

NATIONAL PROCESSED RASPBERRY COUNCIL

Marketing Committee Conference Call

April 12, 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
 John Clark Richard Rubin

x = participating o = absent

A. Establish Quorum; approval of minutes

The meeting was called to order at 9:15 a.m. by Antonio without a quorum present. No action was taken on minutes from the March 21, 2018 call. Antonio thanked committee members for their participation during regularly scheduled monthly conference calls.

B. FY 2018 update

Allison was asked to provide an update on activity over the last month. She noted that fiber was the primary message being carried right now in the Council's social media campaign, with several major print magazines picking up the message on their own. Another story that continues is the use of raspberry juice as a natural food coloring. As part of the discussion on research messaging and its impact, she said that she expected upwards of 9 papers to be published before the end of the year. She concluded her summary of media activity by describing a recent Instagram "takeover" and a twitter party in partnership with Produce for Kids.

The recently produced condiment guide was presented as an additional tool for the trade. The Team is currently following up on questions raised during February's product innovation workshop while planning a second workshop for this Fall. The next major trade activity will be this summer's harvest tour focusing on food service and food manufacturer attendees.

A summary of digital media measurement showcased changes since the previous report. Impressions, followers, and engagement all showed increases. She did say that the plan for FY 2019 was to have less social media ad buys which will impact these metrics.

C. FY 2019 Program Planning

Antonio reminded the committee that there would be a smaller budget than in the past. Regardless, he felt that proposal that was being presented was targeted and an efficient use of resources.

Allison was called on to review the proposed program and its budget. She focused on areas of change from FY 2018. She also discussed a launch of licensing the Real Red Raspberries trademark for usage on an import product packaging. Discussion followed on expanding this program, potential changes in retail packaging to allow the product inside to be seen and use of the trademark by industry members.

At the end of her presentation, Tom presented the proposed FY 2019 budget, including administrative overhead costs, and how some activities were split between marketing and industry relations. The total budget as presented for marketing totaled \$510,100. Tom directed committee members to the narrative which described the program and budget as presented.

A general discussion on future direction for the marketing program ensued. There was considerable discussion regarding the decrease in the marketing budget for FY 2019, and ways some portion of it could be restored. As marketing communications is the tool used to maintain product visibility in the marketplace, the need to maintain the momentum created in FY 2018 is critical. Discussed was adjusting the estimate on the 2019 crop to a less conservative number and movement of some or all the non-restricted reserve to program. Hakim noted the need to increase the restricted reserve to represent approximately 3 months of the total budget to allow for shutdown expenses if necessary. It was agreed that the subject would be raised during the Executive Committee meeting.

D. Next Call; Adjourn

The next conference call of the committee will be May 16, 2018, with the regular April call postponed. With there being no further discussion, the meeting adjourned at 12:25 p.m. by Antonio.