

NATIONAL PROCESSED RASPBERRY COUNCIL

Public Member Task Force

Teleconference

October 1, 2014, 11:00 a.m., PDT

Task Force Members Participating:

Adam Enfield

Rolf Haugen

Brad Rader

Others Participating:

Tom Krugman

Tarun Harit

Tom Skilton

x = present

o = absent

GOAL: Identify potential candidates for appointment to the Council as its Public Member and Alternate Public Member

A. Call to Order; Establish Quorum; Elect Chair

The Conference Call was called to order at 11:03 a.m. with roll call disclosing a quorum to be present. On a motion by Rolf and seconded by Adam, Tom K was unanimously elected to chair the Task Force.

B. Discussion: Identification of Candidates

Rolf began by asking whether an Aide to a government official could serve as the Public Member in order to assist the Council in identifying Grant Funds and other opportunities within the Government. Tarun noted that even the perception of lobbying was not allowed, and an Aide or other government official would be negatively viewed by AMS.

Adam then suggested his contact at Smuckers in the R&D/Product Development Department. Brad thought someone at Costco or ConAgra might also be a viable candidate. In the case of a representative from Costco, their greater Seattle location might facilitate participation at future meetings. Rolf suggested Northwest Naturals. Tom was asked to contact Allison to see if she had any suggestions within the nutrition community.

Tarun indicated that the Council should forward at least two names to AMS for consideration by the Secretary for appointment. The appointment would be for the remainder of a three-year term expiring December 31, 2016. There was discussion on whether the term should be for one year so as to keep a flow of fresh ideas coming into the Council, but Tarun indicated short terms would raise questions within AMS. He noted that other similar commodity organizations generally had three-

year appointments, and the necessity for the Council to document its outreach efforts to identify Public Member candidates as part of its recommendation to the Secretary.

Rolf asked whether a representative from a food manufacturer would be best as they might not be interested in sharing product ideas. Discussion noted the purpose of the Public Member is not so much to generate product ideas but to gain perspective on Council marketing and research programs as to their ability to influence consumers, food manufacturers, and food service operators to purchase and or use more frozen raspberries.

Assignments were then given to each Task Force member:

- Adam would contact Smuckers R&R/Product Development
- Brad would contact Costco
- Rolf would contact Northwest Naturals
- Tom would contact Allison and Britt Burton-Freeman

The next call of the Task Force will be scheduled towards the end of the month.

C. Other Business and Adjourn

There being no other business to come before the Task Force at this time, on a motion by Brad and seconded by Rolf, the call was unanimously adjourned at 11:34 a.m.