

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee Conference Call

June 15, 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
 Jon Cotton

x = participating o = absent

A. Establish Quorum; Approve Minutes; Crop Conditions

The meeting was called to order at 9:07 a.m. by Antonio. A quorum was not present at this time. Mark provided an early crop report stating that so far the berries were of good size and quality, much better than last year. Weather has been moderate with no extremes other than a brief hail storm the day before. There was adequate soil moisture and the weather forecast for the next week was good.

B. Activity Update

Allison presented a report on current activity since the May Council meeting. Trade promotion has continued to ramp up with the media picking up the Council's flavor pairings guide. Most of the trade media focus to date has been targeted towards food service operators. Final planning for the upcoming Harvest Tour is underway. Two leading chef influencers and one trade media representative will join food service operators and product developers on the Tour. In response to questions about the Tour, she said that it would be held over two days, beginning with an informal welcome dinner on the night before the Tour formally begins. The Council's Spring Fling Facebook campaign will end on June 17. Statistics were presented showing community building among social media followers. Planning was underway for this year's exhibit at FNCE using the new trade show booth. Mark has been invited to attend FNCE representing raspberry growers. Allison concluded by noting that a webinar was planned for this Fall to present the complete Trade Survey to interested Board and industry members.

Antonio asked for an update on the strategic planning session to be held prior to the next Council meeting. Tom said that the plan was for the session to begin on Monday afternoon, November 28 and conclude the following afternoon with the Council meeting on November 30. Board members will be invited to participate. If they are unable, then their alternates would be invited. If the alternate could not participate, someone filling the same role would be invited.

Both the public member and alternate would also be invited, along with Tom K and Allison, making a total of 19 people. There will be two facilitators from Nuffer Smith Tucker. The session will be held at the Jansen Art Center in Lynden.

An update on the status of the Real Red Raspberry trademark was requested. Tom said that final registration was pending commercial utilization of the Mark, and that a Usage Guide, a Style Guide, and a Usage Contract were in the final stages of being drafted. Once complete, the drafts will be circulated to the committee for comment prior to submission to USDA for approval. Question was raised as to a subcommittee to review and approve applications for the Mark's use as well as the length of time of approval to use. It was suggested that there be a subcommittee of the marketing committee, and that a finite time period of three to five years be granted for use with re-application at that time. Question was also raised as to how the Council would monitor use with various suggestions.

C. Closing comments; Adjourn

In discussing timing for the next conference call, Mark said that as the only grower on the committee, there was no reason to suspend the July call on his behalf, especially as there were ongoing topics that needed attention. It was agreed to have the regular third Wednesday of the month call on July 20, 2016. With there being no further business, the call adjourned at 10:00 a.m.