

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee Meeting

Jansen Art Center; Lynden, WA

May 16, 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
 Paul Sidhu Juan Pablo John Clark
 Predrag Orescanin Julie Schedeen Corey Havard

x = participating o = absent

A. Establish Quorum; approval of minutes

The meeting was called to order at 9:05 a.m. by Antonio and a quorum was established. With many guests in attendance, Antonio asked that everyone introduce themselves. On a motion by Eric and seconded by Mark, by unanimous vote minutes from the April 19, 2017 conference call were approved.

B. FY 2017 Status Report

Allison presented a status report on activities conducted over the last month. The Ambassador program is underway with blog posts and articles published. The marketing team will continue to support and cultivate relationships to grow this program. During the last month, six research projects or abstracts were presented at the Experimental Biology conference in Chicago and will be supported with a press release that is nearing review.

As an upcoming event on the digital front, an educational video by “Blippi” will be shot and produced in July featuring the raspberry industry. The target audience is 2-8 year olds and their Moms. Educational materials will be prepared to support the video.

A recent Produce for Better Health twitter party co-sponsored by the Council had generated significant conversation for raspberries. It was reported that after the formal party ended, conversation continued for almost two hours.

On the trade front, feedback from participants at NPRC events and established contacts was being used to refine future program emphasis. The team is working on preparing for an

upcoming western regional meeting of the National Association of Colleges and University Food Service to be held in Los Angeles. Loren suggested working with NACUFS at the national level during their Culinary Competition to get frozen raspberries introduced as an ingredient that all competitors would use. He also said that the regional meetings are an effective way to access this important audience.

Planning continues for the upcoming Harvest Tour with a focus on invitations to food service, food manufacturers, and the food trade press. Six invitees have confirmed their participation. Bar and beverage product development and ideation has begun in preparation of expanding the foodservice operator program. The Council will attend the NY Fancy Foods Show to collect information and identify future opportunities.

C. FY 2018 Program and Budget Proposal

Turning to the proposed FY 2018 plan, Jonny asked whether the funds re-allocated within the FY 2017 budget and the planned expenditures in FY 2018 were moving the Council in the direction called for within the Strategic Plan quick enough. Tom noted the shift from an approved \$100,000 to \$133,000 for trade communications in the existing budget, and the proposed level of \$219,000 in FY 2018. He also said that it was a transition, and as multi-year research projects are completed, more resources would become available for communications programs. Mark felt that the budget as presented was well presented and answered the Strategic Plan, with activities integrated across target audiences. Loren commented that considering the size of the budget, he was impressed with accomplishments to date and that the money was well focused against influential targets. After additional conversation, on a motion by Mark, seconded by Jonny, the proposed FY 2018 marketing budget and narrative were unanimously recommended to the executive committee for adoption.

D. Open Discussion

As has become practice for the committee during face-to-face meetings, and with other industry members present, an open discussion on a number of issues began. Allison discussed development of a Real Red Raspberries positioning statement as a way of organizing communications for raspberries as a premium product. The positioning statement would address a revamped message, the collective social media voice, all printed material, and establishment of the Real Red Raspberries brand. Discussion centered on what “premium” means, with quality and inherent value being drivers. Mark felt it includes the taste experience of raspberries. Loren said it involved establishing a mindset in consumers and the industry that raspberries are truly a premium product and are worthy of a higher perceived value among consumers. Julie added that for her, it was about lifestyle choices.

Next was a discussion of industry definitions for crumbles vs whole and broken product as there is growing interest in crumbles by the trade. Discussion included where and how crumbles are produced, and how they fit into the range of products offered by domestic suppliers and imports.

Discussion then moved to conducting a harvest tour in an international market as a way of demonstrating to the trade the continuity of supply and commitment of all trade partners to deliver a premium product. These two areas are of keen interest to the supply chain.

The concept of developing a suppliers list was discussed. Question was raised as to who should be on it, with a consensus being that participation should be voluntary, and include both domestic suppliers as well as importers, and that having a list is part of the Council's obligation to those who pay assessments.

Finally, in the area of school foodservice, it was agreed that recipes that should be adapted for school use at the K-12 level, and the Council should look for opportunities to apply its resources and tools against this market.

E. Next Call; Adjourn

With no further discussion, the next conference call of the committee was set for Wednesday, June 21, 2017 at 9:00 a.m. The meeting was then adjourned at 12:15 p.m. by Antonio.