

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Teleconference

February 17, 2016; 9:00 a.m.

Committee Members Participating:

Antonio Dominguez Hector Lujan Mark Van Mersbergen
 Eric Larson Jennifer Ryan

Others Participating:

Tom Krugman Hakim Fobia Allison Beadle

x = participating o = absent

A. Establish Quorum; Approve minutes

The conference call was called to order at 9:05 a.m. A quorum was not established but in the interests of everyone's time, the call continued. By Committee concurrence, Tom was asked to chair the call. Tom introduced Hakim Fobia to the Committee. Tarun will no longer be working on the NPRC program and Hakim will be taking his place. Tarun will attend the Council meeting in May.

B. Marketing Activity Report

Tom reviewed the purpose of the day's call, to receive an update on current activity and to begin the process of developing the FY 2017 marketing plan and budget. Allison directed members to a PowerPoint summarizing and updating actions since the last call. She noted that the Team was engaged and excited about outreach opportunities this Spring. Britt's manuscript has been released and has been picked up in the trade and consumer press as a result of a press release issued by Wild Hive. She was interviewed by Yahoo!Canada radio. In March, the Council will be hosting a Food Editors reception at Meredith Publishing in New York. Meredith is the parent publisher of Family Circle, Parents, Fitness, and Everyday with Rachel Ray, among other publications. Media bloggers have become a regular part of the communications program, building on relationships established during last summer's harvest Tour. A "Field to Freezer" social media campaign has been launched, featuring the Council's videos. The Council's website homepage has been updated to present a more dynamic, simplified appearance. Design concepts continue for the new trade show booth. Concepts will be presented to the committee in March. The Council will once again be the premier sponsor for the SCAN Symposium in April. Mark and Ronda Van Mersbergen will attend and be in the booth along with assisting during the Awards Banquet. Also in April, the Council will be a co-sponsor, along with the ORBC, of a Product Development Workshop targeting food manufacturers and food service operators. And finally, plans are underway for this summer's Harvest Tour. Invitees include manufacturers and food service operators.

Antonio asked about the status of the trade survey. It was reported that it will be in the field shortly, with a preliminary report in March and a final report in April.

Discussion then turned to a FY 2017 Planning Framework. Tom noted the challenge of planning a program seven months out when the current year is only 4 months old. What was presented at this time was a high level overview that will be refined for each subsequent committee meeting, with the eventual plan allowing sufficient flexibility to respond to any unique opportunities that present themselves during the year. For FY 2017, the engagement and education of industry members becomes a priority and an active part of the plan. Market Intelligence will be somewhat scaled back with both initial surveys completed. Communication assets, especially digital and video, will continue to be developed and purposed across all channels. The USDA Nutrition analysis will be completed this Spring. The FY 2017 plan calls for the completion and publication of a manuscript, drawing attention to raspberry nutrition. Trade and Consumer Communications continue, with a bigger focus on the trade in FY 2017. Some events are being considered to attend, but not exhibit, as a way of gathering information and establishing contacts. Existing relationships with RD's will be deepened as part of the Health Professional Communication program. A year-long partnership with bloggers is under consideration as part of the social media program. The website will have additional content added and current content updated as necessary.

Committee members thought the direction being taken was appropriate. Antonio felt the plan as presented showed the results of good teamwork, and a good working relationship between the staff and the Board. Question was raised as to program metrics and benchmarking. Allison noted that benchmarks had been established and a full report would be provided during the May Council meeting. Mark noted that metrics will be an important part of proving the value of the NPRC during its renewal referendum. He noted how important it is to demonstrate credibility and to educate those who fund the Council's programs.

C. Other Committee Business; adjourn

With the next two scheduled committee conference calls overlapping marketing activities where both Tom and Allison are involved, Tom asked the committee to consider alternative dates. The March 16 call was changed to March 30, and the April 20 call was changed to April 27. Both calls will begin at 9:00 a.m. Pacific Time as usual.

The date for the next committee conference call was set for Wednesday March 30, 2016. There then being no further business, the call adjourned at 10:55 a.m.