

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

August 17, 2016; 9:00 a.m.

### Committee Members Participating:

Antonio Dominguez       Mark Van Mersbergen       Loren Kimura  
 Eric Larson       Jennifer Ryan       Nicki Briggs  
 Hector Lujan       Brad Rader

### Others Participating:

Tom Krugman       Allison Beadle       Hakim Fobia  
 Tom Skilton       Jonny Paris

x = participating      o = absent

#### A. Establish Quorum; Crop report

The meeting was called to order at 9:08 a.m. by Antonio. A quorum was not present at this time. Antonio expressed concern about the inability to establish a quorum going back to Spring, and asked Tom K to call committee members to gauge their ability to participate in the future.

Antonio reported from his recent trip to China, saying that there are two new production areas but neither would appear to have a climate that will support raspberry production. There does seem to be a desire and willingness to build demand for raspberries in the Chinese domestic market.

Mark reported that he expects tonnage in Washington to be about the same as last year with a possibility it could be slightly higher due to heavier berries. Overall quality was good with the weather cooperating.

#### B. Activity Update

Allison presented an update on ongoing activity. The July Harvest Tour follow-up was the primary focus, with requests coming in for product samples for evaluation. Mark asked about the value of the Tour. Loren responded by noting the importance of sample request as product developers would not request samples unless there was true interest. He felt the strategy taken by the Council, first focusing on the trade media then the trade itself was sound. In looking at the list of those who attended he noted that the attendees represented key customers and influencers in the food service and food manufacturing segments. Allison added that the sample requests were not an endpoint but the beginning of establishing an ongoing relationship. She directed members to an article in *Foodservice Director* written by one of the

attendees as an example of an immediate result. Quotes showed that the Council's message was delivered and well received.

The next Social Media campaign, *Summer Smoothie*, had been launched in partnership with Kitchen Aid which would cross promote the campaign through its social media channels. It will be supported in all of the Councils platforms.

The recent *Journal of Berry Health* published two articles on raspberry research that had been funded by the Council. Allison was working with USDA on a press release to gain additional visibility. The last press release from Experimental Biology continued to be picked up by the media.

Plans were well underway for the upcoming AND Food and Nutrition Conference and Expo. The Council's new booth will be completed and in use. A culinary event will be held at Boston College, similar to that held last year at Vanderbilt University. It will be hosted by the Director of Foodservice and Campus Dining at Boston College. Allison said she has received requests from various RD's asking to be included in the invitation list as the educational portion of the event provides a perspective that they do not get elsewhere.

She concluded her remarks about FY 2016 by stating that metrics on program accomplishments would be presented during the Fall Council meeting.

In looking at the FY 2017 program, Allison noted that the Marketing Team would have two meetings for planning and implementation, the first during FNCE, the second in January after the Strategic Planning Session.

Tom K reported that the e-vote on adopting the proposed Real Red Raspberries User's Agreement had been passed by the Council on a vote of 9-0. The Agreement will be forwarded to USDA for approval. Next steps are to look at the costs of registering the Mark in selected international markets and to prepare a second Agreement for use by foodservice operators, retailers, and food manufacturers. Antonio asked about administration of the Mark and the Agreement in light of the difficulty in establishing a quorum of the committee. The potential for creating a subcommittee was discussed.

**C. Closing comments; Adjourn**

The next committee conference call will be on Wednesday September 17, 2016. With there being no further business, the call adjourned at 9:55 a.m.