

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

January 18, 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; crop report

The meeting was called to order at 9:00 p.m. by Antonio. On a motion by Eric and seconded by Mark, minutes of the October 26, 2016 and December 21 2016 conference calls were unanimously approved.

Antonio reported that the Chilean crop looked normal with harvest beginning on the second flower. This crop will deliver the majority of Chilean production, with crop from the first flower getting smaller all the time. Quality has the potential to be good.

#### B. Program Update

Allison reported that after a slowdown over the holidays, things were again picking up. In addition to working on the Strategic Plan, the Team had recently met to finalize plans for the FY 2017 program and discuss re-alignment of uncommitted funds to match up to the Plan. Additionally, along with Nuffer, Smith, and Tucker, work is being completed to identify measurable objectives and to establish realistic metrics.

On the consumer front, the primary focus this year will be on developing the Ambassador program, using high profile bloggers to carry the raspberry message to their readers. Blogs will be mutually supported through Council social media channels and the blogger to raise visibility.

During the holidays, the Council's social media focused on a Razz Holiday theme featuring favorite ways to use raspberries. A featured concept was raspberry mini-tarts, a made from scratch "pop tart". The Team I working on development of a Farmer of the Month campaign to help consumers get to know the people that grow the raspberries they eat.

A retail RD tool kit is being developed as part of this year's focus on the trade. This matches up with the strategic plan that calls for more emphasis on retail. The kit concept was introduced during FNCE and was well received.

Recent educational articles targeting Food Service operators about management of food waste using frozen raspberries have been published. Food waste is a significant issue for operators.

Raspberry samples have been sent as follow-up to requests received during FNCE. Crumbles have received considerable attention as a "new" product for operators that need fruit identity but not integrity. An infographic on frozen utilization is being developed.

In reference to the Strategic Plan, Mark asked whether there were opportunities missed previously, and whether any significant changes were required to align current program to the Plan. Allison responded that proper planning had created a program that was almost in complete alignment with the Plan, and the only real change was in allocation of funds across the channels. She said that the direction on allocation between "building the story" and "telling the story", along with where funding emphasis should be placed was very helpful.

Jonny asked if there were any opportunities to make a big impact, and suggested targeting of trend setting food service operators regardless of size in order to achieve premium positioning as called for in the Plan. Allison responded that the program targeting college and university foodservice was created as this is an innovative segment that can afford frozen raspberries, and is feeding tomorrow's consumer and food purchaser, both areas called out for emphasis in the Plan. During FY 17 there will be an increased emphasis on activities targeting premium opportunities.

Finally, a schedule for the marketing committee over the next several months was presented. It calls for a high level view and draft framework to be presented in February, a draft framework and budget in March, and a final proposal in April, prior to the Council meeting in May.

Antonio asked about plans for future trade education and conference, specifically AFFI. Allison reported that she and McKenzie would be attending the upcoming Expo I March in San Diego, and would be looking to Brad, Jennifer, and Eric for assistance and information.

He also asked about the updated nutritional data panel that the Council has been working on with USDA. It was reported that analysis is being completed and data being summarized.

**C. Next Call; Adjourn**

With no further discussion, the next committee conference call was set for Wednesday February 15. The call concluded and was adjourned at 10:20 a.m. by Antonio.