



# The U.S. Market for Processed Raspberries

August 20, 2015

Talca, Chile

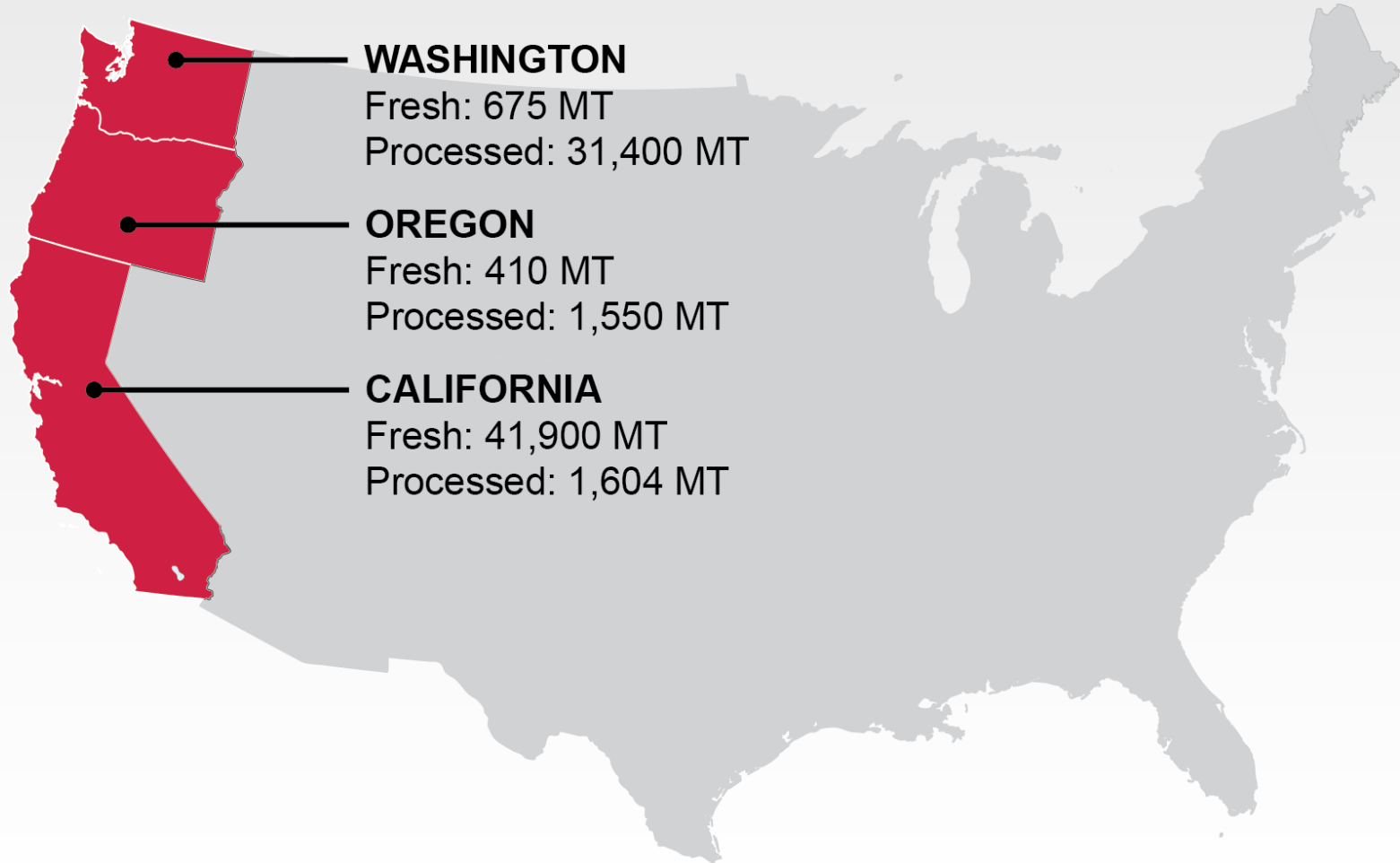
# An Overview



- ▷ Background: U.S. Market
  - Domestic production
  - Imports
- ▷ National Processed Raspberry Council
  - Mission
  - Organization
  - Budget
  - Programs
    - Nutrition Research
    - Marketing Communications
    - Crisis Management
    - Food Safety



# U.S. Processing Raspberry Production



# U.S. Processing Raspberry Production



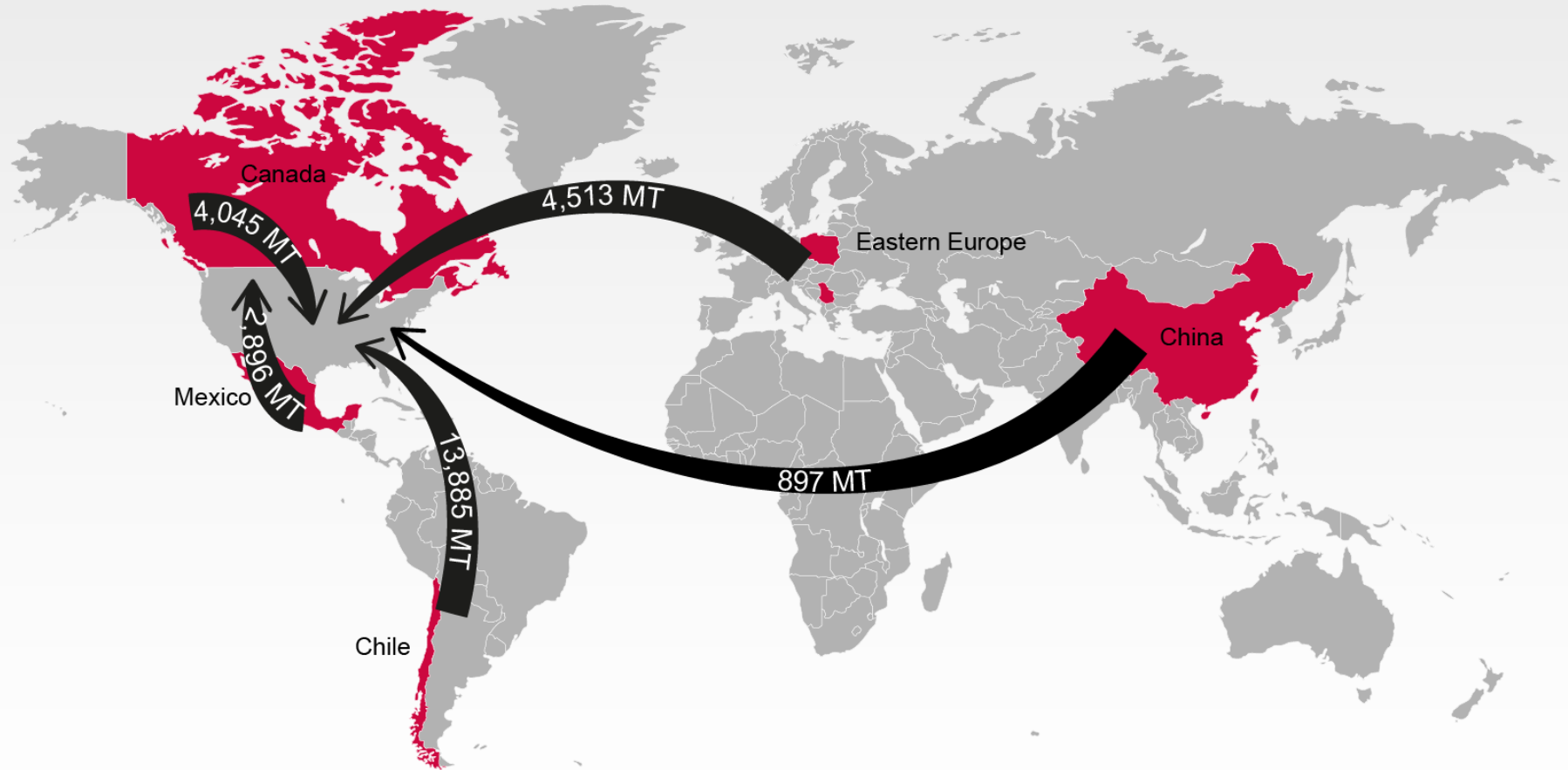
Total Volume	Total Area			
	(MT)		(HA)	
	Fresh	Processing	Fresh	Processing
Washington	675	31,400	250	3,850
Oregon	410	1,550	110	430
California (2012)	41,900	1,604	2,050	110
Total	42,985	34,554	2,410	4,390

