

NATIONAL PROCESSED RASPBERRY COUNCIL

Research Committee

Teleconference

February 11, 2015, 1:00 p.m., PST

Committee Members Participating:

William Beadle

Adam Enfield

Val Shepler

Sukh Kahlon

Rob Dhaliwal

Rolf Haugen

Jon Cotton

Erin Thoeny

Others Participating:

Tom Krugman

Tarun Harit

Britt Burton-Freeman

Tom Skilton

Allison Beadle

x = present

o = absent

A. Call to Order; Establish Quorum; Approve Minutes

The meeting was called to order by Adam at 1:07 p.m. A quorum was not present at this time, so approval of the April 17, 2014 minutes was deferred.

B. Research Project Summary Table

Adam opened by reporting on a conference call between Britt, Allison, Tom and himself where Britt had presented the first draft of the summary worksheet. Its purpose was to create a document where all projects could be summarized in a consistent format that could also be used to record and report project progress. Britt and Allison will use the table to keep the Committee updated on project information and make sure projects stay on track. Allison will be able to use it as she prepares newsletter reports to inform the industry of how their money is being spent.

Britt then presented the table to the Committee, noting the different columns, how they could be used to sort information, why she felt they were important, and how the data had been organized. She specifically discussed "sample size" as a number of successful small studies could be the trigger for a larger more complex study. A Lexicon had also been provided to assist table users if there were questions on terminology used. She said that it could be updated to provide additional information as the Committee saw fit.

At the end of her presentation, Adam asked for her thoughts as to the Council's research priorities and the studies being funded. She reported that the priorities were on target and were a good start. She did not see any immediate research holes that needed to be filled, but thought it prudent for the Committee to wait for results to start coming in before launching

any new studies. In making this suggestion she recognized there was a challenging balance in getting first-year projects going and beginning to see results with needing to start new projects to keep the pipeline full for marketing purposes. As an example, she cited the potential for adding Metabolic Syndrome to the next RFP to capitalize on some of the projects currently being funded that are looking at various risk factors. She felt current project looking at insulin sensitivity, insulin resistance, and insulin action provided a good foundation. Lipid metabolism and blood pressure regulation are two other subject areas the Committee might consider as both are being looked at by other berry groups.

Sukh asked how the research projects would be used and what the next steps to be taken were. Allison talked about quarterly reports from the researchers that could provide an opportunity to add message points to Council communications. Preliminary findings as presented during conferences such as Experimental Biology and published in its journal as an abstract would allow a press release and media outreach to draw attention to the study. Then when it was published in a peer reviewed journal, a second round of publicity would be launched. Britt said that once published, research becomes part of evidence-based information that policy makers use to direct nutrition policy.

Adam then asked about keeping the pipeline full and whether the Council should issue an RFP for FY2016, or simply fund the subsequent years of currently approved multi-year projects. A lengthy discussion ensued with discussion noting the need to have results from current projects in order to make an informed decision on new projects. Committee members also agreed that receiving proposals did not commit the Council to funding projects, and the Committee could come back to the Council in the Fall with recommendations once current project reports begin in earnest and the Committee has a better idea of funds available. It was felt important that the Council consider conducting research in areas that other groups are investigating to make sure it does not get lost in the conversation, or that another group gains “ownership” of a health issue just because it was the first to fund studies. Britt suggested that an RFP could be narrowly worded to focus on Metabolic Syndrome risk factors, and then interact with researchers who respond to determine what might support current projects.

There was a consensus among Committee members to have Tom to work with Britt to re-write the existing RFP to focus on Metabolic Syndrome, and to get it to the research community by the end of February.

C. Approval of April 17, 2014 Minutes

As a quorum of Committee members was now on the call, on a motion by Adam and seconded by William, the April 17, 2014 minutes as presented were unanimously approved.

D. Other Committee Business; adjourn

Adam then discussed his intention to have regular committee conference calls and to increase the level of activity of the Research Committee as this is the foundation for marketing messaging. After discussion, there was agreement from the Committee that the next call would be on Thursday, April 9, 2015 at 10:00 a.m. pacific time. On the agenda would be quarterly research reports, a report on response to the RFP, and a presentation of the proposed FY 2016 Research Budget and Narrative that would be presented to the Council at its May meeting.

With no other business before the Committee, on a unanimously approved motion by Adam and seconded by William, the call concluded at 2:15 p.m. PT.