



## Promotion Committee Meeting

Thursday, September 26, 2024

10-11:30 a.m. MT

The Westin Denver Downtown

1672 Lawrence Street

Denver, CO 80202

[link](#)

### Committee Members

<b>Brian Bocock, Chair</b>	Doug LaCroix
Nathan Sakuma, V. Chair	Bonnie Lundblad
Alec Arena	Jeff Malensky
Ray Biln	Amy Nguyen
Daniel Bustamante	Kyla Oberman
Katelyn Craig	Steve Philips
Gonzalo de Elizalde	Doug Rombach
Chad Don	Felipe Silva
Juan Flores	Darren Sinn

Joe Barsi – HR Advisory Board Liaison

Mario Flores – GB Advisory Board Liaison

USHBC Board Chair - Shelly Hartmann (ex-officio)

### AGENDA

- |  |                |
|--|----------------|
| 1. Call to Order/ Roll Call                      | Brian Bocock   |
| 2. Chair Welcome & Meeting Purpose               | Brian Bocock   |
| 3. Special Presentation                          | Brian Bocock   |
| 4. Consent Agenda Approval                       | Brian Bocock   |
| a. Agenda  |                |
| b. Approval of Minutes                           |                |
| 5. Vice President's Report - Program Plan Review | Kevin Hamilton |
| a. 2024 Program Report                           |                |
| • Structure changes                              |                |
| • Topline recap 2024                             |                |
| b. 2025 Program Plan and Budget                  |                |
| 6. Other Business                                | Brian Bocock   |
| 7. Final Q&A                                     | Brian Bocock   |
| 8. Next Meeting Schedules                        | Brian Bocock   |
| 9. Adjourn                                       | Brian Bocock   |

## AGENDA ITEM #2

### Consent Agenda

- Agenda
- Minutes from September 12, 2024



**Promotion Committee**

**Thursday, September 12, 2024**

**8 a.m.-3 p.m. PT**

**Brian Bocock, chair, presiding**

**MINUTES**

**Call to order**

The meeting was called to order by Brian Bocock at 8:01 a.m. PT on Thursday, September 12, 2024.

**Committee Members Present:** Brian Bocock, Nathan Sakuma, Alec Arena, Ray Biln, Katelyn Craig, Gonzalo de Elizalde, Chad Don, Gonzalo de Elizalde, Doug LaCroix, Bonnie Lundblad, Jeff Malensky, Kyla Oberman, Steve Philips, Doug Rombach, Felipe Silva, (GB Advisory Board Liaison), Mario Flores and USHBC Council Chair Shelly Hartmann

**Committee Members Absent:** Daniel Bustamante, Juan Flores, Amy Nguyen, Darren Sinn and Joe Barsi (HR Advisory Board Liaison)

QUORUM PRESENT

**USDA/AMS Representative:** Jeanette Palmer

**Staff Members Present:** Kasey Cronquist, Kevin Hamilton, Haiying Zhang, Kristy Babb, Inez Be, Leslie Wada, Gabby Gebhardt, Julie Fogarty and Melinda Kern

**Guests:** Ben Behrman, Joe Raser, Amy Cesta, Craig Miller, Matt Putell, Nicole Sullenger of Shafer, Condon, Carter (SCC)

Tristan Michele of Tristan Michele Marketing (TMM)

Vanessa Brandt and Montina Filice of Connections

## **Approval of Agenda**

ACTION 1: Motion made by Bonnie Lundblad to approve the agenda for Thursday, September 12, 2024.

Motion seconded by Katelyn Craig.

Motion carried unanimously.

## **Approval of Minutes**

ACTION 2: Motion made by Gonzalo de Elizalde to approve the minutes from August 26, 2024.

Motion seconded by Kyla Oberman.

Motion carried unanimously.

## **President's Report**

Kasey Cronquist thanked the promotion staff and acknowledged the strategic plan that was set in motion to bring it to pass. Cronquist shared recent work on the Health Research Doctrine and the scheduling of regional meetings, along with the formation of an assessment increase steering team.

## **2024 Plan Recommendations**

Kevin Hamilton thanked his team and introduced Ben Behrman, CEO and president of Schafer Condon Carter (SCC). The SCC team presented the proposed consumer advertising and media plan.

Hamilton introduced Tristan Simpson of Tristan Michele Marketing who presented the proposed shopper marketing plan.

Hamilton introduced Vanessa Brandt and Montana Filice of Connections who presented the proposed foodservice plan.

Leslie Wada, Ph.D., presented the proposed USHBC health research and nutrition plan, including work on the Health Research Doctrine and health halo.

Haiying Zhang presented the proposed USHBC global marketing and development plan, including USDA and USHBC grant contributions and global markets.

Kristy Babb presented the proposed earned stand-alone media plan, including media strategies, targets and goals.

Cronquist and Hamilton presented tactical ideas in the ingredients plan, and Hamilton followed with thoughts on consumer research and measurement approaches.

Cronquist reviewed the proposed budget for 2025. Hamilton reviewed the proposed 2025 program budget, and Brian Bocock led discussion on the 2025 proposed plan.

### **Items and Scheduling of Next Meeting**

The next meeting will be at the 2024 Blueberry Summit, September 25-27, 2024, in Denver, Colorado.

### **Adjournment**

ACTION 3: Motion made by Jeff Malensky to adjourn the meeting.

Motion seconded by Kyla Oberman.

Motion carried unanimously; meeting adjourned on September 12, 2024, at 3:04 p.m. PT.

## AGENDA ITEM #5

### Vice President's Report

#### Program Plan

# PROGRAM EXPENSES



	Projected 2024 Budget	Proposed 2025 Budget
<b>Market Promotion &amp; Publicity</b>		
Domestic Consumer Publicity	\$ 2,366,000	\$ 3,483,825
Domestic Health Professional	350,000	-
Food Service	212,000	540,000
Food Manufacturing	190,000	200,000
American Heart Association Cert.	3,500	3,500
Digital Ecosystem	115,000	400,000
Retail	1,220,000	1,000,000
Unallocated Market Promotion	90,000	119,175
Marketing Promotion & Publicity Management		\$ 1,800,000
<b>Total Market Promotion &amp; Publicity</b>	<b>\$ 4,546,500</b>	<b>\$ 7,546,500</b>
<b>Export Market Promotion</b>		
Global Food Manufacturing Programs	\$ -	\$ -
Export Consumer Promotion	837,600	632,000
USDA Grant Program Expenditures	711,476	2,027,175
Market Access - Technical Support	50,000	50,000
Comprehensive Blueberry MRL Memo	10,500	20,500
MRL Trade Monitoring	76,900	76,900
Unallocated Export Market Promotion	106,000	60,000
Export Market Promotion Management		\$ 850,000
<b>Total Export Market Promotion</b>	<b>\$ 1,792,476</b>	<b>\$ 3,716,575</b>
<b>Health Research &amp; Nutrition</b>		
Grant Management Program	\$ 10,500	\$ -
Research Programs	133,000	233,000
Blueberry Research Bank	125,000	95,000
Sponsorships	4,000	15,000
Blueberry Researcher Meeting	60,000	20,000
Research Screeners & Advisory	37,500	20,000
Pointer Study Rebate	28,000	15,000
Nourish Study Blueberries	10,500	15,000
Nutrition Projects	90,000	190,000
Unallocated Health Research	-	-
Health Research Management		\$ 300,000
<b>Total Health Research &amp; Nutrition</b>	<b>\$ 498,500</b>	<b>\$ 903,000</b>