

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Teleconference

March 30, 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

x = participating o = absent

A. Establish Quorum; Approve minutes

The conference call was called to order at 9:06 a.m. With a quorum on the call, on a motion by Antonio and seconded by Mark, minutes of the January 20, 2016 and February 17, 2016 conference calls were unanimously approved. By Committee concurrence, Tom was asked to chair the call pending appointment of a committee chair.

Mark reported that the 2017 crop is moving along and should not be as early as last year. Warmer and drier weather were helping complete much needed fieldwork. Antonio said that the 2016 harvest was nearly complete in Chile, with volume slightly off from normal and quality average. Growers are again being encouraged to replant with clean nursery stock rather than field cuttings.

B. Marketing Activity Report

Tom began by updating the committee on the Strategic Plan RFP process. Deadline for responses was noted as March 31, with three responses so far from the 5 facilitators invited to submit. The plan is to have a one-day face-to-face session the day before the November Council meeting, following telephone interviews and other prep work. Proposals will be presented to the committee for consideration during the April conference call.

Allison presented the media tracker which tracks “raspberries in the news” in consumer, trade, and digital media formats. The report shows circulation or impressions for traditional media and demonstrates the value of leveraging established relationships to carry the Council’s message. Detail will be added for webpage visits, and additional metrics will be added to measure social media engagement. The tracker will be updated monthly for the committee and presented quarterly to the Council.

Allison then presented an update on market activity. First reported was a recent luncheon in New York City with food editors that are part of the Meredith Publishing group. In addition to presenting

an introduction to the raspberry industry and an overview of the product, an expert from Pinterest had been brought in to present social media best practices. The editors were very interested in this resource as they are being called on to ramp up their digital engagement with subscribers. The luncheon featured raspberry flavor pairings prepared by a local chef. Editors were keen on learning about raspberries and their health benefits, along with discussing product attribute benefits that can help their readers. During the luncheon, one of the editors was using Snap Chat, a new social media platform, and had over 3,000 real time viewers and followers.

Five raspberry research abstracts will be presented at Experimental Biology, a leading conference for scientists to present new research. These are more raspberry studies than have ever been presented at one time. Wild Hive is working on a press release to support the presentations.

One of the staff team had just returned from the Nutrition Executives Study Group, a working group of the National Restaurant Association focused on RD's working at chain restaurants. The Council hosted a dinner to educate a small, influential group of RD's within the target audience.

A vendor to provide a modular trade show booth that can be used in either 10x10 or 10x20 format has been identified. The booth will have the ability to change "skins" so it can be used with consumer or trade audiences. It will incorporate a 42" flat screen monitor for showing the industry's videos, and a counter top for sampling product.

Industry outreach efforts included the March newsletter, now in a more simplified, easy to read format. The April newsletter will feature video highlights of recent activity.

In response to questions, Allison noted that the trade survey was running behind schedule but would have initial results available for the committee next month, and would be completed in time to direct message and content development in the 2017 plan. Initial feedback to the redesigned website has been positive. Metrics will be reported in future Media Trackers.

Discussion then turned to the 2017 marketing budget and plan. Tom began by stating that the presentation picks up from last month's high level overview, and drills down to show preliminary budgets for the various program areas along with broadly described tactical elements, with an additional 5% still needing to be trimmed to balance the budget and maintain Council-directed reserves.

For 2017, as both marketing intelligence and nutrition data panel were being completed in the current year, no budget for these activities was necessary. Communication assets are largely visual to tell the Council's story in pictures. This activity supports consumer and trade initiatives in traditional and digital media. The consumer program is largely up and running efficiently, so the proposal is to maintain momentum while providing sufficient flexibility to respond to immediate

opportunities. Trade Communications reflects attention to growing this activity. Funds will be used to build relationships and fuel engagement, similar to what was seen in 2016 for Consumer Communications. Trade conferences will be used to support relationship development. Question was raised as to the Council's relationship with AFFI, and if this was something that should be pursued. Tom noted he would find out and present information during the April call.

Proposed activities and budgets for Health Professional Communications and Digital Communications build on the relationships developed during 2016 and/or the learnings from the digital marketplace. A media/issues management refresher will be offered at the May 2017 Council meeting, and industry outreach efforts will be expanded. Also during FY2017, funds have been provided for a program effectiveness evaluation as required by the Order.

As presented, the proposed budget for FY 2017 marketing communications totals \$637,100, with a goal of trimming approximately \$25-40,000 from this figure. Committee members concurred. The committee asked that for the April call, comparisons to the FY 2016 by activity be presented for the committee's review. Committee members were in agreement that the program direction as presented was well designed and kept Council resources focused on defined targets. In conjunction with the Tracker, a measurement mechanism was included which showed program functionality.

Concluding comments noted the need to strike a balance between marketing and research, and ensure the two activities were well coordinated. Tom said that he has been talking with Tom S about the possibility of amending the By Laws to expand the Executive Committee to include all committee chairs in addition to Council officers. Discussion noted support for this idea as it would allow committee chairs tasked with budgetary oversight to meet together at least twice a year and make sure programs meshed and supported each other. Mark felt it would add strength to the committee.

On a motion by Mark and seconded by Antonio, it was unanimously approved to direct Tom to work with Tom S to develop proposed language to amend the By Laws language regarding Executive Committee membership to present to the Council at its meeting in May for adoption.

C. Other Committee Business; adjourn

Tom reminded the committee that the April conference call was changed to April 27, beginning at 9:00 a.m. Pacific Time as usual.

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