Key was getting started on creating the Council's identity, including creating a new logo, trademarking its slogan, and building a new website. In response to questions on the website, Tom K said that it would be optimized so that it would come up sooner in search engines, need to have each page approved by USDA, and include a disclaimer for external links. Tom also noted that Program Management for this budget was also an allocation of previously approved money.

On a motion by Antonio and seconded by Adam, the FY 2014 Marketing Plan Narrative as presented and recommended by the Marketing Committee was unanimously adopted.

## **D. FY 2014 Budget Narrative Discussion**

John opened discussion by asking for an update and explanation of how assessments would be collected, both past due and future. Tom K said that funds have been placed in reserve to pay for Customs' set-up fees, but that for FY 2014 staff would work to collect monies due. Kim said that she had initiated a conversation with Customs about set-up fees and was waiting for a return call. Karen stated that it would be better for Customs to collect from importers as there would be better accountability if it was done by the Government. Kim reminded the Council that it takes six to nine months for Customs to set-up collection, so the Council would need to do so for the current year. Tom S. read the following from the June Council meeting minutes: "The Council chose to not make a request to Customs at this time and to gather more cost data and make this decision at the November meeting. In the meantime, the Executive Director was directed to work with USDA to invoice and collect assessments due since September 2012 and until a final decision is made."

Tom K reviewed the Budget Narrative stating that it included a written description summarizing how Council funds would be spent as had been discussed in June, and the consolidated budget provided an allocation of amounts the Council had approved in Seattle.

Antonio asked about future meeting timing and travel budgets, believing that there were insufficient funds in the budget to cover international travel. Tom K said that right now, only the June and November Board meetings were scheduled, and that based on expenses incurred in June, the budget for meetings was not enough. However, the budget could be amended in the future as necessary to reallocate other funds to cover meeting expenses. Kim said that it was a straightforward process of recommending an amendment to the budget for USDA's approval.

**E. Council Recommendation**

On a motion by Brad and seconded by Karen, the FY 2014 Budget Narrative was approved unanimously and will be forwarded to USDA for approval.

Kim stated that once officially received and approved by USDA, contracts could be issued and funds held by USDA could be transferred to an account being opened by the Council.

**F. Other Business and Adjourn**

With no other business to come before the Council, on a motion by Rolf and seconded by Eric, the meeting was unanimously adjourned at 8:47 a.m.