

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee Conference Call

April 19, 2017; 9:00 a.m.

Committee Members Participating:

Antonio Dominguez Mark Van Mersbergen Loren Kimura
 Eric Larson Nicki Briggs Brad Rader
 Jonny Paris

Others Participating:

Tom Krugman Allison Beadle Hakim Fobia

x = participating o = absent

A. Establish Quorum

The meeting was called to order at 9:05 a.m. by Antonio and a quorum was established. Later during the call, on a motion by Loren and seconded by Mark, minutes of the March 15, 2017 conference call were unanimously approved.

B. FY 2017 Program Update

Antonio asked Allison to report on current activity. She began by reviewing the ambassador program, stating that it was becoming more active and was successfully delivering raspberry messages to consumer media using third party credibility. New website and social media content has been developed and is in use. A new social media campaign, entitled Farmer of the Month, is set to launch with a feature story on the Van Mersbergens. The campaign will help educate consumers on who grows the raspberries they eat.

At the upcoming Experimental Biology conference, 6 abstracts on about raspberries will be presented. A press release has been prepared to raise visibility on the presentations within the consumer press. Last year's release was picked up by a number of different media. Britt will be in attendance and presenting as well. USDA will present information on flavonoids that comes from the nutrient analysis on frozen raspberries. Britt will begin preparing her manuscript from the analysis shortly.

Facebook and Twitter social media ads have been developed and posted. An ongoing sweepstakes was described. The Council's new table top booth was used at the recent SCAN Symposium. McKenzie and Allison attended on the Council's behalf. Razz crush was featured in a product demo and at the opening night reception. Adam Enfield and McKenzie attended the recent Berry Health Benefits Symposium and were part of two different panel presentations the first day.

Allison described recent media placements aimed at keeping raspberries in front of food service operators as part of trade communications. Mary had attended the Research Chefs Association meeting on behalf of the Council, and established contacts for future participation. She reported on the keen interest in natural flavors and colors, which tied in with a social media promotion to use raspberry juice to dye Easter eggs. Future content development will focus on beverages and a bar menu.

There was then a general discussion on program maturation and the raspberry program as it moves from start up to full functionality. As part of this evolution, the Council's tactics will shift in the future so that funds can be redirected to match strategic plan direction. Question was raised as to whether the Council was trying to do too many things at once and if its focus should be narrowed. Allison and Tom responded that a shift had already occurred to focus on trade as directed during the planning session, and the FY 2018 program plan continues this transition.

C. FY 2018 Program and Budget Proposal

Following this discussion on program direction and emphasis, Tom was asked to review the proposed FY 2018 marketing budget. He began by comparing general services and administration expenses from the approved FY 2017 budget to the proposed FY 2018 budget, noting that the overall total for the two years was comparable. What changed was the allocation across programs in response to strategic plan priorities.

Turning then to the marketing program budget, Tom discussed how available program resources were determined after making assumptions on current year-end expenditures and 2018 crop forecasts. From there hard costs, such as year-end reserves, general administration, USDA oversight fees, and the costs of completing ongoing research were deducted from total funds to identify how much was available for new research and marketing programs. The Strategic Plan's 60/30/10 ratio of fund utilization was then used to allocate funds across the three program areas.

Tom highlighted key areas of the marketing budget as they compared to the current budget, and significant increases and decreases in budgeted amounts. Specifically noted as increasing were trade and digital communications, with health professional communications decreasing. He concluded by noting that this was consistent with strategic plan direction.

Antonio said he had reviewed both the budget and narrative and felt the proposals addressed the Plan and kept the program moving forward. He asked the committee if it wanted to take action now or wait until the next meeting when there might be more committee members in attendance for discussion. Mark agreed that he had no problem with the budget and plan as presented but felt that discussion with the full committee would be appropriate. There was general agreement with a request to present additional information on metrics and measures of success. Allison said she would have information on current metrics and the plan to measure future success at the meeting in May.

D. Next Call; Adjourn

With no further discussion, the next meeting of the committee was set for Tuesday, May 16 at 9:00 a.m. in Lynden. The call concluded and was adjourned at 10:15 a.m. by Antonio.