

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Semiahmoo Resort

May 17, 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 Jeff Gross Tarun Harit
 Tom Skilton Allison Beadle Dan Petek

x = participating o = absent

A. Establish Quorum; approval of minutes; opening introduction

The meeting was called to order at 9:13 a.m. Roll call established a quorum to be present. On a motion by Mark and seconded by Eric, minutes from the April 15, 2015 Conference Call were unanimously approved. Brad welcomed members and guests, noting that this was the first time the Committee had met face-to-face since the previous Fall when it gathered to select a PR Agency. Tom added that the meeting would focus strategic issues and providing guidance to the Agency as the marketing plan and budget had been approved for recommendation to the Council during the last conference call.

B. Channel Sales

Tom began by noting a continuing interest in the allocation of finished product to the various channels, retail, food service, and food manufacturing. This information is necessary in order to ensure that programs and funds are properly directed. A series of charts were presented that compare domestic production to imports to both gain a sense of the total supply available in the U.S., and the relative market share for the two sources. Trend line indicated that imports are increasing faster than the growth in domestic production. Total volume in 2014, combining the 2014 domestic crop and all imports during calendar year 2014, totaled just less than 140 million pounds. While it is possible to track import IQF, juice/puree, and concentrate volume by HTS code analysis, it is not possible to determine the distribution of products from domestic production.

Jeff stated that A.C. Nielsen data, while incomplete, indicated retail sales of frozen raspberries, e.g., IQF poly bags, at somewhere around 22-24 million pounds, or just under 20% of total sales. This does not necessarily include mixed berry packs. Antonio said that the majority of exports

from Chile were IQF raspberries, with an increasing volume packed in poly bags, and that the volume of mixed berry packs was increasing. Combining mixed berry packs suggested the total volume of retail frozen raspberry sales could approach 40 million pounds.

There was agreement by the Committee that this was important information to have. Tom and Allison were directed to develop a plan for refining the estimate and allocation by channel for discussion during the next committee conference call.

C. Integrating Market Research with Market Communications

Allison and Jeff combined to present how market research is used to build communication programs for the Council. Market research has two primary purposes: benchmarking to measure change, and insights used when building programs. An example presented as a finding from the consumer research that showed calories per serving to be important but not a key message, while raspberries and Vitamin C was well received and a key message. In the longer term, “real raspberries” was a favorable consumer message and will be used to create a plan to develop a “real raspberry” certification program for packaged foods and menu items.

D. Growing Supply to meet a Growing Demand

The question was raised “as demand for processed raspberries grows, what will be the source of supply?” Limited land in climatic zones available that can support current raspberry varieties suggests a need to develop new varieties that can grow on marginal soils or in less optimum climates. In the short-term, imported product is not available to fill the demand, but it was believed that long-term relationships with key suppliers can help fill the demand. Committee members felt a bigger question was for growers to receive the proper signals from the market to encourage planting of additional acreage.

E. Name the Newsletter

In response to discussion during the Committee’s last conference call, Allison and Tom presented five potential names for the newsletter. These came from a list of over twenty possible names created by the marketing team. Once chosen, the new name would first be revealed in the Summer newsletter. During a short break, committee members “dot voted” discussed and voted on their favorite, with “The Raspberry Scoop” being selected.

F. Health Professional Communications

Allison and Tom presented a summary from the recent SCAN Symposium, held in Colorado Springs, CO. The Council was the sponsor of the Welcome Reception which provided the opportunity to have three recipe demonstration stations featuring raspberry-centric foods, and to work with the hotel chef in developing recipes adapted from its menu. Three members of SCAN’s Executive Committee served as product demonstrators, using a script developed by Salt and Company. Response to the recipes was extremely positive. From the reception a need to package up the demonstrations as a professional resource was identified, as many in attendance put on demonstrations, and note that it takes ten to twelve hours to prepare the script and culinary instructions. As a learning from the reception, the Council will develop additional culinary demonstrations based on existing recipes. Consideration will also be given to having a

“demonstration contest” for RD’s to submit their favorite cooking demonstration using raspberries as a way if building this valuable resource.

G. Next meeting; adjourn

It was agreed that the next conference call for the Committee would be on June 17, 2015 at 9:00 a.m. Pacific Time, and the July call would be suspended to allow North American growers to focus on the harvest. Regular third Wednesday of the month calls will resume in August. There then being no further business before the Committee, the meeting adjourned at 12:20 p.m.