# 2015 U.S. Raspberry Crop Report

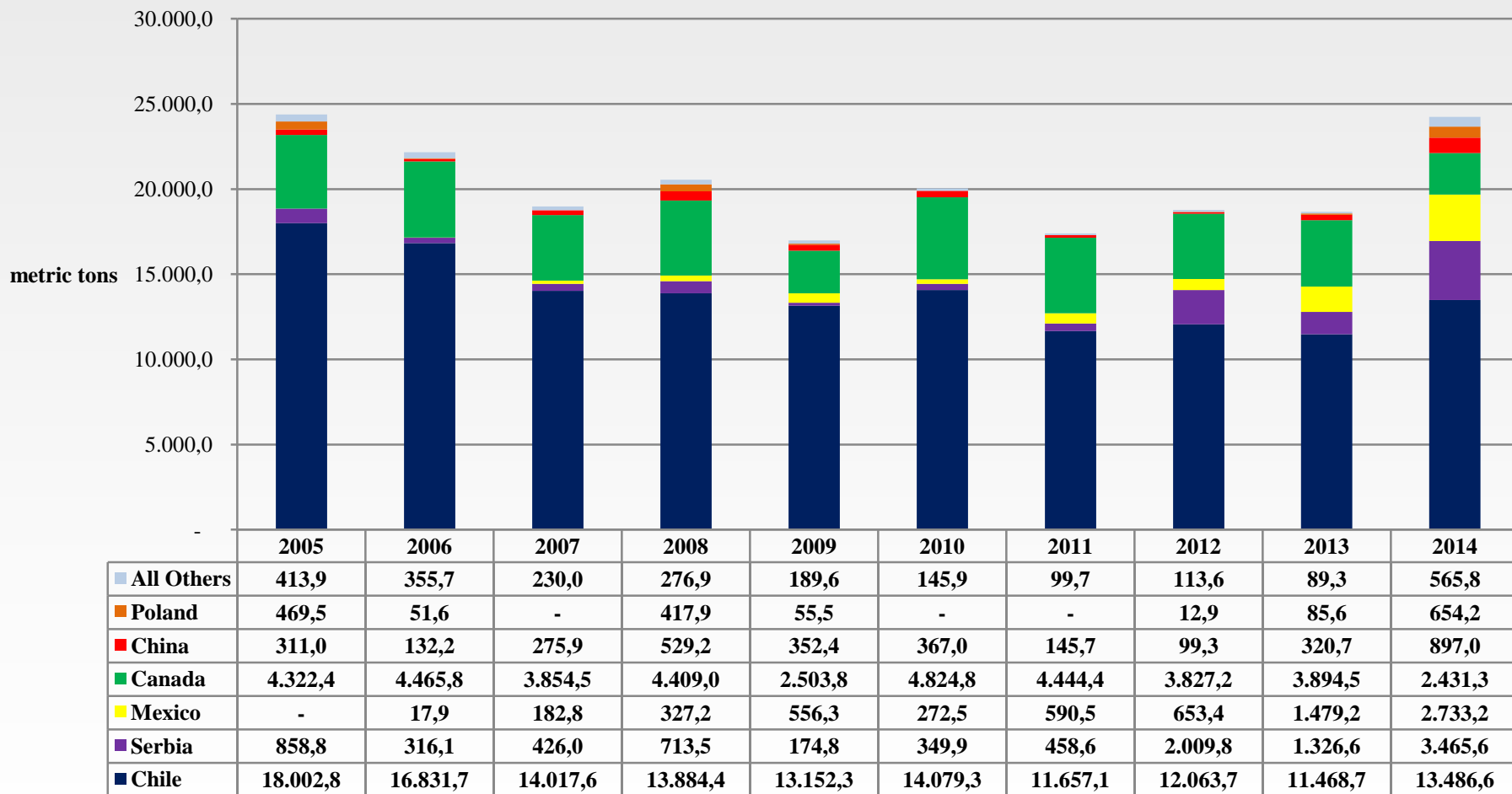
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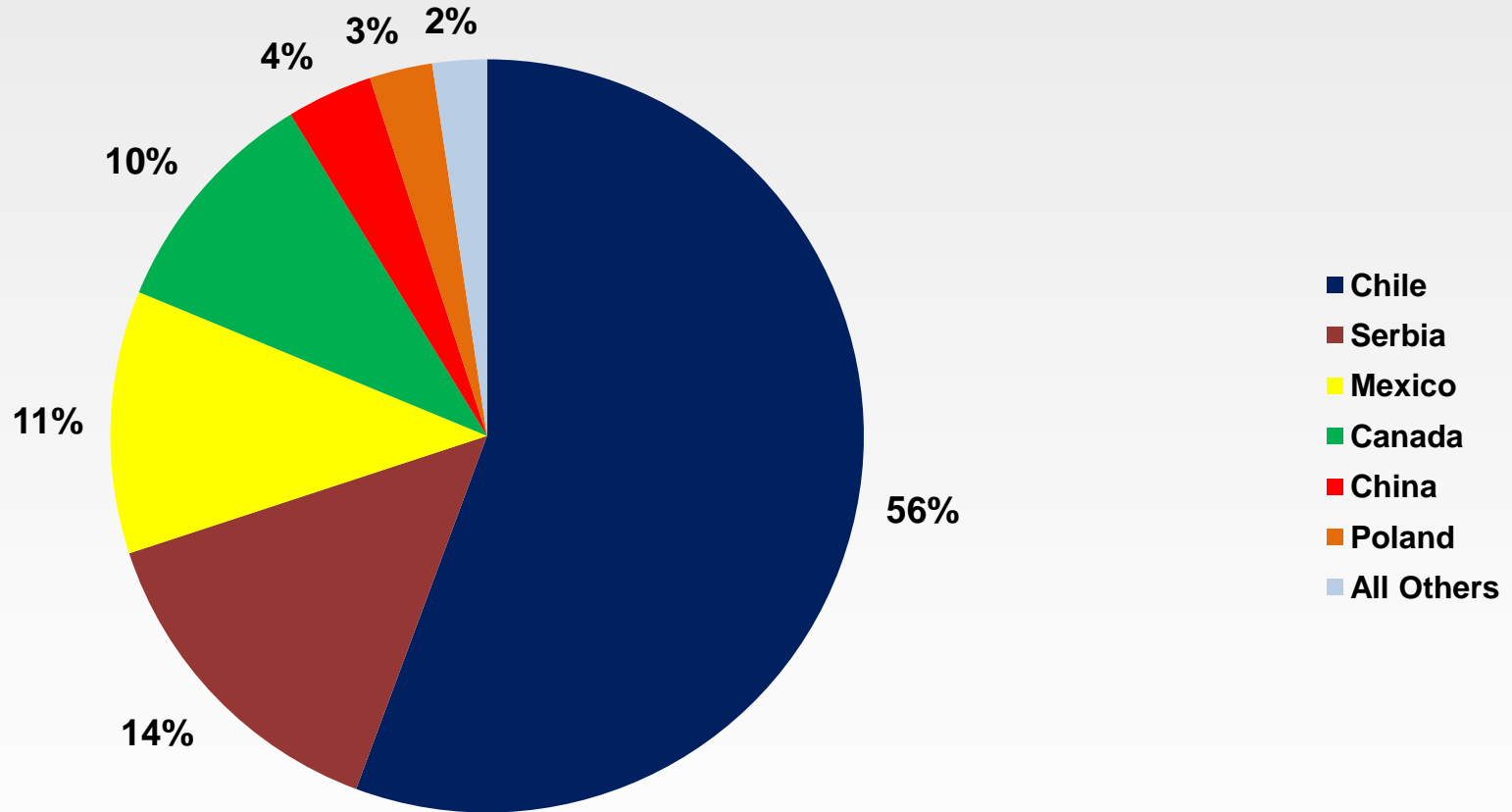
# Imports to the U.S.



