

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee

### Teleconference

October 21, 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             Meghan Flynn

x = participating      o = absent

#### A. Establish Quorum; Approve minutes

The Conference Call was called to order at 9:00 a.m. Although there was not a quorum present, Brad suggested a topline summary be presented, and that action be deferred until the Committee meeting on November 2.

#### B. Quality Certification Mark

Tom K noted that a revised draft trademark had been sent out to the Committee along with a document prepared by Cameron LLP on remaining steps prior to submitting an application for the mark. He stated that Mark liked the new Mark and it met his approval. Steve H said that once adopted by the Council, he would be able to submit the application within a matter of days if the description of services as presented in his memo was adopted by the Council.

#### C. Berry Health Benefits Symposium/Raspberry Roundtable

Allison began with a summary of the BHBS, noting various presentations by raspberry funded researchers. The Symposium was an immersion into “all things berry research”, and clearly demonstrated where raspberries fit into the growing body of berry science. An interesting observation was the growing recognition of the importance of the gut microbiota to overall health. The raspberry industry is in front on this area of research, having funding bio-availability and bio-mechanism projects since 2007. Another observation commented on by many researchers is the roll of responders vs. non-responders to treatment by berry compounds. This addresses genetic diversity among humans as well as current health status, and presents another challenge to health related research. She concluded this part of her remarks by noting that the industry has built and is building the right body of research to feed the marketing communications pipeline, and that the Council’s strategy is sound.

The Raspberry Roundtable that followed included five researchers and three members of the marketing team. Researchers were pleased to spend informal discussion time with the Council, an opportunity they usually are not afforded. A few of the key takeaways from the Roundtable were the need to develop a standardized raspberry powder and placebo for use in studies, the Council's research strategy is appropriate, and Alzheimer's/dementia/brain health/early memory loss could be added to support the focus on metabolic syndrome. During discussion, researchers identified potential marketing messages related to fiber. Researchers also noted that the interaction of fiber and phytochemical metabolism was poorly understood and presented an opportunity for raspberries.

She concluded her report by noting that two of the Council's funded researchers were presenting posters at next week's International Polyphenol Conference, and that a number of articles based on raspberry funded research are set for publication in the near future, fulfilling one of the program's goals.

**D. General Discussion on Future Direction**

In light of this past season's disappointment for Washington growers and similar feelings of frustration in Chilean growers, Brad asked how the Council can tell its positive story out about the future for the industry as a way to incent growers to stay in raspberries when making planting decisions. Discussion opened about the upcoming Small Fruit Conference as an opportunity to reach out to a larger audience and meeting with raspberry plant breeders.

This will be a subject for continuing discussion as part of Industry Communications.

**E. Closing comments; Adjourn**

There then being no further business, the call adjourned at 9:50 a.m.