

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

August 16, 2017; 9:00 a.m.

### Committee Members Participating:

Antonio Dominguez       Mark Van Mersbergen       Loren Kimura  
 Eric Larson       Brad Rader       Jonny Paris  
 Scott Boynton

### Others Participating:

Tom Krugman       Allison Beadle       Hakim Fobia

x = participating      o = absent

#### A. Establish Quorum; approval of minutes

The meeting was called to order at 9:05 a.m. by Antonio; a quorum was established. On a motion by Eric and seconded by Scott, by unanimous vote minutes from the July 19, 2017 meeting of the Committee were approved.

#### B. FY 2017 Status Report

Allison was asked to review current and ongoing activities. She opened by noting that as the fiscal year winds down, the Marketing Team is completing an analysis of this year's results (to be presented during the next conference call), and finalizing plans for the new fiscal year. Wanting to spend the majority of the time remaining on the call discussing Real Red Raspberry premium positioning, she said she would only provide a high level overview of recent activity.

In the area of consumer communications, a recent bento/lunch box blog from one of the Council's ambassadors featuring raspberries had been posted just prior to back to school for most kids. The trend of using highly colored foods to provide natural food color to recipes continues. Raspberries have received recent mention for adding pink to recipes. A Superkids Nutrition Activity Sheet will support early childhood nutrition programs as an education resource for elementary schools. It will be posted on 5,000 school websites. Metrics for the Council's social media platforms were presented, showing a month-to-month increase in July versus June.

In the Trade sector, a partnership with a large food company continues to progress forward. It is expected that the Council will co-promote with the company at FNCE. Companies that requested samples are evaluating raspberries in their test kitchens. One anticipates launching a raspberry item late Fall 2017. Two of the quick-serve restaurants that have participated in the Harvest Tour have submitted raspberries to their culinary centers for further evaluation and product ideation. FNCE this year will feature two trade events sponsored by the Council.

Moving on to Real Read Raspberry premium positioning, she said the purpose of the exercise was to articulate the unique space occupied by raspberries that would establish the premium position, elevate consumer, trade, and industry perception, and create lasting value for raspberries. The positioning is crucial to creating cohesive and consistent communications. It will likely require little change to the messages already in use, but instead, a re-organization of the messages and a tighter focus.

After presenting the three positioning statements a discussion ensued on the level of commitment by all members of the industry to its success and viability. Question was raised as to whether the Council's purpose was to support the northwest raspberry industry or the entire industry including imports. Discussion noted the difficulties northwest growers were having due to low prices, with USDA noting that a discussion of prices was outside of the Council's authority. Discussion noted that importers support the Council through the same assessment that is levied on domestic producers, and that a healthy and growing market was a desired outcome. It was noted that the intent of the Council was to build demand for all processed raspberries, and then let all entities compete for the business that was created.

Returning to the positioning statements, suggestions were made to each to clarify the message and to focus on the primary issue for each audience. In response to feedback on the statements, committee members expressed their agreement with the direction presented, and directed Allison to continue development of specific messages based on each statement.

**C. Next Call; Adjourn**

With there being no further discussion, the next conference call of the committee was set for Wednesday, September 20, 2017 at 9:00 a.m. The call was then adjourned at 10:20 a.m. by Antonio.