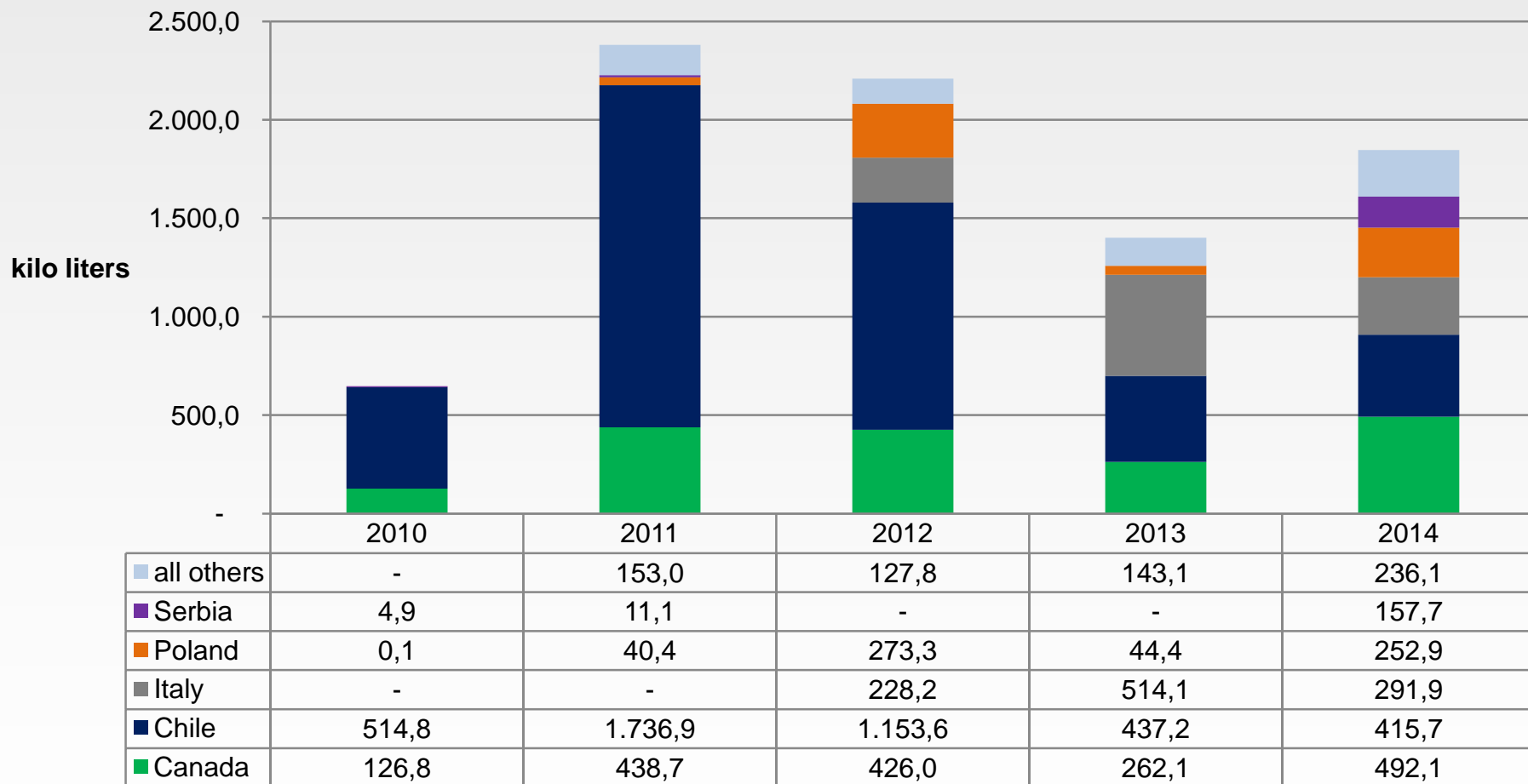
# IQF Raspberry Imports to U.S.



