

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

January 17, 2018; 12 noon

### Committee Members Participating:

Antonio Dominguez       Mark Van Mersbergen       Loren Kimura  
 Eric Larson       Brad Rader       Scott Boynton

### Others Participating:

Tom Krugman       Allison Beadle       Hakim Fobia  
 Corey Havard

x = participating      o = absent

#### A. Establish Quorum; approval of minutes

The meeting was called to order at 12 noon by Antonio with a quorum present. On a motion by Loren and seconded by Mark, by unanimous vote minutes from the November 27, 2017 meeting of the committee were approved.

#### B. FY 2018, a look ahead

Antonio opened by stating that there would be a short report on 2018 activities to date so that most of the committee's time could be spent in discussing changing tactics in 2019.

Allison began her presentation stating that the consumer and trade communications programs were ramping up in alignment with the strategic plan. To date, consumer activity is on track with increased digital coverage for raspberries as expected. The Team has seen an organic increase in digital media coverage for raspberries. In looking at social media metrics, there was a 50% increase in engagement December versus November which was expected due to the larger paid ad volume to take advantage of the holiday season. This month to month increase will not necessarily be seen each month as it is a function of paid ad time and posts by Council ambassador. The strategy has been to capitalize on the "non-fresh" raspberry season to gain consumer attention for processed raspberries. As a final part of her digital communications report she noted the website was going to be refreshed, mostly in the sections on nutrition information and the research database. She directed members to recent trade press where Rob Dhaliwal was interviewed. As part of trade communications the Council will be launching a condiment campaign to take advantage of this trend. The recent Healthy Kids Collaborative was reviewed, noting the pairing of the Council with a school district in Texas to develop 2-3 school appropriate recipes. A Product Innovation Workshop, like those that have been conducted with ORBC, is scheduled for early February. The Council will once again participate

in the Nutrition Executives Study Group. The last part of this report discussed production of a new industry video, looking at the industry from the perspective of grower's children.

**C. FY 2019 Program Planning**

Tom opened the discussion with an overview of directional change. He began by reminding the committee of the general budget parameters over the last few years, and the existence of large reserves which had been invested in research and building the marketing foundation. With those reserves now spent, the Council's budget would stay within current assessment income. As such, it is necessary to closely at how future monies will be invested. An example is FNCE. While the show did get the Council in front of a large group of RDN's, there has been internal discussion as to whether that is the best use of funds in the future considering tighter budget parameters. An example would be to shift this budget to product development workshops as they are very targeted and provide quality one-on-one time with key food service chain operators and food manufacturers. Loren agreed, and added that in his opinion, funds have been well used to reach a broad audience and to establish the Council, but now it is time to determine ho to reach the audience in a more effective way. He also said that given the situation and what has been learned it makes sense to shift the target to areas that will provide a better result. Mark agreed, noting that it is the right time for the program to evolve as we have a much better idea of where to focus budgets. Antonio also agreed, believing it to be the right time to step back and evaluate tactics. Allison said that the Team was in the initial stages of this discussion, and even though there was consideration to not attend FNCE in the future, the Council will still participate in trade events that are more narrowly focused and are believed to be more productive. Mark asked whether there was a similar review of the potential 2019 research budget to refine projects towards those that could support a qualified health claim. Scott concurred with the direction of program shift.

Tom concluded by noting that with the committee expressing agreement on a tactical shift that would further strategic plan alignment, the Team would be prepared to present 2019 program concepts during the next conference call.

A brief discussion ensued on the Council's premium positioning message and how it played against product that might not be of the same quality. It was noted that ultimately it is a decision between buyer and seller as the Council is only tasked with educating the trade but cannot control the purchase decision.

**D. Next Call; Adjourn**

The next conference call of the committee will be February 21, 2018. With there being no further discussion, the call was adjourned at 1:30 p.m. by Antonio.