

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee Conference Call

October 26, 2016; 9:00 a.m.

Committee Members Participating:

Antonio Dominguez Mark Van Mersbergen Loren Kimura
 Eric Larson Jennifer Ryan Nicki Briggs
 Jonny Paris Brad Rader

Others Participating:

Tom Krugman Allison Beadle Hakim Fobia
 Tom Skilton

x = participating o = absent

A. Establish Quorum

The meeting was called to order at 9:05 p.m. by Antonio. A quorum was not present but Antonio asked that the call continue to provide information to those who had called in.

B. International Registration of Real Red Raspberries Trademark

Tom S was asked to review the costs associated with registering the Real Red Raspberries trademark in various international markets. He began by noting that there were different approaches that could be taken, including registration in only those countries where processed raspberries were grown and processed, or producing countries plus those where raspberries are shipped to and consumed. The World Intellectual Property Organization (WIPO) makes the registration process easier in either case, as it allows a single filing for all member countries. His estimate of costs included both Cameron LLP legal fees plus filing fees.

A filing for protection in all EU member countries would cost an estimated \$2,809. Adding Australia, China, Japan, and Mexico, either producing countries or consuming countries, would add an additional \$1,329 in costs. He had also prepared an estimate to include Canada and Chile, which totaled \$3,905. Canada and Chile are not WIPO member countries, and the estimates of costs include the use of local counsel to file the request. He noted that while registration of the Mark in these countries would not provide absolute protection against misuse, it would facilitate enforcement action if necessary.

A question was raised as to timing of filing and registration. Tom's best estimate was 6-12 months assuming there were no objections raised in the various countries. He described the process and noted that WIPO would send the request to each country which would then review and respond back to WIPO. This is why the timeframe is what it is.

After discussion it was suggested that the question of pursuing international registration be raised at the November Council meeting as new business.

C. Marketing Program Updates

Antonio asked Allison to provide updates to the marketing program. She by recognizing the three goals of the Social Media campaign: to drive product awareness, to encourage purchase of raspberries using the *Raspberry Crush* theme, and to use raspberries as more than a smoothie ingredient. *Raspberry Crush* is different from a recipe contest as it encourages creativity in uses of raspberries. She described the current user contest and how the influencer community was helping to carry the message.

Recent participation at FNCE and the culinary event at Boston College was then presented. *Raspberry Crush* was the theme at FNCE, with a pineapple-raspberry salsa being served along with raspberry infused water in a hydration station. The Board's new booth featuring flavor pairing inspired graphics and a looped video showing the three Council videos was well received by attendees who found the fresh appearance to be appealing. Flavor pairing guides, recipes, and raspberry health information were provided to attendees. Raspberry-themed emoji's were used to selfies and drive social media engagement. At the Boston College culinary event, guests were treated to a tour of the campus dining facility and a presentation on Menus for Change during a raspberry themed dinner. Mark, who participated in all events, recognized the educational opportunity that was presented, both during FNCE and at Boston College, and discussed conversations he had with two leading foodservice operations regarding the incorporation of raspberries into their menus.

Allison then described the NYC Food Film Festival that immediately followed FNCE. The Council's *Year in the Life* video was accepted for screening before a group of "hyper food-centric" influential consumers/bloggers, where it was well received. During the screening, viewers were treated to a cup of frozen raspberries, with social media being used during the event to raise engagement. As a result of this presentation, the Council has received interest from other food film festivals to show its videos.

Mark and Brad both commented that the videos should be shown whenever possible to a wide range of audiences to raise awareness and knowledge about the processed raspberry industry. They suggested possibly showing them during the upcoming Small Fruits Conference to let industry members know how the Council was representing their product.

D. Next Call; Adjourn

The next committee conference call was set for Wednesday November 16.

There then being no further business, the call concluded and adjourned at 10:20 a.m.