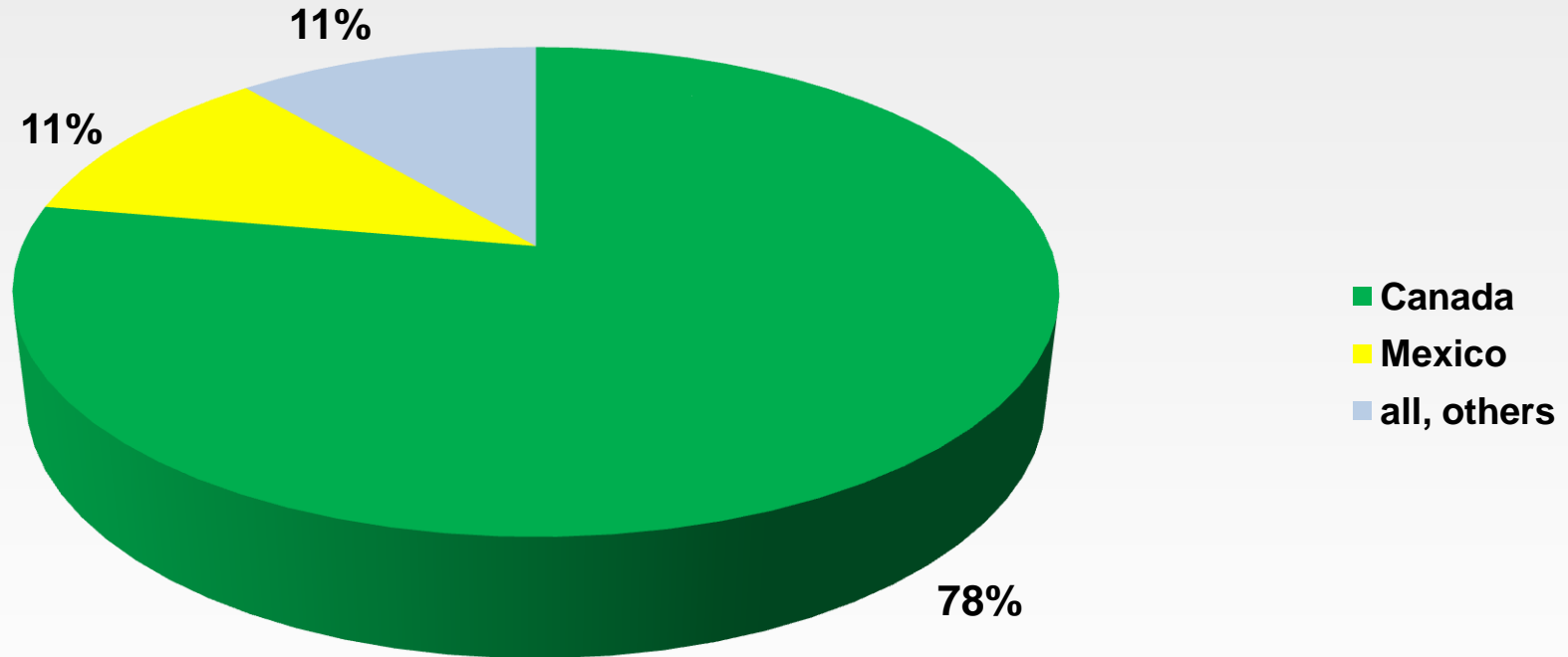
# 2014 U.S. IQF Imports



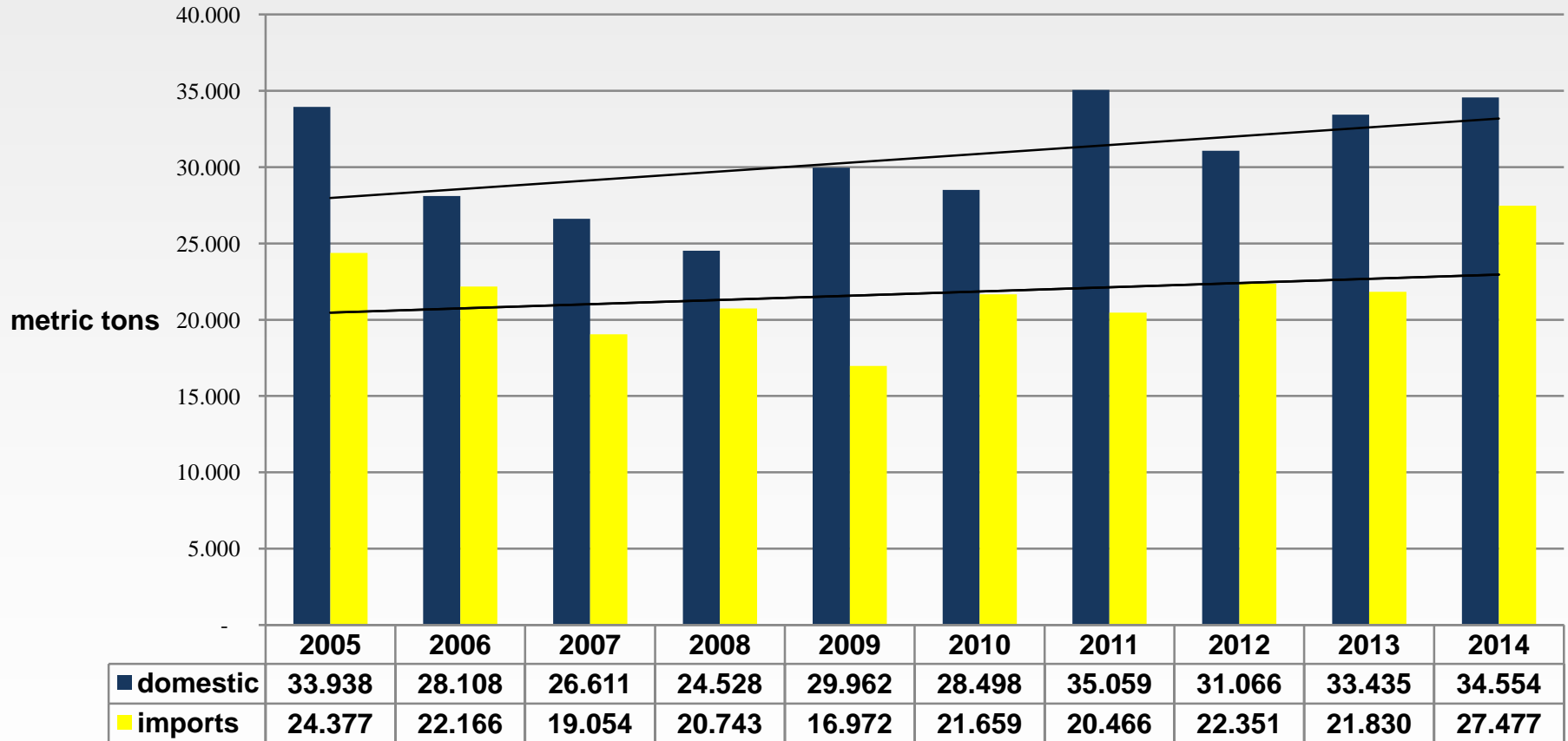
# Raspberry Concentrate Imports



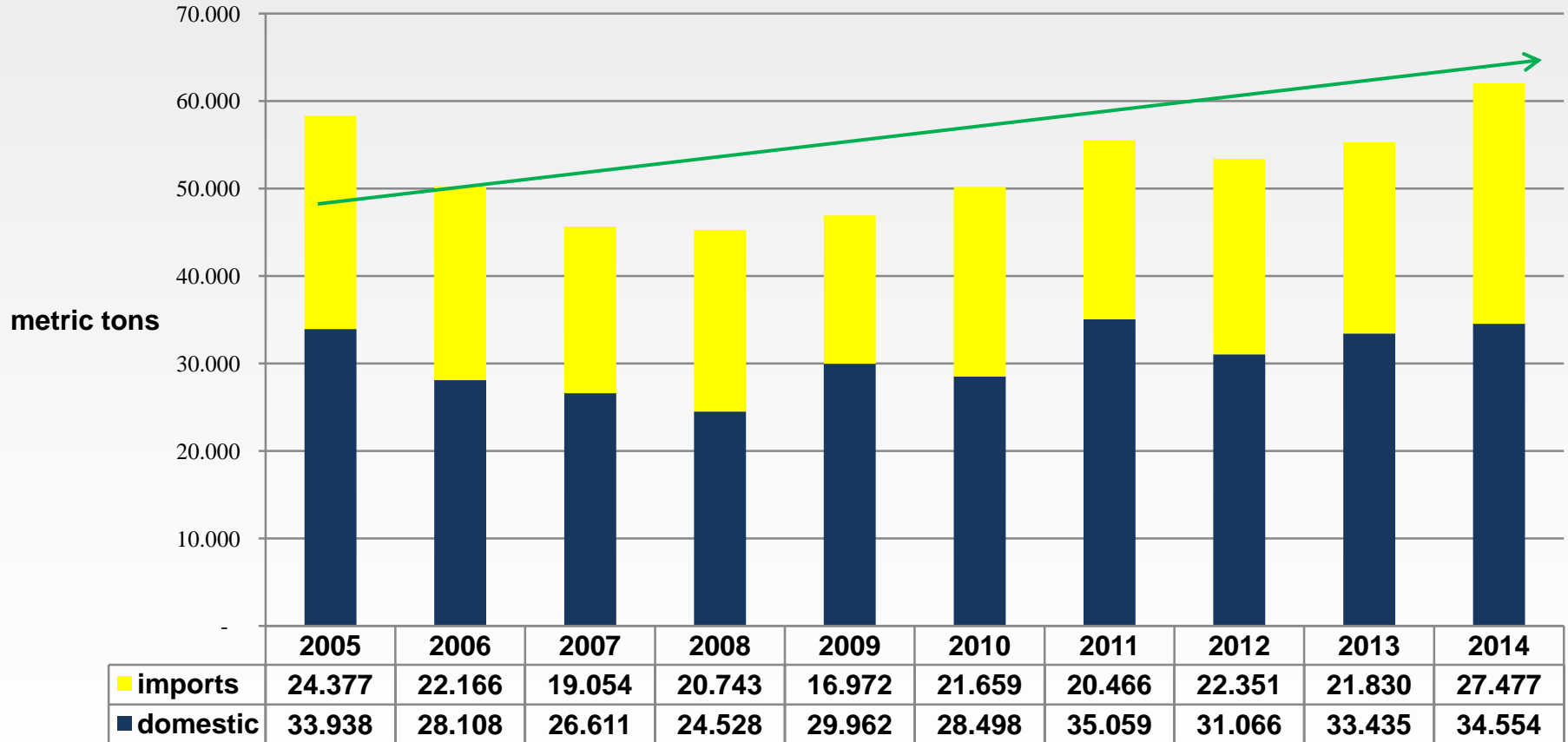
# 2014 U.S. Juice/Puree Imports



# U.S. Supply



# U.S. Market: Processed Raspberries





# National Processed Raspberry Council

# Council Structure



## Executive Committee

Administrative and Financial Oversight

## Marketing Committee

Health and Wellness Communications

## National Processed Raspberry Council

13 members and alternates

## Research Committee

Nutrition and Post-Harvest Studies

## Food Safety Committee

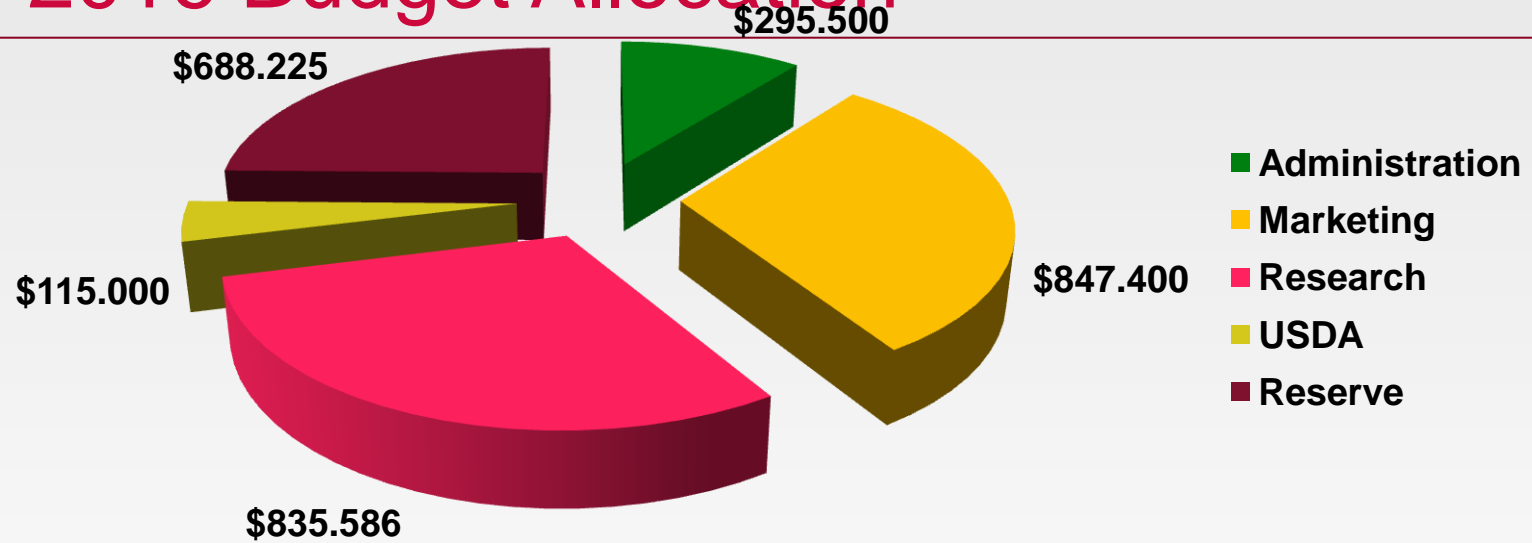
Industry-wide GAPs and GMPs

# Mission



The National Processed Raspberry Council will invest in research on the health and wellness benefits of raspberry consumption and communicate the advantages of raspberries to consumers, food manufacturers and foodservice decision makers in order to build demand and secure the long-term viability of the industry.

