

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

November 2, 2015; 10:00 a.m.

Committee Members Participating:

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

Others Participating:

Tom Krugman Tarun Harit John Clark
 Tom Skilton Allison Beadle Jon Cotton

x = participating o = absent

A. Establish Quorum; Approve Minutes; Crop Conditions

The meeting was called to order at 10:00 a.m. On a motion by Mark and seconded by Eric, minutes of the September 16, 2015 and October 21, 2015 conference calls were unanimously approved.

To set the stage for the meeting, members were asked to comment on crop conditions. Antonio noted that demand is currently outpacing supply driving prices upward. Although prices are good, yields are down in Chile for a number of reasons including a need to develop new varieties, growers replanting “re-cuts” as opposed to using new nursery stock to save money, and a proliferation of soil nematodes as a result. A joint government, university, and industry program is beginning to address these issues. Larger farmers, representing approximately 20% by number, are also looking at machine harvest as a way of controlling costs. It is believed that the joint program will begin to show results in 2016 with crop size starting to increase. There has been pessimism among Chilean raspberry farmers looking at the future for raspberries in the recent past, but it is believed this is also changing.

Hector noted that in California, SWD issues have forced growers to collect culled fruit rather than leaving it in the field. While raspberry acreage has not expanded, changes in growing practices have resulted in more fruit moving to the juice market. He also said that Mexico is expanding its winter fresh raspberry program which has also resulted in more fruit entering the juice or freezer market.

B. Real Red Raspberry Trademark

Tom K began by reporting that Cameron LLP had estimated costs of registering the Real Red Raspberry trademark at \$2,000, and development of a Style and User’s Guide at \$4,000. Allison and Tom would assist Cameron LLP on the Guide to hold costs down. These cost are budgeted

as either part of the Council's legal budget or within the marketing program for identity management.

Allison discussed a review of FDA documents relating to "made with" language. As the Council's use did not suggest a health claim, there should be no issue. However, from a marketing perspective, there are products, such as IQF raspberries in a poly bag, where it could be confusing if the mark said "Made with Real Red Raspberries" as that was the only item in the bag. Discussion ensued on whether there should be two marks, one with and one without the phrase "made with". The Committee agreed to address this question during the Board meeting. In discussion on how the mark would be controlled by the Council, it was agreed that a committee or sub-committee would be formed to review applications.

C. 2016 Program: Infinity and Beyond

Allison reported that a Manufacturers and Food Service Operators Survey was in the planning stage. Study objectives were reviewed. Questions were raised about the size of the sample, how it would be administered, and if raspberry's position relative to other berries would be included. The final questionnaire will be developed and presented to the Committee in December.

In early 2016, the Council would again be a primary sponsor at the SCAN Symposium, scheduled for Portland, OR., and would have the opportunity to include industry members in various events.

The Marketing Team will be meeting in mid-November to plan 2016 program implementation and to begin 2017 program ideation and how to build on the momentum that had been created in 2015.

Brad asked that the trade show booth be enhanced, with design concepts available for review by the Committee in January.

D. Other Business

Jennifer asked how the Council would know if its programs are working. Tarun said that a program effectiveness evaluation was required in 2017. General discussion questioned what metric would be used and what would be measured in the evaluation. John noted the need to communicate results to growers as part of outreach efforts, which lead to discussion on how to best communicate with growers and importers. Tarun again noted that it was the responsibility of growers on the Board to make their peers aware of what the Council was doing and to encourage their attendance at industry events to hear firsthand. One suggestion was for the Council to take the lead in organizing the raspberry presentation during future Small Fruit Conferences in Lynden. This will be a subject for continuing discussion as part of Industry Communications.

E. Closing comments; Adjourn

There was agreement that it was unnecessary for the Committee to have its normal monthly conference call in November, with the next call set for December 16, 2015. With there being no further business, the meeting unanimously adjourned on a motion by Antonio and seconded by Mark at 12:20 p.m.