

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

July 19, 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 at 9:10 a.m. On a motion by Loren and seconded by Mark, by unanimous vote minutes from the June 21, 2017 meeting of the Committee were approved.

#### B. FY 2017 Status Report

Allison was asked to review current and ongoing activities. In the consumer communications program, the Ambassador program capitalized on the current trends of donuts and unicorns, creating a Raspberry Unicorn Donut. The Council's social media program has promoted this product and the video that was produced. Recent media placements were then summarized. A future blog post including a new feature, Farmer of the Month, was described. She went on to describe the filming a raspberry segment for Blippi's YouTube platform which followed the Harvest Tour. Pictures from the shoot were shared, as well as described by Mark. Filming was accomplished at Markwell Farms and Enfield Farms over two days. Blippi's extensive reach will extend not only to his target audience but to parents watching with their children. Blippi's YouTube channel is one of the fastest growing and most watched. The video is expected to be released within the next 3-4 weeks.

Social media is following and promoting a recent trend towards "toasts" with a twitter campaign entitled "Bedazzle Your Toast". It features both frozen raspberries and raspberry jam.

Shifting to trade communications, recent participation at a NACUFS regional event was described. In addition to the Council's sponsorship of the event, held at USC, there was an ideation session where attendees were challenged to come up with new and unique serving ideas. Raspberries were prominently used by participants.

Mark and Loren were asked to provide their thoughts and comments on the Harvest Tour completed the previous week. Mark commented on the quality of the participants, and their eagerness to learn about the industry. He felt that the Team had done a great job in presenting raspberries as a premium product. Loren also recognized the participants, and thanked the Team for creating an environment and experience that was memorable. Allison noted the participants and the organizations they represent, and the diversity of their interests. She commented on the conversations between them, and the relationships that were established. Of special note, she described the “Sonic” style commercial that was created and sent to the product developer from Sonic as a reminder of raspberries.

Following discussion of the harvest tour, Mark was asked to provide a progress report on the domestic crop’s status, noting that the harvest period would be short this year as a result of the long winter and spring. While there was adequate cane growth, laterals were short and not carrying a crop like in past years. He concluded by noting that weather to date has been good and has not provided additional stress to the plants.

Returning to her activity report, Allison said that Antonio would be joining the Council in Chicago for FNCE this year. She went on to describe events surrounding the 3-day Expo where the Council will attend, host, or participate.

Finally, in looking to the future, she concluded by giving a preview of what the committee can expect, including a 3<sup>rd</sup> quarter measurement report, the Fall newsletter, Real Red Raspberries positioning statement, and details of the FY 2018 program.

### **C. Other Business**

Antonio discussed the need to establish both market driven and supply and crop value metrics as a way of measuring the program’s accomplishments. Antonio suggested cold storage reports, total supply and product movement as measurements. Tom noted a meeting with Nuffer Smithy Tucker which is conducting the effectiveness evaluation, and data that will be part of that process. He also noted metric that are being developed as part of the strategic plan implementation.

He next asked about the status of the revised USDA nutrition panel information. Allison said that the analysis had been completed, but there were delays in its release with release expected the end of this year or in early 2018. In the meantime, Britt, Allison, and McKenzie were looking at the data and Britt was working on a manuscript to support its release.

Finally, he reviewed a recent trip to China by himself and Tom, noting participation in a two-day seminar where a strong food safety message had been delivered as part of their presentations. He noted that China’s raspberry industry is coming closer to having one unified voice but there are still groups that do not want to participate. The one recognized voice is part of the Ministry of Agriculture and the Ministry of Forestry. During the conference, a number of speakers spoke on an initiative to build demand for domestic produced Ag products. He discussed a visit to

raspberry farms in Anhui province. It was his opinion that Chinese raspberry farmers continue to struggle to find suitable land and climate to raise raspberries.

**D. Next Call; Adjourn**

With there being no further discussion, the next conference call of the committee was set for Wednesday, August 16, 2017 at 9:00 a.m. The call was then adjourned at 10:25 a.m. by Antonio.