# FY 2016 Budget Allocation



# A Knowledge Driven Organization

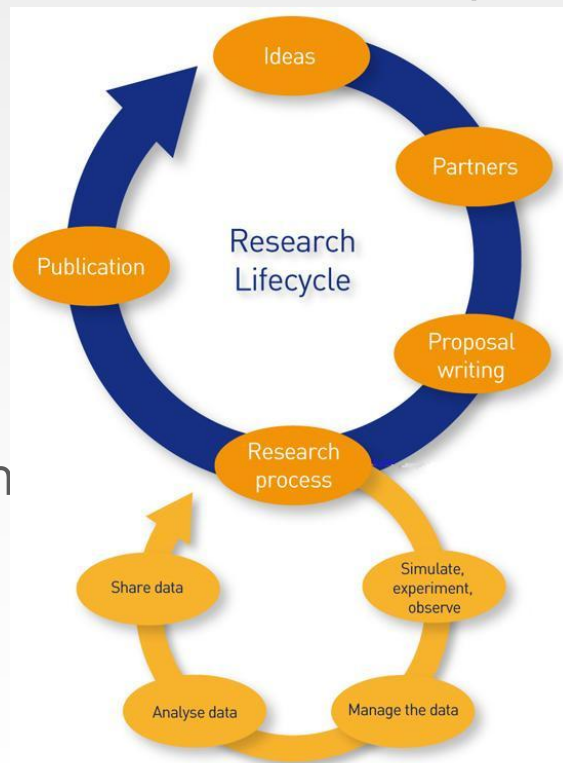


# Nutrition Research Overview



## Priorities for Funding

- Focus on projects where raspberries are believed to offer health protective benefits
  - Diabetes
  - Metabolic Syndrome
  - Cognitive Function
  - Cardiovascular Disease
  - Inflammation
- Understand underlying mechanisms of action
- Fund human/clinical and/or animal studies
- Maximum three-year study period



# Nutrition Research Funding



**Inflammation:**  
**\$67,832**

**Diabetes:**  
**\$171,521**

**Metabolic  
Syndrome:**  
**\$153,383**

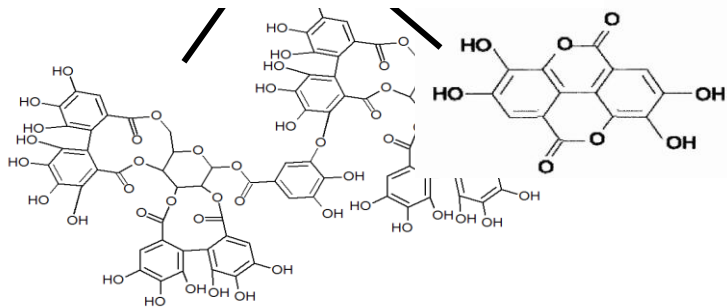
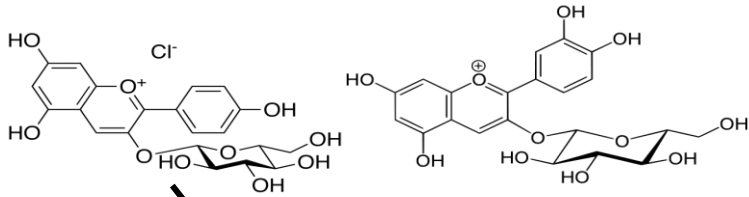
**Cardiovascular  
Health:**  
**\$120,226**



