

**Marketing Committee Conference Call
December 16, 2015
Meeting Notes**

Attendees:

Allison Beadle
Tarun Harit
Antonio Dominguez
Hector Lujan
Mark Van Mersbergen
Jennifer Ryan

Approve Minutes from November 2, 2015

Mark Van Mersbergen motioned to approve, Antonio Dominguez seconded. Minutes approved unanimously.

Trade Usage and Attitude Survey

Allison Beadle provided an overview of the audience surveys to be conducted via telephone interview with foodservice and food manufacturing decision makers. There was discussion around timing of the surveys (they will be conducted in January-February 2016) and confidentiality of contact information obtained through the surveys. The Committee members will send any additional feedback to Allison Beadle by December 23, 2015.

Industry Outreach and Education

We discussed the NPRC's presence at the 2015 Small Fruits Conference. Mark Van Mersbergen commented that the presentation was excellent and did a good job of "showing who we are, what we're about, and where we're going." He also added that it was easily understandable and growers "got it" and "liked it." For 2016, he recommends that the NPRC have a bigger presence at this conference

We also discussed the Food Safety meeting currently planned for some time around the May Council meeting in Lynden, WA. Committee members commented that this would be a good time to have face-to-face meetings for all committees, even if it means bringing folks in a little early.

A newsletter specifically designed to reach the importer audience was also discussed. Jennifer Ryan thinks that this is an important effort and needs to answer the question "why am I paying this assessment?" She recommended that we check our database of contacts to make sure we have all of the importers in this database. Allison Beadle recommended that we consider sending an initial e-blast to importers that answers the aforementioned question and see what kind of feedback we receive. If we begin a newsletter specifically for importers then we may need to evaluate our newsletter strategy overall and have audience-specific newsletters.

Allison Beadle also updated the Committee on adjustments that will be made to upcoming versions of the newsletter, paring back on the formality of content and also producing quarterly "program highlights" videos to share with industry members.

February Committee Meeting in Conjunction with AFFI

The committee members discussed that if this meeting is going to be a “formal” Committee meeting that we need to make sure a quorum can be established. Several committee members expressed interest in having this meeting, if it’s possible to establish a quorum and it makes sense from a financial standpoint. Jennifer Ryan recommended that the Committee revisit this discussion via email in early January once travel plans have been established to determine who will be attending, when they will be traveling, etc. Antonio Dominguez recommended that a decision be made by January 10.

New Business

- **Trademark Committee/Sub-Committee**

The Committee discussed if it makes sense to have a sub-committee or if this is something that should become part of the Marketing Committee’s responsibility. Allison Beadle recommended that this could initial become a role of the Marketing Committee when the program first launches and if a sub-committee ends up needing to be established because the level of work is more than the Marketing Committee can oversee that the decision be made at this point. This will be an agenda item for the January Committee meeting.

- **Strategic Planning Session**

There was much discussion around who would facilitate this planning session and several Committee members agreed that an outside facilitator should be considered because they have a specific process to reach a specific endpoint and know which questions need to be asked, etc. The Committee recommended that Tom Krugman look into potential options and costs involved and that this be discussed on the January Committee call.

Other Business

There was no other business discussed.

Adjourn

Antonio Dominguez motioned to adjourn the call at 9:55 a.m. and Mark Van Mersbergen seconded.