

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee

### Teleconference

October 28, 2014; 9:00 a.m.

#### Committee Members Participating:

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

#### Others Participating:

Tom Krugman                       Tarun Harit  
 Allison Beadle                       David Burk

x = participating                      o = absent

#### 1. Roll Call; Establish Quorum

The meeting was called to order at 9:05 a.m. Roll call disclosed a quorum to be present.

#### 2. Approval of October 8, 2014 Minutes

On a motion by Jennifer and seconded by Mark, minutes of the Committee's October 8, 2014 meeting were unanimously approved as presented.

#### 3. Marketing Update and Progress Report

David reviewed progress to date and the future plans for the revisions to the Council's website. After gaining control of the various digital assets' passwords, all passwords and security information had been changed. Salt & Company and Tom K have copies of all new passwords and login information. As part of updating the sites, more robust security will be implemented.

All required industry documents have been loaded to the site and can now be found under "Our Story". This includes minutes, budgets, narratives, and assessment forms. As with other sections of the website, these resources will be updated as new documents are approved.

He had also completed an "under the hood" assessment of the site, noting that while it was in WordPress, it used an old theme that did not offer full capability. A more versatile theme will be identified once a complete inventory of all content is completed. The Committee will receive progress reports during future Conference Calls and be able to weigh in on architecture and visual appearance. It is expected that the new site will be ready to roll out in January after a comprehensive upgrade.

Allison then directed Committee members to a PowerPoint which provided a high level view of accomplishments since the last call and ongoing direction. Over the past three weeks, there had been a series of team calls as part of Salt & Co immersion into all things Raspberry Council. Salt has also been introduced to existing trade contacts. Nourish RDs have been integrated into the planning process, and have briefed the team on key social media learnings, messages, activities, and influencer engagement. Allison has taken over the role of providing strategic oversight and

supervision of their activity. Nourish RDs had conducted a Twitter Party on October 27 and were waiting for metrics. A second party was planned for December. The ongoing recipe contest had been promoted at the recent FNCE trade show. Social Media provided support to the Council at FNCE by directing people to the booth and engaging in daily conversation.

Tom reported that this year's FNCE was a success, in large part due to the participation of Salt, having an RD in the booth, and the traffic driven by both Social Media. Mary had facilitated briefings with three major fast food and/or casual family dining chains, as well as a major frozen entrée manufacturer to discuss incorporation of frozen raspberries into their meal or menu planning.

Jeff had received input from the Committee on the consumer study. The survey will be presented to the Council at the November meeting before presentation to AMS for approval. It will be administered in the field between Thanksgiving and Christmas.

Janet will be conducting an Issues Vulnerability workshop during the November Board meeting, and travelling to Lynden along with Susan the weekend before the meeting to meet with growers.

The Salt & Company team along with Tom was currently in the middle of a two-day strategic marketing planning session. The resulting Marketing Plan and timeline will be presented at the November Council meeting.

Brad asked about the Harvest Video. Tom stated that it was in final stages of post-production and would be shown in November. It will be posted to the website and used in upcoming trade events. The ten short clips to be used in Social Media were in production.

Committee members were asked if another call was necessary before the November meeting, with agreement that it was not necessary. All felt good about the progress to date and direction that had been presented.

#### **4. Adjourn**

Tom noted that after the November Council meeting, the next monthly Conference Call of the Committee would be on Wednesday, December 17 at 9:00 a.m. pacific time. With no other business to come before the Committee, on a motion by Eric and seconded by Mark, the Conference Call adjourned at 9:49 a.m.