



Public Relations Committee Minutes

March 22, 2016

Farm Bureau Building - Sacramento, California

A meeting of the Public Relations (PR) Committee of the California Cling Peach Board was called to order by Chairman Rajeev Davit at 2:47 pm. on Tuesday, March 22, 2016 in the Harvest Room at the Farm Bureau Building, in Sacramento, California. After self-introductions, roll was taken, showing a quorum was present with the following in attendance:

Promotion Committee	Staff	Processor Advisors
Suki Bains	JD Allen, Manager	Elizabeth Coon, PCP
Frank Bavaro	Ken Berger, CCPB-Canada	Tami Iverson, PCP
Rajeev Davit, Chairman	Kassie Fraser, BCI	
Rich Hudgins	John Gilstrap, Asst. Manager	Guest
Sarb Johl, Ex-Officio	Ginny Hair, Echo	Lou Boer, Jr, Grower
Anthony Laney	Adrienne Hegarty, Echo	
Richard Lial		
Scott Long		
Justin Micheli		

Minutes

On a motion from Laney, with a second from Micheli, the minutes from the Public Relations Committee meeting of May 28, 2015 were unanimously approved, with no abstentions.

2015-16 Promotion Updates

Domestic Promotion

Core Program – Ginny Hair and Adrienne Hegarty gave a powerpoint presentation of Echo's activities over the last year, a full copy of which is available from the Board office. Hair walked the Committee through the report and reviewed the key elements of the Board's domestic efforts including:

- Story Development: public relations blitz to trade publications, industry blogs, news sites, regional newspapers and NAPS press releases to a variety of publications.
- SUPERMarket RD Program: continued development & testing of 10 customized peach nutritional programs (with custom materials created) via RDs with leading retailers, with 8 completed, 4 in the works (that's 2 additional/extra programs), with 24 meetings scheduled next month with Super RDs; developing new retail targets at Hy-Vee with 240 stores (a dietician in every store!), Albertson's, and Wakefern.
- Industry Partnerships: Seated on PBH's Marketing Committee, Anniversary Program and sponsoring PBH events; Canned Food Alliance; and More Matters.
- Social Media & Blogger Relationships: Continue driving the California canned peach social media conversation through Twitter, Facebook and various bloggers.

- Website Update: new sliders featuring blogger recipe & PBH award, “In the News” media updates, Peach Bites blog posts; Nutrition Center, events & tonnage updates; will add Canadian food blogger recipes to US recipe section and add a new grower profile; oversaw revamp of Canadian site with translated recipes.

Subsequent to Echo’s report on the current season, Hair then suggested her recommendations for the upcoming 2016-17 season, building on the 2015-16 program as follows:

- Continue to focus on grocery/foodservice trades & consumer media.
- Attend International Food Blogger “Farm to Fork” Conference, to be held July 28-31, 2016 in Sacramento, develop and follow up contacts made there to create coverage.
- Expand Super RD retail program & invest in RD outreach.
- Continue to leverage and strengthen industry partnerships.
- Expand food blogger program.

The Committee generally agreed with the direction of the program as proposed, emphasizing the RD & social media elements had greatly increased the Board’s reach, while reducing costs. Davit then thanked Echo for their presentation.

Foreign Promotion

Kassie Fraser from Bryant Christie, Inc. (BCI) gave a presentation (*available upon request from the Board office*) and gave an overview of the Canadian and Mexican programs, noting the current 2015-16 allocation is \$500,182, and the plan and allocation for 2016-17 has now been approved at \$520,498. Fraser congratulated the Board, saying that while most commodity MAP allocations have been reduced for 2016-17, the Cling Peach Board’s program has warranted a 4% increase over the previous year. She noted that export figures through January, 2016 showed big decreases in exports to both Mexico (-57%) and Canada (-34%), as compared with figures through January, 2015. She said the strong dollar, coupled with smaller volumes accounts for these decreases.

Mexico Update: Fraser said the Mexico program consists of cooperative promotions (51 outlets, 378 sampling days), In-Store promotions and cooking workshops (sampling and cooking demonstrations with celebrity chef Omar Sandoval) along with the development of POS materials (photos & recipe development). She also said they are utilizing information gathered from Produce Analytic Information (PAI) questionnaires in 134 stores in Mexico City, Guadalajara and Monterrey. The information consists of price, country of origin, location, display area, brand, weight, facings, type of syrup/juice and special pricing/promotion among other things. She then introduced Ken Berger of R.E.P.S. Inc. in Toronto to give the Board an update of the Canadian program.


Canadian Update: To Fraser’s earlier point about the strong US dollar, Berger related a story of the Canadian dollar’s accelerated weakening and its immediate effect on the price of fresh produce from warmer climates. It was noted in one article in the Canadian press (Alastair Sharp, Reuters from January 22, 2016) that Canadian shoppers were “shocked to see \$5 bunches of celery, and \$10 cauliflowers.” Berger then reviewed the Cling Peach program in Canada:

- Continued partnership with the influential Food Bloggers of Canada (FBC) group, becoming a “bronze” sponsor of their 2015 national conference in Montreal, branded blog posts, recipe encouragement and Instagram posts to encourage usage and build goodwill among food bloggers.

- Paid branded blogger program reaches foodie targets across Canada with posts using at least one key message linked to calclingpeach.ca, the Board's Canadian website.
- Secured presence on large national portals and placed national story in popular "huffpost.ca" including two links to calclingpeach.ca.
- New photos and recipes to be used for print media, advertising, TV and multiple future applications (all previous work had been shared with media in the past).
- Achieved TV recipe demonstrations with RDs in all target markets, prior to in-store retail demonstrations.
- Radio interview in Quebec with French celebrity chef Jon Garnier.
- Print Media: Press wire service published national story on cost-effectiveness of canned; Canada's largest print media conglomerate used adapted Pavlova recipe in national Oscar awards party story; Unprecedented second Post Media story nationally using three new photos/recipes for March break snacking.
- Reach Summary: 62 print stories reaching 5 million readers, 4 TV appearances reaching 334,000 viewers, 1 French radio interview reaching 270,000 listeners in Quebec, 18 online, portal and blog stories reaching 2.9 million readers/visitors, and 5 ads, 1 e-blast, 1 communique and 2 articles reaching 42,000 in the trade.
- Retail Promotions: Demos with Overwaitea, Sobey's were held in January and February, with data showing significant increases in sales over the pre-promo week.
- Other: Created four foodservice ads for Sysco magazine, wrote article in Canadian Restaurant and Foodservice magazine, wrote cost-effectiveness editorial for Grocery Business magazine, created full-page ad in Grocery Business and created E-blast ad and communique for retail decision-makers.

Chairman Davit thanked both Fraser and Berger for their reports and, there being no further business, the meeting was adjourned at 3:56 p.m.

I, JD Allen, Manager of the California Cling Peach Board, do hereby certify that to the best of my knowledge, the foregoing is a true and correct copy of the minutes of the meeting of the Public Relations Committee of the California Cling Peach Board held in Sacramento, California on March 22, 2016.



JD Allen, Manager