

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee Conference Call

March 21, 2018; 9:00 a.m.

Committee Members Participating:

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

Others Participating:

Tom Krugman Allison Beadle Hakim Fobia
 Jonny Paris

x = participating o = absent

A. Establish Quorum; approval of minutes

The meeting was called to order at 9:01 a.m. by Antonio. A quorum was present. One committee member noted that he was between meetings and might have to get off early. As such, Antonio asked that all reports be quick to allow time to address the program and budget proposal. On a motion by Eric and seconded by Loren, minutes from the January 17, 2018 and February 21, 2018 conference call were unanimously approved.

B. FY 2018 update; FY 2019 proposal

Antonio called on Allison to briefly report on current activities. She began by pointing the committee towards a recent placement in Good Housekeeping magazine entitled "Filing up on Frozen Berries". This was a result of conversations at last year's FNCE. She reviewed blog and social media placements, noting the trend of increasing organic (non-paid) articles. Loren asked if a report of social media activity is circulated to RD's to encourage more organic activity. She said not at this time, as there is no regular communication channel with health professionals, but it is included in a regular consumer newsletter. Metrics for social media were up (engagement, link clicks) and about the same (impressions) as in February.

Turning to the Trade, she reported on the recent NESG event, where 18 foodservice operators attended a pre-conference event hosted by the Council. Looking at Health Professionals, 470 supermarket RD's representing 60 chains nationwide had received shopper education information as part of a Produce for Kids promotion.

Brief discussion ensued before Allison was asked to go over the FY 2019 program proposal since some of the committee members had not been on the last call. First noted was a decrease in budget to keep expenditures within current assessment income as the reserves

from previous years has now been invested. Funds would be stretched by building off relationships that had been built. Antonio said that this was expected from the beginning and had been planned. Research would also see a decrease in its budget. Early investment spending has allowed the Council to establish itself and build its research and communication assets. She described various program elements, noting where budgets would be decreased and what would be accomplished, focusing on those areas with the greatest potential impact. Question was raised as to whether there would be a Harvest Tour in 2018. She said that it was in the plan as this is one of the best ways to connect to decision-makers and build the raspberry story. She also noted that many of the active bloggers and ambassadors were attendees at past Tours, demonstrating their value. Question was also raised about participation at AFFI in 2019. The Council will again participate as it proved an effective way to reach out to and establish a face-to-face relationship with importers and industry members that otherwise have not been established. In response to question, she said that full AFFI report would be given to the Council during its April meeting.

Loren felt that the budget and program as presented captured the key tactical elements necessary to keep the Council moving forward. In response to his question regarding the size of future budgets, Tom said that the proposed FY 2019 budget was likely to be a model until that time that the industry grows and assessment revenue increases.

Antonio asked Tom to go through the proposed marketing budget as it included administrative and operation expenses above the \$450,000 program budget. He described the various elements and said most administrative expenses were shared across general administration, research, marketing, and accountability. He also pointed out that some marketing expenses, such as industry communications, are split between marketing and accountability, but are all executed by Wild Hive.

On a motion by Loren and seconded by Scott, the marketing budget as presented, totaling \$510,100 was unanimously approved.

C. Next Call; Adjourn

Antonio noted that the committee will meet on April 12, 2018 in Lynden. With there being no further discussion, the call was adjourned at 9:45 a.m. by Antonio.