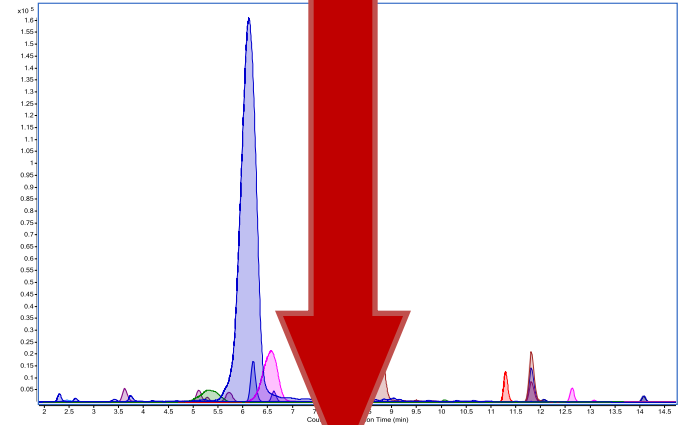
**Bio-  
mechanisms**  
**: \$133,545**

**Cognitive  
Function:**  
**\$98,640**

# Nutritional- and Bio- Chemistry



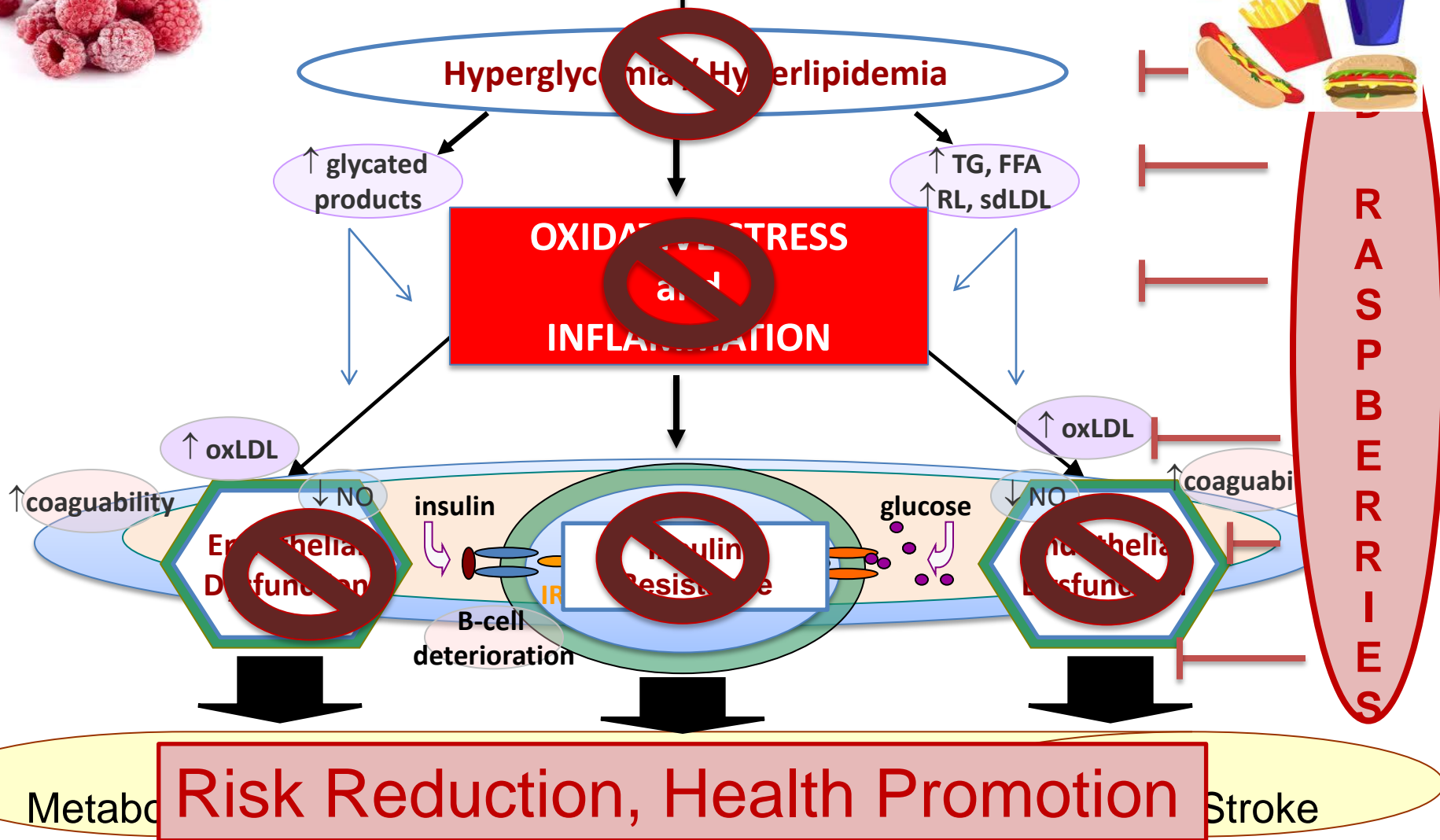
Blood



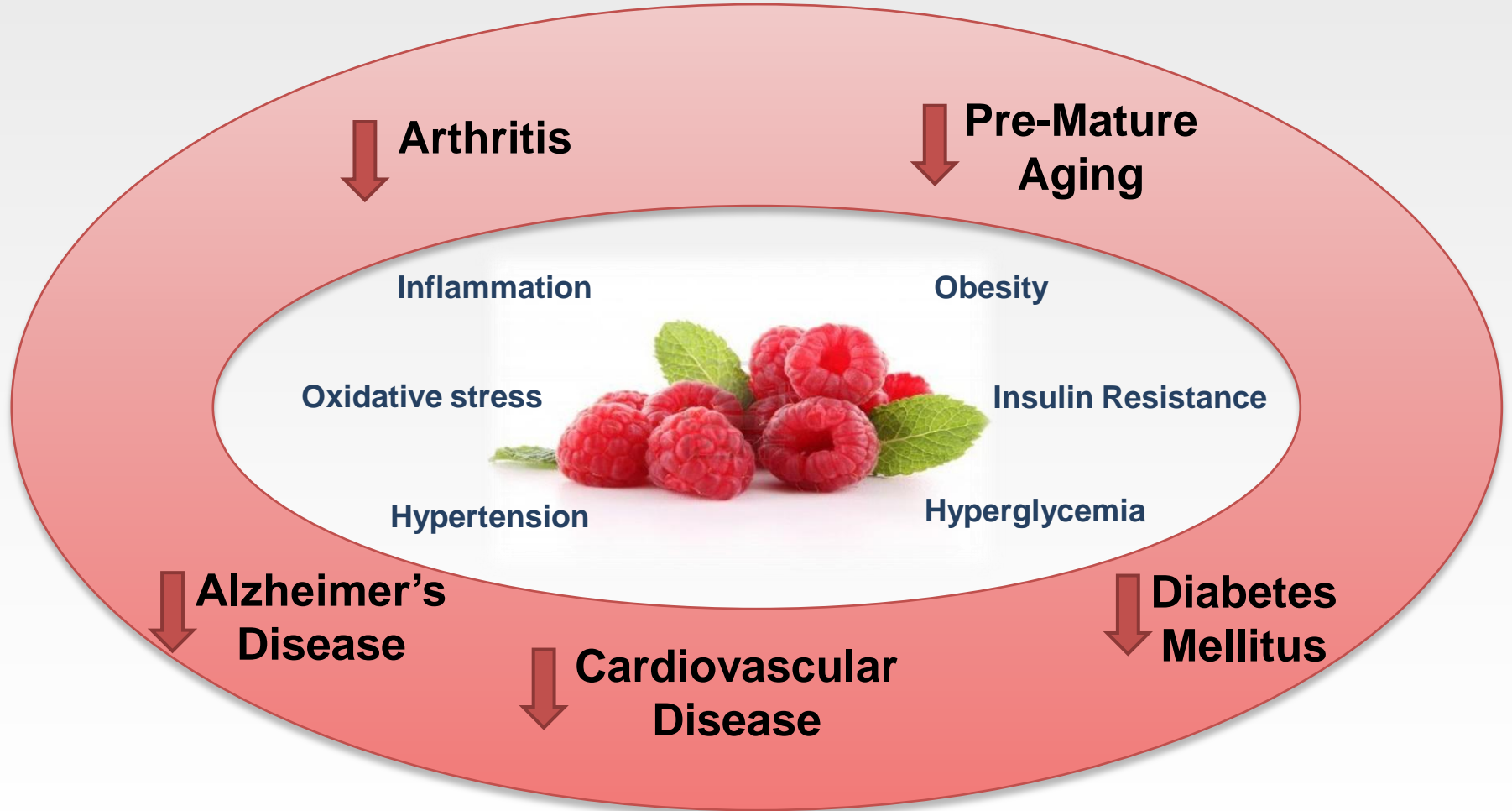
HEALTH-RELATED  
ENDPOINT



# Obesity, Western diet, Sedentary



# Raspberries: Reduce Risk Factors to Promote Health



# Red Raspberry Benefits



- ▷ Emerging research indicates that red raspberries may exert the following positive effects
  - Antioxidant
  - Anti-Inflammation
  - Anti-Hypertensive
  - Improved Insulin Sensitivity (better blood sugar control)

# Marketing Planning Process



## ▷ Goal

- **Increase usage and value** of processed raspberries among food manufacturers, foodservice decision makers, and consumers.

