

NPRC FAQs

Why does the National Processed Raspberry Council (NPRC) exist?

The NPRC was created in 2013 to support and promote the processed raspberry industry, consisting of domestic production and imported product, marketed and sold in the United States. At that time, proponents agreed that a more aggressive presence in the marketplace was needed to grow demand for processed raspberries. A referendum was conducted by the United States Department of Agriculture (USDA) to gauge the industry's interest in developing a Research and Promotion program to support the processed raspberry industry. Domestic growers and importers representing foreign producers voted in this referendum. The referendum was approved by 87% of those voting, allowing the implementation of the Processed Raspberry Promotion, Research, and Information Order (Order). The Order specified how the program would operate and created the National Processed Raspberry Council.

How is the NPRC funded?

The NPRC is funded by a \$0.01 per pound assessment levied on all domestic production and all imported processed raspberries entering the United States each year. Funds from that assessment are administered by a Board of Directors consisting of thirteen members and their alternates, appointed by the Secretary of the United States Department of Agriculture (USDA).

What does the NPRC do?

As a USDA Research and Promotion program, the NPRC does just that—funds nutrition research seeking scientific evidence of the health benefits of processed raspberries and promotes the benefits and advantages of processed raspberries to build demand for all forms of processed raspberries: Individual Quick Frozen (IQF), puree, and juice/concentrate.

Is there anything the NPRC *cannot* do?

Yes! As a Research and Promotion program operating under the oversight of the USDA, the Council cannot engage in issue advocacy or political action. In addition, as the NPRC's Board of Directors is composed of competitors within the industry, any and all discussions of finished product pricing or market sharing are not allowed. The NPRC is also not allowed to disparage other commodities.

What products does the NPRC promote?

Without regard to source or origin, the NPRC's Marketing Team promotes all forms of processed raspberries: IQF, puree, and juice/concentrate, to three audiences: the trade (foodservice operators and food manufacturers), consumers, and healthcare professionals.

Does the NPRC promote imported raspberries?

The NPRC promotes all processed (frozen) raspberries in the United States without regard to origin. The goal of the NPRC is to create an environment conducive to growing the market and demand for all raspberry products.

Who oversees the NPRC?

All activities of the NPRC are administered by the Board of Directors and its Committees. All of the Board's activities are overseen by the USDA's Agricultural Marketing Service (AMS). This includes ensuring fiscal responsibility, program efficiency, and fair treatment of Board members.

The Board meets twice a year to establish policy, set strategies, approve budgets, and to receive status reports on ongoing and planned activities. During these two to three-day meetings, the NPRC's Committees meet as well. Throughout the year, the Marketing Committee holds monthly conference calls to review communications strategies and tactics. The Research Committee holds conference calls three to four times a year in addition to its face-to-face meeting where progress reports on existing projects and proposed future projects are received.

How can I get involved with the NPRC?

All meetings of the NPRC and its Committees are open to the public. Industry participation is encouraged! If you are a domestic producer (grower) of raspberries for processing and are interested in serving on the Board, contact your state organization (Washington Red Raspberry Commission, Oregon Raspberry-Blackberry Commission), or the NPRC at [360-354-0948](tel:360-354-0948) or info@redrazz.org for further information. If you are an importer or foreign producer, contact the NPRC at [360-354-0948](tel:360-354-0948) or info@redrazz.org.

If I have a specific question or concern, who can I speak with at the NPRC?

The NPRC and its staff are available to answer your questions, ideas, or concerns. Contact the NPRC by phone or email at [360-354-0948](tel:360-354-0948) or info@redrazz.org. And check out the NPRC's website at redrazz.org! As an industry resource, it is frequently updated with information being regularly added.