



**FY 2018 Narrative
“Accountability”
National Processed Raspberry Council
For the Period October 1, 2018 – September 30, 2019**

FY 2019 Tactics

In FY2018, the Council stepped up its efforts to reach industry members by attending the American Frozen Fruit Industry’s (AFFI) annual conference (AFFI-CON), where meetings were held with key importers and processors. And as the Council’s Strategic Plan was fully implemented, activities were put into place to align the accountability/industry communications budget with the plan.

The goal in FY 2019 will be to continue to expand knowledge about the Council and its programs within the industry (domestic growers and processors, importers, and foreign growers); measure and track performance of Council programs; and to track comparative industry benchmarks.

Industry Communications and Accountability

A series of tools will be employed by the Council in FY 2019, including:

- a. An e-newsletter will be published with information on marketing activity and research findings. Distribution will be to all producers, importers, allied organizations, and any interested third parties.
- b. Participation in key grower and importer conferences will increase the Council’s visibility and engagement with industry members.
- c. Standard industry metrics for social media, earned media, paid media, and website traffic will measure achievement of marketing goals. Cold storage, import, and domestic production data, along with per capita consumption, will be analyzed to evaluate success at the industry level.

FY 2019 Industry Communications and Accountability Activities and Budget: Total: \$111,025

Wild Hive will be contracted to assist management in coordinating the collection and dissemination of industry relevant information.

Administrative Services: \$34,575

Program Management and Services. This budget item includes a portion of the Executive Director's time and expenses to oversee and manage independent contractors; Council member's travel to attend and participate in Council and committee meetings to discuss marketing communication programs; and USDA/AMS user fees for program oversight.

Industry Communications and Accountability: \$76,450

1. **Issues Management: \$5,500.** Messaging for the Industry's Crisis Communications Management plan to address industry vulnerabilities and risks will be updated as needed and a crisis media refresher will be conducted for Council members.
2. **Industry Communications: \$18,500.** An e-newsletter will be published with information on marketing activity and research findings. The e-newsletter content may consist of program updates, articles contributed by guest authors, video highlights of activities, etc. Wild Hive will produce and contribute content to the newsletter. The e-newsletter will be distributed to all growers, importers, and external partners who have expressed an interest in keeping apprised of industry events. Preparation of materials to support participation and attendance at industry and grower meetings to present the impact of Council marketing and research programs is also part of this activity. The Council will also participate in AFFI-CON, scheduling meetings with key industry members to educate them on the work of the Council and resources available to them. In addition, we will take advantage of relevant PR and advertising opportunities to reach industry members.
3. **Measurement: \$11,250.** To gauge program achievements and success all forms of media will be monitored and measured using advanced analytics. Results will be reported to the Council and the industry through either the newsletter or direct reports.
4. **Program Management: \$31,200.** Ongoing program oversight, coordination, facilitation of USDA review and approval of communications materials, and support for and participation in Board and Committee Meetings are the main use of these budgeted funds. Additionally, the budget will be used to conduct a Marketing Team strategy session, provide funds for the Wild Hive team to attend and participate in Council meetings, and facilitate planning and budgeting for the FY2020 Industry Communications program.
5. **Food Safety: \$10,000.** Best practices of other agricultural industries will be examined and applied to the raspberry food safety story. Educational collateral targeted to domestic and international growers and farmworkers will be prepared and distributed.