



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

FY 2019 Marketing Tactics

In FY2018, the Council’s marketing program targeted outreach to trade audiences (foodservice and food manufacturing) as its priority focus. Digital communications were again the vehicle to reach the consumer audience, with increased emphasis placed on building social media communities and increasing engagement. A foundation was laid to reach out to retail dietitians as part of the health professional outreach program.

The Council attended the American Frozen Food Industry’s (AFFI) annual conference (AFFI-CON), where meetings were held with key importers and processors.

FY2018 can be considered the final development year as all elements of the program -- consumer, health professional, trade, and industry – are now in place and operational.

The goal in FY 2019 will be to increase usage and value of Real Red Raspberries among foodservice and food manufacturers, and to reach consumers through social media, media relations, and retail dietitians. The Council will build awareness of the benefits and advantages of Real Red Raspberries through an integrated marketing communications program targeting the trade (foodservice & food manufacturing), consumers, and health professionals (retail dietitians). Specific objectives include: 1) Develop and distribute compelling and insightful content through a variety of communications vehicles; 2) Educate target audiences on the benefits and advantages of Real Red Raspberries; and 3) Drive trial of Real Red Raspberries.

Public Relations

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

1. All forms of traditional, electronic, and social media to project timely and themed stories highlighting the Real Red Raspberry’s contribution to health and wellness. Simple recipes and usage ideas, including recipes and tips targeting Millennial Moms, will help stimulate creative uses for processed raspberries. Information on processed raspberry health benefits and usage advantages will be employed to drive home the message.
2. Photography and videography will bring recipe, usage, benefit/advantage stories to life, providing visual communications tools that will be employed throughout the program.

3. Attendance at trade shows, conferences and symposia will raise awareness and educate key influencers/decision makers while broadening raspberry's reach.
4. Consumer media relations will raise awareness of processed raspberry benefits and advantages as well as the results of research investigating the potential health benefits of red raspberries.
5. Trade media relations will serve to raise awareness of processed raspberries and educate foodservice and food manufacturers.
6. Social media will stimulate conversation, gain recognition for raspberries, and be employed to tap into this immediate, user-driven communication format. Proactive monitoring and scheduling of information will serve to keep content fresh. Recipe and cooking demonstrations will deliver a wholesome product image. Paid social media advertising will be implemented to increase reach and engagement.
7. Digital resources will be actively managed to optimize the impact of this medium. The Council's website will generate a user-friendly experience with the regular addition of new content. In addition, the site will continue to be optimized for Search Engine Optimization (SEO) and site metrics will be monitored.
8. Messaging for the Industry's Crisis Communications Plan to address industry vulnerabilities and risks will be updated as needed and a crisis media refresher will be conducted for Council members.
- j. 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.
- k. Participation in key grower and importer conferences will increase the Council's visibility and engagement with industry members.
- l. Harvest Tours will educate the trade and trade media about the raspberry industry, its capabilities, and its products.

FY 2019 Sharing the Story Activities and Budget: Total: \$660,100

Wild Hive will be contracted to implement proactive and responsive marketing communication programs to raise awareness of raspberries in the consumer, foodservice and food manufacturing, and health professional sectors. Consistent messaging will draw on existing and ongoing research findings and will follow current food and flavor trends. Partnerships with dietitians, trade and consumer media, foodservice operators, food manufacturers, and health organizations will capitalize on their relationships and reach. Public relations activity will utilize all available marketing tools to reach decision makers and influencers.

Administrative Services: \$113,550

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.

Sharing the Story: \$660,100

1. **Communications Assets: \$30,500.** To support collateral development, print messaging, digital communications, consumer and trade promotion, various assets, including but not limited to photography, recipe development and nutritional analysis, videography, development of infographics, and product samples.
2. **Consumer Communications: \$67,000.** Utilizing Ambassadors armed with the most current information on processed raspberries, distributing press releases when health research is published, leveraging media relationships, and securing paid media placements will carry processed raspberry's messages to decision makers and key influencers to deliver the Council's messages directly to consumers.
3. **Trade Communications: \$185,500.** Similar to the Consumer Communications program, an ongoing Trade Communications program will be used to carry the message to foodservice and food manufacturing trade professionals. Attendance at various Trade Conferences including but not limited to the International Foodservice Editorial Council (IFEC), Nutrition Executive Study Group (NESG), Institute of Food Technology (IFT), Research Chefs Association (RCA), National Association of College and University Food Services (NACUFS), Culinary Institute of America's (CIA) Healthy Kids Collaborative, and Les Dames des Escoffier (LDE) will help project key messages to decision makers. In addition, The Council may also pursue sponsorships at conferences to increase visibility and engagement. The Council will also reach out directly to manufacturers, operators and Registered Dietitians with product samples and menu/recipe ideation. Onsite culinary ideation sessions will be held with key foodservice or food manufacturing contacts. As the food manufacturing audience takes on increasing importance, we will develop educational materials geared specifically for this audience. A Real Red Raspberry R&D event will be held to provide key R&D decision makers with hands-on experience developing culinary concepts with Real Red Raspberries. In addition, a plan for a Trade Advisory Panel will be developed. This Advisory Panel will be comprised of industry leaders and will help guide our trade strategy for future years. Finally, a trade media relations program will generate media coverage in trade publications year-round.
4. **Health Professional Communications: \$35,000.** Outreach to Health Professionals will primarily target retail dietitians. Direct outreach to and sponsorship of consumer education programs overseen by dietitians at key retailers will be utilized to engage with this audience. In addition, conferences targeting retail dietitians may also be attended and sponsored.
5. **Digital Communications: \$131,000.** All Council digital assets and resources will be provided for in this budget item. These assets and resources, including the website and social media, will be used to communicate to internal (industry) and external (trade, consumer, health professional, and media) audiences. The website will provide a place to embed video messages, industry news, recipes and usage information, etc. Funds will be used to host, manage, and update the site to keep it fresh, and to provide site metrics. Key search words will be identified to raise the site's presence during searches. Recognizing how social media is monitored by foodservice operators and food manufacturers to gauge consumer eating and food trends, the Council's Social Media program takes on additional importance and will be used to link and integrate all

other communications programs. Recipe contests, themed activities, blog posts, Twitter “parties,” and social media ads are some of the tactics that will be employed to keep readers informed and actively communicating about processed raspberries. Newly created recipes and cooking demonstrations will provide additional content and will be regularly cycled to deliver continuously fresh content. In addition, we will implement ongoing social media advertising to increase visibility, engagement, and our follower base.

6. **Issues Management: \$8,000.** 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.
7. **Nutrition Research Support: \$11,000.** Expenses in this category target support services outside of general administration, including preparation of quarterly research summaries and participation in meetings to present summaries.
8. **Industry Communications: \$15,000.** 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.
9. **Measurement: \$3,750.** 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.
10. **Program Management: \$46,800.** 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 marketing program.
11. **New Markets: \$5,000.** New trade events to determine viability for participation and to establish relationships will be attended. As necessary, unique information packets will be developed to be used in conjunction with attendance at these events and any scheduled meetings with attendees.
12. **Food Safety: \$5,000.** 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.
13. **Raspberry Samples: \$3,000.** As necessary to support new product development by food manufacturers and/or food service chain operators, the Council will provide samples of various Real Red Raspberry products. Funds will be used to acquire product when not donated by processors and to pay for shipping.