## ▷ Strategy

- **Strengthen the understanding** of the benefits of processed raspberries through an integrated marketing communications program targeting consumers, health professionals, food manufacturers, and foodservice decision makers

## ▷ Tactics

- **Update** nutrition data and messaging
- **Develop** arsenal of compelling communications tools
- **Educate** target audiences on the benefits and advantages of frozen raspberries
- **Engage** and educate industry members

# Marketing Programs are Integrated



# Market Intelligence



## Food Manufacturer & Foodservice Operator Marketing Research

- **Online surveys of trade industry members**
  - Current use and purchase of processed raspberries
  - Why purchasing more/less
  - Why no longer purchasing
  - Level of knowledge/understanding of processed raspberries
  - Determine believability of selling elements
- **Menu usage**
  - Attitudes (e.g. price, quality, availability, nutrition, etc.)
  - Likelihood of use
  - Source of ideas



# Survey Findings



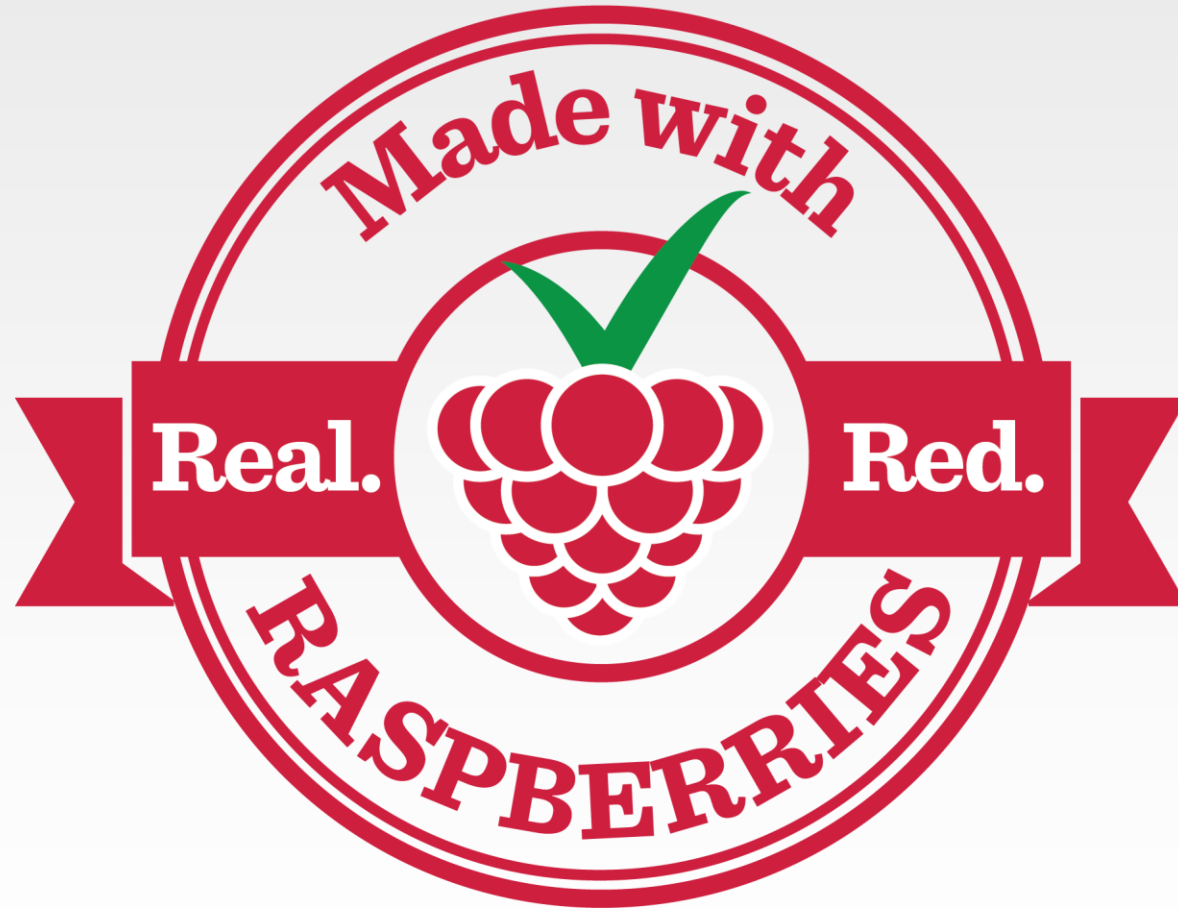
## **Grocery Products and Restaurant Products for Development**

- Four-fifths of primary grocery shoppers wishing they could find more food items sold in grocery stores made with Raspberries
- More than three-quarters of primary grocery shoppers wishing they could find more restaurant foods made with Raspberries

## **Certification Program**

- Foods and food products being certified as containing “Real Raspberries” is rated as very important.

# Real Raspberry Concept



# Findings (Cont'd)



- “Price too expensive” and “preferring fresh raspberries” are the most often mentioned reasons for not purchasing frozen Raspberries.
- Consistent Quality, Packed at Peak Flavor and Picked at the Peak of Ripeness are rated as most important reasons to purchase frozen raspberries.
- Continue using Facebook, Pinterest, YouTube and Google+ as communication vehicles.
- Yahoo.com, All Recipes and Food Network should be considered as communication vehicles.

# Findings (cont'd)

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## Retail

- Processed raspberries have become more popular as an ingredient in US retail food and drink products.
- Raspberries are typically mixed with other flavors in key categories.
- Processed raspberries' tartness and ability to deliver specific health benefits can make them more top of mind for consumers.
- Processed raspberries are positioned for inclusion in savory categories.

## Foodservice

- Raspberries could expand into other categories such as entrees), sandwiches and breakfast items.
- Breakfast offers an opportunity for baked goods and breakfast entrees
- Processed raspberries offer restaurants year-round access and availability
- A challenge for raspberries is a strong spring/summer season association.
- Expand raspberries to fall, winter, and holiday dishes and beverages.

# Key Communications Messages



## ▷ Raspberry Health Benefits

- High in Fiber
- Excellent Source of Vitamin C
- Low in Calories/Low Glycemic Load
- Rich in phyto-chemicals: anthocyanins and ellagic acid

## ▷ Processed Raspberry Advantages

- Versatility
- Convenience
- Affordable
- Minimal Product Loss



# Communications Channels



- ▷ Consumer
- ▷ Foodservice
- ▷ Food Manufacturer
- ▷ Health Professionals



*Social Media creates and drives the conversation across all channels*

# Communications Assets



- ▷ Photography
- ▷ Harvest and Processing Videos
- ▷ Messaging & Print Collateral
- ▷ Recipe Development & Nutrition Analysis
- ▷ Infographics
- ▷ Frozen Raspberry Samples
- ▷ Council Identity & Trade Mark
- ▷ Trade Show Booth



# Product Nutrition Data



## ▷ USDA Nutrition Analysis

- IQF
- Puree
- Concentrate

## ▷ Update Nutrition Messages/Claims

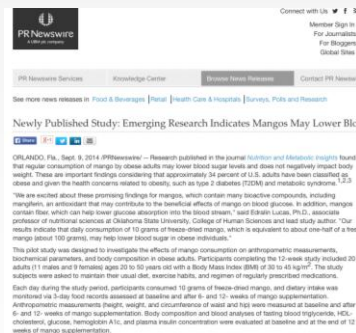


Nutrition		Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
<b>Facts</b> Serving Size 1 cup (140g) Servings		<b>Total Fat</b> 1g	1%	<b>Potassium</b> 210mg	6%
		Saturated Fat 0g	0%	<b>Total Carbohydrate</b> 17g	6%
		Trans Fat 0g		Dietary Fiber 9g	36%
		<b>Cholesterol</b> 0mg	0%	Sugars 6g	
		<b>Sodium</b> 0mg	0%	<b>Protein</b> 2g	
<b>Calories</b> 80		Vitamin A 0%		Vitamin C 60%	
Calories from Fat 10		Calcium 4%		Iron 6%	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.					

