

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Teleconference

April 27, 2016; 9:00 a.m.

Committee Members Participating:

Antonio Dominguez Hector Lujan Mark Van Mersbergen
 Eric Larson Jennifer Ryan

Others Participating:

Tom Krugman Hakim Fobia Allison Beadle
 Jeff Gross

x = participating o = absent

A. Establish Quorum; Approve minutes

The conference call was called to order at 9:10 a.m. by Antonio. Approval of minutes was deferred until May in the interests of time.

B. Marketing Activity Report

Jeff was asked to present results from the recent Food Manufacturer and Foodservice Operator Survey. He noted that different from the Consumer Survey, this Survey was conducted by both phone interviews and on the internet, with 105 Food Manufacturer responses and 153 responses from Foodservice. It was targeted towards those who were current users of processed raspberries and those who planned on using them in the next twelve months, making respondents a focused group. His topline summary noted little attrition in IQF raspberry use for either group, defined as the difference between those currently using raspberries and those planning to use raspberries in the next twelve months, with current use about the same across all frozen raspberry products. Both groups identified “priced competitively with other berries”, “appropriate for year-round use”, and “consistent volume levels from year-to-year” as the most important attributes of frozen raspberries. Supporting findings from the Consumer Survey, Manufacturers and Foodservice Operators were extremely interested or very interested, at the rate of 85% and 74%, respectively, in the Real Rad Raspberry trademark concept. 85% of Food Manufacturers and 84% of Foodservice Operators reported their use of frozen raspberries had increased or remained constant over the last two to three years. Primary conclusions from the Survey were that additional opportunities exist to expand usage of non-IQF raspberries, e.g., frozen raspberries in other forms, within the trade, and that attrition, or a decrease in use, is not experienced with strong repeat usage the norm.

Antonio asked regarding next steps with Jeff responding that there is more data to analyze which will be completed within the next two weeks. It was suggested that as with the Consumer Survey, a

summary deck be presented to the Council with the full data deck available to any member on request.

Antonio began the discussion on Strategic Plan Facilitation by recognizing that the purpose was not to create a marketing plan, which was the tactical responsibility of Tom working in conjunction with Wild Hive, but instead, to help the Council answer key strategic questions that will help guide it over the next number of years. Members were in agreement.

Tom summarized the RFP process and the four responses received. Of the four, the process employed by two facilitators was identified as the best fit to what would be most helpful to the Council. It was agreed that extensive pre-session interviews were not necessary, with Tom able to provide background to the facilitator, and that having all discussions face-to-face with all participants was preferred. It was agreed that it was not necessary to take session time to go through where the Council was and how it got there, but instead, this could be provided by Tom as part of background. There was consensus among the committee to one of the facilitators, with a vote of recommendation to be deferred until the May meeting to provide Tom time to talk to the company and ask questions on timing and process. Funding for this activity was included in the general administration budget.

Allison presented the proposed FY 2017 marketing plan and budget, stating that there were only minor changes from the plan and budget as presented during the March conference call. The changes were in four program areas: an increase in communication assets to allow for additional photography to visually carry the raspberry message, a slight decrease in Trade Communications even though this will be a major push on FY 17, a decrease in Digital Communications, available by consolidating separate RD and blogger ambassador programs into one program, and a slight increase in the Health Professionals budget to further support the relationships that have been built over the last two years.

In response to questions on the FY17 budget, Tom compared the proposed marketing budget of \$595,000 to the approved FY16 budget of \$747,500, noting the one-time expenses in FY16, such as market intelligence and the nutrition data panel in the current year which alone add up to over \$100,000. The budget as proposed will allow the Council to maintain its momentum on existing programs while launching new initiatives in FY17. Within the proposed budget are funds for the next Berry Health Benefits Symposium and a program effectiveness audit.

Mark noted the growing concern regarding food safety and the potential need to increase outreach and education efforts. Tom responded by stating that there is \$30,000 included in the general administration budget for this purpose.

Antonio asked about having a conference call between all committee chairs to ensure coordination of program and communication efforts. Tom noted that if the proposed By Laws amendment was approved, there could be a quarterly executive committee conference call.

No action was taken at this time, with final approval of the proposed FY 2017 program and budget was left for the committee's meeting in May.

C. Other Committee Business; adjourn

The next meeting of the Committee was scheduled for May 24, 2016 beginning at 12 noon with a joint lunch with the Food Safety Committee.

There then being no further business, the call adjourned at 10:45 a.m.