

# NATIONAL PROCESSED RASPBERRY COUNCIL

## Marketing Committee Conference Call

July 18, 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

x = participating      o = absent

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

The meeting was called to order at 9:03 a.m. by Antonio. A quorum was present. On a motion by Eric and seconded by Loren, minutes from the June 20, 2018 conference call were unanimously approved.

Tom reminded call participants of the Council's anti-trust policy and that discussion should not include anything that would or could be perceived as limiting competition or market access.

#### B. FY 2018 program update

Antonio thanked all participants for joining on the call before calling on Allison to update the committee on activities over the last 30 days. She began her report discussing consumer communications noting broadcast TV and blog coverage featuring inventive uses for raspberries. Social Media saw a lower level of ad spending as discussed last month. Regardless, numbers were still strong. The Council's Harvest videos were being used to attract viewership. Research communications featured a recently published study by Ana Rodriguez-Mateos on circulatory health. Her article received support both from Kings College and the Council, and had generated favorable press. Allison noted that more articles should be published before the end of the year. Turning to trade communications, she reported that the Council is gearing up for IFEC in the fall. July saw another successful Harvest Tour, focused on food manufacturers, and the NACUFS regional conference for school food service directors held at USC. A recent phot shoot features food service recipes and will be used in upcoming communication and during IFEC.

Looking to the future, Allison reported on a second Product Innovation Workshop to be held in early October, the previously mentioned IFEC Conference the end of October, and the Les Dames conference to be held in Seattle. As Les Dames is after harvest, she is talking with

growers to see if someone is interested in going to Seattle to present the industry from a grower's perspective. She described the Council's next video series, presenting the industry from the perspective of a 5-year old. She noted that the videos have elicited a strong emotional response by those who have seen rough cuts. Antonio asked about the Blippi video. Allison expressed her frustration in the process while noting that there is a limited amount of pressure that can be brought to bear as the Council did not invest in the project. She likened it to working with a food editor, where there could be a significant gap between the pitch and seeing an article published. General discussion ensued on videos and their use.

In response to a question from Antonio regarding any new business, Tom discussed receipt of proposals from time to time requesting the Council participate in regional or state nutrition or school lunch-oriented conferences and trade shows. He noted that these shows could utilize a major portion of the Council's resources with limited return. As such, it has been the committee's position to respectfully decline participation. This is especially so for shows that could provide benefit to one segment of the industry versus another, with staff looking to ensure that events provide the broadest opportunities. He raised the subject to confirm that this was still the position of the committee and asked for input or comment. Loren noted that activities such as the Harvest Tour or the Innovation Workshop were impactful and proper uses of resources as they allowed one-on-one interaction with decision makers at companies that could potentially add raspberries to their menus or products lines. He felt that these opportunities were more intimate with better potential results than state conferences. He reminded staff of discussion to consider participation with other NACUFS regions to expand the relationship building process. Antonio thought anything that focused on school foodservice was good as these are tomorrow's consumers, but that participation should be broad and not directed towards USDA purchased raspberries as not all industry entities could participate. Eric recognized the potential drain on resources and agreed that the Council's strategy to focus on programs that add value to the trade education process was appropriate.

**C. Next Call; Adjourn**

After concluding discussion, it was agreed that the next conference call will be on August 15, 2018 at 9:00 am pacific. With there being no further discussion, Antonio adjourned the call at 9:55 a.m.