

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee
Teleconference

August 19, 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 Tarun Harit Steven Humphries
 Tom Skilton Allison Beadle

x = participating o = absent

A. Establish Quorum; Approve minutes

The Conference Call was called to order at 9:03 a.m. Roll call disclosed a quorum was not yet present, so approval of minutes was deferred until later in the call.

B. Quality Certification Mark

Tom K began by reminding members of the finding from the Consumer Market Research that indicated consumers would respond positively to identification of products containing “real fruit”. Consumers believed there is value to these products as they try to increase the amount of fruit in their diets. The point was driven home during the Harvest Tour when Rolf discussed a new raspberry iced tea blend that did not contain raspberries.

Allison then reviewed research findings and presented a concept for a quality certification mark that could be used by food manufacturers on packaging or foodservice operators to identify products or menu items that contained “rea; red raspberries”.

Tom Skilton and Steve Humphries then reviewed the process of establishing a quality mark, noting the different between a quality certification mark and a trademark that could be licensed to users. Tom S noted the precedence for a quality mark in other industries and indicated his firm was prepared to analyze that industry’s process as well as that of others and provide a report to the committee. Steve noted that a quality mark would not identify the owner of the mark of product’s origin, only that it contained “real red raspberries”.

Mark felt the proposal had merit for further study and asked regarding the timeframe to register a mark. Steve noted that a realistic expectation was nine months with rights dating back to when the initial registration application was submitted.

Antonio was interested as to who could use the mark, where, and when. Steve noted it could be used by food manufacturers and/or food service operators as soon as registration was complete with the industry having protection for the mark from the date of application. Allison noted its purpose was to educate consumers as to “real red raspberries” being in the product they purchased, and to increase demand from manufacturers and/or operators for raspberries in their products to meet the interests of consumers.

Discussion then ensued on different idea for a proposed mark with Allison noting that additional concepts would be prepared for the committee’s review during its next conference call. Tom S and Steve said they would prepare an analysis of current marks and the various issues surrounding a quality mark versus a licensed trademark for the committee.

C. Activity Update

Allison then provided a summary of the recent Harvest Tour. One of the key messages during the Tour was what processed raspberries were and were not. Additional photography was added to the Council’s resource library with attendees providing social media content both during and after the Tour. She noted a burst of conversations during the Tour as attendee’s followers joined the conversation about raspberries. Mark spoke favorably about the Tour attendees as smart people asking smart questions. Antonio felt that the Tour’s goal of educating influential people and building strong advocate had been achieved.

Allison continued by noting a photo shoot the previous week to provide pictures for a planned Buyer’s Guide, and plans for upcoming trade education events. She indicated that Brad would be in attendance at FNCE and that the Council was hosting a dinner event for Trade Dietitians at Vanderbilt University to build relationships.

The Berry Health Benefits Symposium and Raspberry Roundtable in October would be attended by Adam.

D. Closing comments; Adjourn

Members on the call agreed that monthly calls were important and of value, and recognized the efforts being expended by the Marketing Team. Mark was pleased by the progress moving from planning to implementation.

There then being no further business, on a motion by Antonio and seconded by Mark, the call adjourned at 10:26 a.m.