

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee
Teleconference

June 17, 2015; 9:00 a.m.

Committee Members Participating:

<input checked="" type="checkbox"/> Antonio Dominguez	<input checked="" type="checkbox"/> Brad Rader
<input checked="" type="checkbox"/> Eric Larson	<input type="checkbox"/> Jennifer Ryan
<input checked="" type="checkbox"/> Hector Lujan	<input checked="" type="checkbox"/> Mark Van Mersbergen

Others Participating:

<input checked="" type="checkbox"/> Tom Krugman	<input checked="" type="checkbox"/> Tarun Harit
<input type="checkbox"/> Tom Skilton	<input checked="" type="checkbox"/> 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. Channel Sales

Tom was asked to review the information that had been gathered to date. He directed committee members to two documents that had been forwarded, one providing a situational analysis, the other graphs representing imported processed raspberries and domestic production. Discussions among the Marketing Team noted different methodologies to attempt to quantify the relative volume of processed raspberries entering the three channels of distribution. It was believed by the Team that the purpose of the exercise was to refine the estimate of product by channel going back to discussions at the November 2014 Council meeting. He noted the difficulty in obtaining accurate information, a problem shared in other industries as well.

He noted good information on imported product by HTS code, and if an assumption could be made that essentially all imported IQF went to retail while juice concentrate and/or puree/block frozen went to foodservice or food manufacturers, half the problem was solved. Committee members agreed with the assumptions. In response to questions regarding data on imports, Tom said that data was available back to 1990 for some of the HTS codes of interest.

Extending those same assumptions to domestic production, Tom proposed a confidential survey of domestic processors requesting information on allocation of their raw product input by finished product mirroring the HTS codes. When added to imports, volume by channel would be available and could be tracked over time.

Brad liked this approach, stating that it did not make sense to spend an excessive amount of time or money chasing an answer that was not exact. The solution proposed would provide meaningful numbers that could be tracked over time while refining the estimated distribution of product by channel. There was agreement by committee members to pursue this methodology.

Allison said that the response from some industries experiencing the same dilemma was to make no attempt to collect the information as they believed their mission of increasing demand did not require knowing where it went.

Tom concluded by stating that while considerable time had been spent in identifying and analyzing various HTS codes that might contain processed raspberries, the exercise was valuable in gaining an understanding of the category and identifying exactly which basket categories could contain raspberries in a mixed berry blend. These HTS codes will also be tracked separately over time.

Tom was asked to summarize the situation and the solution and send to committee members for their review. The timing of the domestic processor survey would be this Fall following harvest.

C. Other Business and Adjourn

With a quorum now present, on a motion by Antonio and seconded by Mark, the minutes of the May 17, 2015 meeting were unanimously approved as submitted.

Brad asked about the upcoming Harvest Tour scheduled for July. Allison said that there would be nine bloggers/writers with the schedule mostly complete. A briefing book is being assembled which will have bios of each participant for distribution to industry hosts. Brad noted that with harvest starting so early, harvest would be winding down by the Tour but there would still be fruit and processing.

In closing, Tom reminded Committee members that there would not be a call in July, with the regularly scheduled third Wednesday of the months calls resuming in August.

There then being no further business, on a call from the Chair, the call adjourned at 9:30 a.m.