

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee

Teleconference

January 20, 2016; 9:00 a.m.

Committee Members Participating:

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

Others Participating:

Tom Krugman Tarun Harit 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. Brad announced that he was resigning from Rader Farms but would remain active in the raspberry industry and was exploring his options. Committee members expressed their appreciation for his commitment to the industry and the leadership he has provided since the Council was formed.

B. Marketing Activity Report

Allison directed members to a PowerPoint summarizing and updating actions since the last call. First discussed were two press releases that have been created to support Council-funded research studies that are about to be published. These have been approved by AMS and are set for national distribution.

A recent meeting with Driscoll's raspberry marketing team had been facilitated by Hector. The meeting was attended by Allison, Britt, and Tom. Discussed were collaborative opportunities, sharing of consumer insights, and amplification of NPRC health messages through Driscoll's social media platform. There was agreement that there is mutual benefit in enlarging the overall conversation for raspberries and to drive consumers to purchase raspberries in all forms.

A meeting to develop the Council's digital content strategy had taken place. A re-design of the website along with designs for the dark site had been presented. Incorporation of the first two videos into both the website and social media was part of the discussion. The re-design on the website will increase visual appeal, with a dynamic video carousel on the home page featuring industry video footage.

Work continues on communication assets including a flavor pairing-culinary guide, and two fact sheets that will debut at the SCAN Symposium in April, one focused on Sports Nutrition, the other on Cardiovascular Health.

In reviewing upcoming events, Allison pointed to the SCAN Symposium where the Council will be the Awards Dinner sponsor. Raspberry growers have been identified to participate and assist, in the booth, during the culinary demonstration, and in the awards presentation program.

The Council will also partner with the Oregon Raspberry Blackberry Commission (ORBC) to host a Product Development Workshop, modeled after a similar event two years ago. This year's Workshop will have more of a culinary focus and once again target food manufacturers and food service operators.

This summer's Harvest Tour is being set for the week of July 11 in Lynden. Invitees this year will be from the trade rather than consumer sector.

Following up from last month's call, three different trade show booth concepts were presented. Committee members agreed on one concept that allowed use in both a ten foot and twenty foot space and utilized a flat screen TV to show videos was appropriate. Allison and the team were asked to come up with different iterations of this concept.

The contact database from the recent Small Fruit Conference had been incorporated into the NPRC database used for newsletter distribution. Staff continues to work on ways to identify key industry influencers. The newsletter is being re-designed to have shorter, easier to read articles and be published more frequently, alternating with a "visual" newsletter showing short videos of current activity.

Finally, there was a brief discussion of the Strategic Plan planning process. An RFP has been drafted and is nearly ready for distribution. Six contractors have been identified to receive the RFP. The Marketing Committee will coordinate the activity with an expectation that participants will include Board and non-Board members. A prospective date for a strategic plan session would be immediately before the Fall Council meeting.

C. Other Committee Business; adjourn

Antonio announced the dates for the next IRO meeting, to be held in Serbia, as May9-10, 2016. The cost for industry attendees, exclusive of airfare and lodging, is expected to be about 300 Euros.

The date for the next committee conference call was set for February 17, 2016. There then being no further business, the call adjourned at 10:10 a.m.