# Consumer Communications



- ▶ Consumer Media Relations
- ▶ NYC Editor Dinner & Product Deliveries
- ▶ Media RD Ambassadors
- ▶ Secured (Paid) Media Placement



## ▷ Trade Conferences

- International Foodservice Editorial Council
- Nutrition Executives Study Group
- Institute of Food Technologists, Research Chefs Association or Private Label
- National Association of College & University Food Services



# Trade Communications



- ▷ **Direct Outreach to Manufacturers, Operators, & RDs**
  - Product Sampling
  - Ideation
- ▷ **Trade Industry/Harvest Tour**
  - Follow-up to successful consumer media/blogger tour in 2015



# Health Professionals



- ▷ Academy of Nutrition and Dietetics, Food and Nutrition Conference & Exposition
- ▷ American Association of Diabetes Educators



# Health Professionals



## ▷ Dietetic Practice Groups

- Sports Cardiovascular and Wellness Nutritionists
- Food & Culinary Professionals
- Dietitians in Business Communications



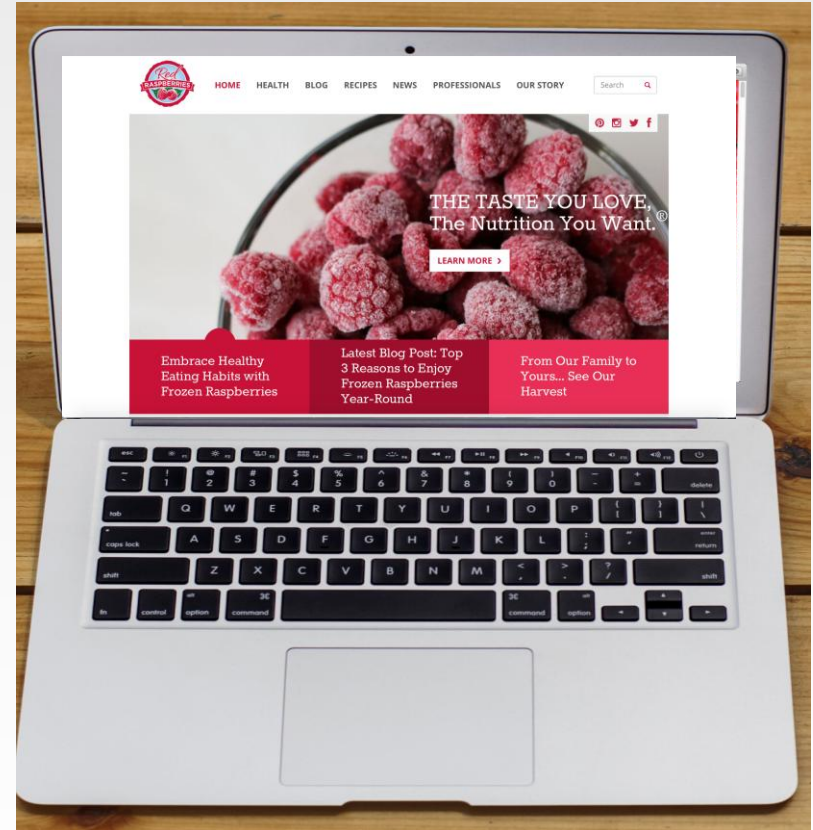
# Digital Communications



## ▷ Digital Strategy

## ▷ Website

- Administration & Maintenance
- Issues Management Dark Site

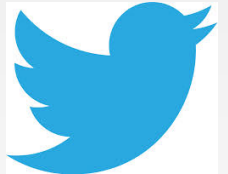
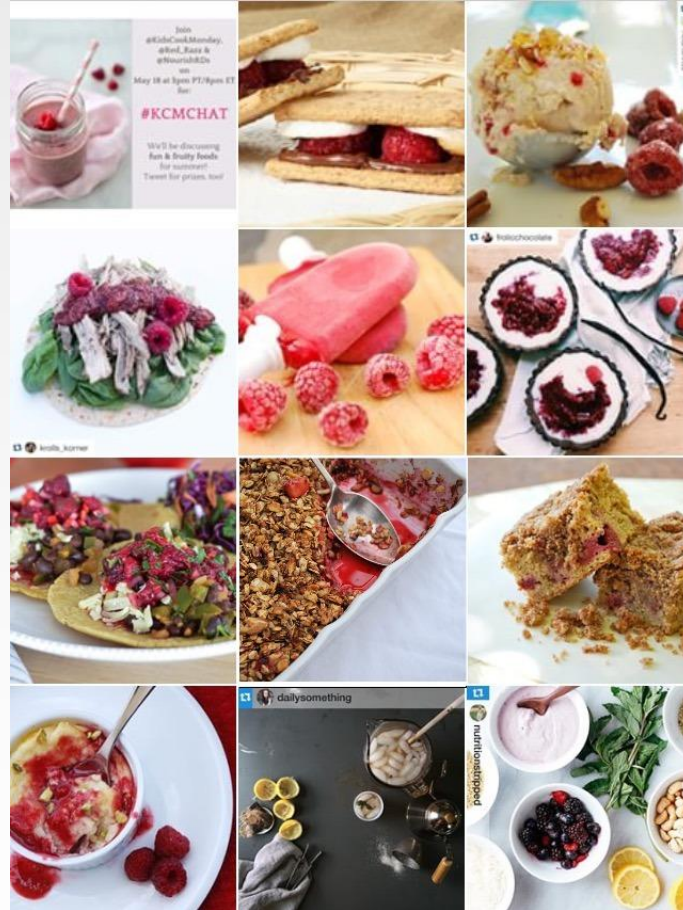


# Digital Communications



## ▷ Social Media

- Community Management
  - Facebook
  - Instagram
  - Twitter
  - Pinterest
- Contests
- Partnerships
- Twitter Parties
- Facebook Ad Campaign



# Nutrition Research Support



- ▷ **Quarterly Research Summaries**
- ▷ **Research Review & Message Development**
- ▷ **RFP Counsel**



# Issues Management



- Monitoring and Ongoing Counsel
- Media Monitoring
- Message Development
- Media Training



National Processed Raspberry Council  
1796 Front Street  
Lynden, WA 98264

February 23, 2015

Frozen Raspberries and Food Safety

- As part of its mission, the National Processed Raspberry Council encourages adherence to all U.S. food safety standards and best practices among all growers, processors and importers to ensure safe and high quality product delivered to its customers.
- Providing outstanding quality frozen raspberries that consumers will purchase again and again requires a commitment to safety and quality by each and every member of the frozen raspberry industry. This includes ensuring that consumers can trust that frozen raspberries are a safe, nutritious and convenient fruit that can be shared with family and friends.
- U.S. raspberry processors are required to employ country-of-origin labeling, product traceability, the daily due diligence of good agricultural practices and appropriate testing – all geared toward the safe delivery of product to its retail, manufacturing and foodservice customers.
- With the implementation of measures within the Food Safety Modernization Act, the U.S. food supply remains one of the safest in the world with new requirements from the seed to fork that will create even greater assurances.

# Food Safety



- ▷ NPRC Food Safety Committee established at May 2015 Council meeting
- ▷ Vulnerabilities and Risk Assessment to be conducted
- ▷ Food Safety Research
  - UV Light Treatment for Improving Safety of Red Raspberries
  - Dr. Shyam Sablani, Washington State University
  - E. coli O1757:H7 , Salmonella, and Listeria monocytogenes can be inactivated under the thin ice layer
  - E. coli O1767:H7 was most and Listeria monocytogenes leas sensitive to UV-C treatment
  - UV-C treatment had no significant influence on total anthocyanins, total phenolics, and total antioxidant activity of frozen red raspberries





*Raspberries:  
The Taste you Love, the  
Nutrition you Want!*

[www.redrazz.org](http://www.redrazz.org)

Thank You!

