

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee Conference Call

February 15, 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. On a motion by Mark and seconded by Antonio, minutes of the January 18, 2017 conference call were unanimously approved.

B. Strategic Plan Implementation

Tom asked if committee members had any comments on the draft Plan as had been sent out. Loren said that he felt the draft Plan captured the Session, and noted that he is interested in seeing what objectives are identified for measurement and how the metrics are established. He also noted metric for Strategic Priority Area 3 are critical to maintaining support for the program among assessment payers. Allison said that she is working with Jeff to establish metrics appropriate for a program and budget of this size using baseline data from previous studies conducted by the Council. Loren commented measurement should only be against the defined audiences that are targeted rather than a broader consumer base. Allison said that she would have metrics completed soon, with a revised draft to be sent out to the Council and Planning Group for review. Discussion ensued on the need to establish metrics that are realistic and achievable.

C. FY 2017 Program Update

Antonio asked Allison to continue on with information on current activity. In the area of Consumer Communications, she noted that the Ambassador program continues to gain momentum, and resulted in a Valentine's Day promotion focused on using raspberries to create a natural food coloring. What began as a feature in a magazine took on a life of its own through social media. The Council has begun to boost its Social Media program through paid ads which will provide analytic tools for measurement, and tightly focused messaging against target audiences. A RD tool kit has been developed for Health Professional and Trade media communications, with information on Razz Crush aimed at retail RD's.

Recent successes with a large contract feeder and a quick serve family chain featuring Raspberry Crumbles were presented. Digital materials are being prepared to build awareness for Crumbles which either were presented or will be presented during company-wide market/new product conferences. Loren complemented the staff on leveraging RD relationships as it is a novel approach to gaining access to these companies as their RDs are often ignored. Educating them to carry the Council message has proved to be an effective strategy. Brad agreed, noting that RD education activities as an effective tool.

In the area of Content Development, the marketing team is working on raspberry beverage innovation, Raspberry Crumbles, and a supplier's database as a trade resource. A number of upcoming conferences to be attended by Council staff were reviewed. At many of the conferences the Council hosts a reception or meal function where educational information is presented to help attendees in their jobs. These sessions are also used to identify potential invitees to future harvest tours.

Finally, Allison reviewed efforts to begin to align the current program with the Strategic Plan. An analysis of the current budget versus commitments was completed to identify funds that could be re-assigned to one of three areas: trade communication, digital communication, or marketing intelligence. These three areas were considered of high priority in the Plan.

On a motion by Mark and seconded by Jonny, it was unanimously approved to accept a recommendation to re-allocate non-committed funds to the three areas presented.

Discussion prior to voting on the motion noted a need to make sure that any re-allocation was consistent with the Plan, and that staff present details on any proposed re-allocation to the committee during the March conference call.

D. FY 2018 Planning Framework: A High Level View

A high level overview of the marketing team's planning framework was presented for committee consideration and discussion. Following the Strategic Plan, the focus will be on Trade Communication, followed by Health Professionals and Consumer Communication. A series of tactics that cross over these three areas was presented. A question was raised as to the eventual allocation of funds across the priority areas, with Allison answering that the 50% of communication program funds would be focused on the trade, 35% on health professionals, and 15% on consumers. A second question regarded ensuring that metrics were established prior to presentation of the budget. There was a consensus from committee members that the outline as presented as consistent with the Strategic Plan, and that Allison and Tom should continue with program and budget development. Tom said that in following past committee practice, this initial view was to gain a consensus for program direction with specific activities detailed along with a proposed budget in March, followed by a final budget and program presentation in April.

The committee will also have a face-to-face meeting in May immediately prior to the Council meeting.

Antonio asked whether there had been application to use the Real Red Raspberries trademark by processors or marketers. Tom said that there were none to date, but discussion of the program was ongoing with companies the staff is working with on introducing raspberry crumbles to their operations.

E. Next Call; Adjourn

With no further discussion, the next committee conference call was set for Wednesday March 15. The call concluded and was adjourned at 10:40 a.m. by Antonio.