

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee

### Teleconference

March 18, 2015; 9:00 a.m.

#### Committee Members Participating:

Antonio Dominguez       Brad Rader  
 Eric Larson                       Jennifer Ryan  
 Hector Lujan                       Mark Van Mersbergen

#### Others Participating:

Tom Krugman                       Deborah Simmons                       Tarun Harit  
 Tom Skilton                       Allison Beadle                       Susan Hughes

x = participating                      o = absent

#### A. Establish Quorum; Approve minutes

The Conference Call was called to order at 9:10 a.m. Roll call disclosed a quorum to be present. Jennifer noted that she would have to leave the call around 9:30 a.m.

On a motion by Antonio and seconded by Jennifer, the minutes of the February 18, 2015 and February 25, 2015 Conference Calls were unanimously approved as submitted.

#### B. Mintel Trade Research

Susan was asked to present the summary and recommendations from the recently completed Mintel Trade Research. She noted that the research covered consumer products and food service menus based on an existing database and was able to provide comparative statistics over time. The summary described that while the popularity of raspberry retail products is growing, other products, such as cranberry, are growing faster. Of new raspberry product launches, 67% have been in a shelf-stable format while 19% are in the chilled product category. The research went on the note that while raspberries have known health benefits, a definitive story/identity needs to be created. For foodservice menu items, there are limited raspberry menu placements, providing another opportunity. Processed raspberries offer restaurants year-round access and availability despite currently carrying a strong spring/summer season association.

Overall recommendations were to capitalize on raspberry health and flavor, look to savory items, expand menu items outside of desserts to entrées and beverages, and promote year-round availability.

In response to questions on how the information in the research would be used, Susan said it will be incorporated into trade message and outreach as well as used to guide program development. With no other questions, she thanked the Committee for their time and exited the call.

### **C. Vision/Mission Statement**

Tom directed Committee members to revised draft Vision and Mission Statements. The Vision Statement had been changed to include the word “processed” rather than “frozen”, recognizing this is an internal document for the industry and “processed” is an inclusive of all products represented by the Council, and that as an internal document.

For the Mission Statement, “build demand” was added to answer previous Committee direction as to the Council’s role. Discussion recognized the clarity of the proposed Statement but was uncomfortable with the number of times the word “processed” was used. Different approaches were presented with Tom asked to prepare a new draft for the Committee’s review. Brad asked how staff represents the Council to the trade and consumers to avoid any negative connotations regarding the word “processed”. Tom said that the Council is simply referred to as the Raspberry Council, and all discussion is about frozen raspberries in all their forms.

### **D. FY 2016 Proposed Program**

Tom presented a high level overview of the proposed FY 2016 program, stating that it consolidated all activities under one supervision structure and drew from marketing research findings to focus resources against targeted audiences. What would be presented were the big “buckets”, the tactics within them, and proposed bucket budgets. Antonio asked if funds could be moved within the marketing budget if other opportunities presented themselves at a later time, and the time period for this budget. Tom responded that the Board could amend it budget as necessary, and the budget was for the new fiscal year beginning October 1.

Allison began by presenting an overview of the proposed budget and the various budgeted categories. The proposed budget totaled \$725,000. By design, all marketing tactics as proposed are fully integrated and supportive of other elements of the plan. Key “buckets” were: Marketing Intelligence, Communication Assets, Product Nutrition Data, Consumer, Trade, Health Professional, and Digital Communications, Nutrition Research Support, Issues Management and Industry Communications, Program Management, and Measurement. During discussion, Allison noted that Digital Communications now includes all web activity plus the Social Media program which is woven through all activities. Market Intelligence is baseline Market Research, and includes online trade surveys of foodservice operators and food manufacturers to gain an understanding of the usage and attitudes of operators and manufacturers about frozen raspberries. She concluded by noting that the website had been sent to USDA for approval before going live.

Antonio asked what are the next steps, with Tom stating that once approved by the Committee, the program and budget would be presented to the Council for adoption.

**E. Other Business and Adjourn**

With only three Committee members remaining on the call, it was decided to wait until the next call, scheduled for April 15, to review the proposed budget and take action on the proposal.

There then being no further business, on a call from the Chair, the call adjourned at 10:40 a.m.