

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

The Inn at Lynden, Lynden, WA

May 24, 2016; 1:00 p.m.

Committee Members Participating:

Antonio Dominguez Mark Van Mersbergen
 Eric Larson Jennifer Ryan
 Hector Lujan

Others Participating:

Tom Krugman Tarun Harit John Clark
 Loren Kimura Allison Beadle Jon Cotton
 Hakim Fobia Nicki Briggs Jonny Paris
 Richard Rubin Britt Burton-Freeman Marty Maberry

x = participating o = absent

A. Establish Quorum; Approve Minutes; Crop Conditions

The meeting was called to order at 1:00 p.m. by Antonio who had been appointed chair by John Clark. A quorum was not present, but with the budget and narrative already receiving final review during the last committee conference call, and a large number of guests present, Antonio believed there would be lively discussion.

B. Old Business

Tom K reported that two committee members who had attended AFFI in the past believed there was merit in attending the next meeting and to investigate the costs of being an exhibitor as a way of reaching out to importers.

Tom was asked to report on communications with the facilitator selected to lead the strategic planning process. He noted that the basic schedule called for the ½ day on day 1 to allow travel by participants, with day 2 a full day. Prior to the session the facilitator would work with Council staff to gain insights into ongoing activities and the planning process, and interview members of the Council. It had been discussed to limit the participants to all Board members and/or their alternates, both public members, and a representative from the ORBC, WRRRC, and RIDC. Timing for the session would be immediately prior to the Fall Council meeting to minimize travel and its costs. Tom concluded by noting that the facilitator asked for a portion of the budget to be available during the current fiscal year for the upfront diligence with the remainder of the budget available in FY 2017. A budget amendment in this regard had been prepared for Council consideration during its meeting.

Allison was asked to update the committee on current year activity. She presented a series of new collateral that had been developed and was being used, including a Buyer's Guide, Flavor Pairing Guide, two updated fact sheets, and the beginnings of a Culinary Demo Kit. A press release had been prepared and sent out prior to the recent Experimental Biology conference regarding the five raspberry sponsored research projects that were to be presented. Two recent trade programs, the SACN Symposium and a co-sponsored Product Development Workshop were presented. Product samples had been requested for evaluation by attendees at the workshop which clearly demonstrated the interest by manufacturers and operator in frozen raspberries. A Trade Survey, which would be presented in more detail during the Council meeting identified three key takeaways: an educational opportunity to correct the misperception of what processed means and doesn't mean when talking about raspberries; product availability and styles is key to usage; and pricing has a large influence on the perception of value. Another interesting finding from the survey was the trade's interest in using the Real Red Raspberry trademark. This supported a similar finding in the consumer survey regarding consumer's interest in identifying products with real fruit ingredients. Finally, she reported on an interest by both food manufacturers and food service operators in crumbles or whole/broken raspberries for applications here fruit identity but not integrity was necessary. Her Team would continue to explore opportunities to utilize these products in the future. Discussion continued on this subject and the differences between the various Grades and what each product included.

C. Closing comments; Adjourn

There was agreement that the Committee would have its normal monthly conference call in June, but suspend its call in July. The next call was set for June 15, 2016. With there being no further business, the meeting unanimously adjourned on a motion by Antonio and seconded by Mark at 12:20 p.m.