

NATIONAL PROCESSED RASPBERRY COUNCIL
Marketing Committee
Teleconference

September 16, 2015; 9:00 a.m.

Committee Members Participating:

<input type="checkbox"/> Antonio Dominguez	<input checked="" type="checkbox"/> Brad Rader
<input checked="" type="checkbox"/> Eric Larson	<input checked="" type="checkbox"/> Jennifer Ryan
<input 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 checked="" type="checkbox"/> Steven Humphries
<input checked="" type="checkbox"/> Tom Skilton	<input checked="" type="checkbox"/> Allison Beadle	<input checked="" type="checkbox"/> Meghan Flynn

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 present. On a motion by Jennifer and seconded by Mark, minutes from the conference calls of June 17, 2015 and August 19, 2015, were unanimously approved.

B. Quality Certification Mark

Tom K quickly summarized the issues regarding development of a quality certification mark versus a licensed trademark before asking Steve to add his comments.

Steve recognized that with a quality certification mark, the Council would be taking on a role as a standard setting body, while licensing a trademark would fall more in line with its role as a marketing and promotion organization. A licensed trademark would provide greater flexibility and freedom for the Council, as it would establish a licensing agreement incorporating standards for use. He indicated the next steps after determining which way to proceed would be to submit an application, including a description of how it would be used, and to complete development of a mark. The application could be submitted an intent to use pending actual use. It was his recommendation that the application be kept broad, while the licensing agreement with an end-user could be more specific.

Committee discussion agreed with the recommendation to move forward on developing a licensed trademark for the reasons cited in Steve's summary. The Committee also agreed that it made sense to do as much preliminary background work as possible, and to present a proposal to the Council for discussion at its November meeting.

The Committee then turned to trademark concepts a presented. After discussion, on a motion by Mark and seconded by Eric, it was unanimously approved to proceed with option “F” but with the two raspberries as included in option “A” as the mark that would be presented to the Council.

C. Grower Survey

Tom briefly reported the findings of the Grower Survey noting that while there was an understanding of what the Council’s role was in terms of building demand for processed raspberries, there was also a belief that it should be involved with production uses such as varietal development and pesticide registration. In total, the findings present a continuing education and communication opportunity for the Council.

D. Chile Media Tour

Tom and Allison presented a summary of discussions that had occurred with Antonio regarding development of a plan to take 5-7 members of the U.S. trade media to Chile to tour the processed raspberry industry. The purpose would be to educate the trade on Chile’s commitment to food safety, to gain an understanding of the unique areas where processing raspberries are grown, and to de-sensitize the trade about imports by presenting correct information. Questions were raised about the cost and cost-sharing with ProChile and the timing of the proposed Tour. While in general Committee members felt it a good idea, they also agreed that the timing was wrong and it should be moved to a potential FY 2017 activity rather than redirecting funds from the approved FY 2016 budget. Jennifer noted the importance of making sure domestic growers understand what the Council is doing before taking a media group to a foreign country. Brad felt it was a good idea but was one-year too soon. There was agreement that the proposal should be discussed at the November Council meeting to gain a sense from a larger group.

E. Closing comments; Adjourn

There then being no further business, on a motion by Mark and seconded by Eric, the call adjourned at 10:00 a.m.