NPRC Program Highlights
Our Approach

Research & Trends → Relationships → Think Differently → Impactful Marketing
Trends Reshaping Consumer Food Decisions

- Technology
- Authenticity
- Health
- Craft
- Storytelling
What Does This Look Like?
TRADE MEDIA RELATIONS…COVERAGE HEATING UP!

2016 TOTAL: OVER 2 MILLION IMPRESSIONS
Flavor Pairing Guide Available to Optimize Appeal of Frozen Red Raspberries

Two Recipes Worth Translating to Your Menu (June 2016)

Market Trends Product Spotlight
Pumpkin-Raspberry Mini Muffins

Virgin Razzy Mary

Virgin Razzy Mary

Raspberry Basil Limoncello Cocktail
HARVEST TOUR:
TELLING OUR STORY TO THE TRADE
Foodservice Chefs, RDs, & Editors

- **Deanne Brandstetter, M.B.A., R.D.**, Vice President Nutrition & Wellness, Compass Group North America, New York
- **Chef Michael Brannock**, Director of R&D, PDQ, Wow! That’s Fresh, Spear It, Tampa, FL
- **Chef Ryan Conklin**, Executive Chef, Culinary and Nutritional Services, UNC REX Healthcare, Raleigh, NC
- **Chef Iliana de la Vega**, Co-owner, El Naranjo, Austin, TX
- **Chef Matthew Dunn**, Senior Corporate Chef, Culinary Innovation, Pizza Hut, Plano, TX
- **Chef Sharon Hage**, Farm to Fork Consulting, Dallas, TX
- **Megan Rowe**, Managing Editor, Restaurant Hospitality, Cleveland, OH
- **Sara Rush Wirth**, Senior Editor, Restaurant Business, Chicago, IL
“We didn’t know about crumbles. Where can I get that product?”

“The sequence of the tour stops was perfect.”

“The seeds would add fiber to cereal bars and protein bars.”

“The product is very compelling.”

“The flavor pairing guide will be a useful tool for ideation.”

“There are so many ways to use concentrate.”

“Wow.” (during the concentrate and puree tasting)
Is frozen as good as fresh?

Despite the perception that frozen is inferior, modern technology has given IQF produce the farm-fresh edge.

Published in Healthcare Spotlight

By Sara Rush With, Senior Editor

July 19, 2016

“As a chef, I pretty much have grown up through the business thinking that fresh was always better—produce, fish and meats, especially,” says Ryan Conklin, executive chef for UNC Rex Healthcare’s culinary and nutrition services. “But the more ‘re-educated’ I get, the more I’m learning that some frozen options may be more appropriate for me to be using on my menus.”

Right now, the perception of frozen foods doesn’t match
RDS & RESEARCH DRIVE CONSUMER MEDIA BUZZ

2016 TOTAL: OVER 300 MILLION IMPRESSIONS
Raspberries Support Healthy Weight and Motor Function

On October 17, 2018, two new animal studies published in the Journal of Dairy Research have found that the consumption of raspberries could help to support healthy weight and motor function.

A study conducted by researchers at Oregon State University found that when added to a forestry, high-performance, high-calorie diet, raspberries promote healthier weight gains associated with a high-fat, high-calorie diet. Raspberries, a rich source of anthocyanins, were provided at 10% of total energy expenditure, and the group that consumed raspberries gained less weight and were more active. Researchers speculate that the weight gain and reduced activity in the control group, which did not consume raspberries, could be due to the presence of antioxidants and other bioactive compounds in the raspberries.

In the study, 76 male mice were divided into the following groups: a low-fat control group (10% of total energy expenditure), a high-fat, high-calorie diet group, and a high-fat, high-calorie diet plus raspberries group. The group that consumed raspberries had a significantly lower body weight and was more active than the control group.

Promotes Weight Loss

Raspberries can be a wonderful addition to your daily meals. If you can limit eating desserts, you will be more likely to lose weight if raspberries are the perfect alternative to these high-calorie dishes. Red raspberries offer a different taste on desserts, and another way you are consuming them, which is in a smoothie. This is a great way to get your antioxidants without the calories of adding it to extra sugars. Red raspberries are also a great way to reduce the risk of coronary artery disease. Unlike all other fruits, they contain polyphenols that can help decrease your body mass. Overall, consuming red raspberries can aid you toward optimum health and well-being. There are a few more reasons why red raspberries are good for you.

Disease Prevention

Raspberries are also a good source of fiber, which can help to lower cholesterol levels and improve digestive health. They are also rich in vitamins C and E, which help to strengthen the immune system and protect against oxidative stress. In addition, raspberries have been found to have anti-inflammatory properties, which can help to reduce pain and inflammation.

Overall, raspberries are a nutritious addition to any diet. They are low in calories, high in antioxidants, and packed with health benefits. So, the next time you are looking for a healthy snack, consider reaching for some raspberries!
SOCIAL MEDIA TAKES OFF
2016 Results

With strategized campaigns, blogger and nutrition influencer ambassadors, paid social media promotions, and prize giveaways, we experienced exponential growth with our online community.

Facebook: 25,445 followers 6058% growth
Twitter: 3484 followers, 170% growth
Instagram: 2157 followers, 306% growth
Pinterest: 2443 followers, 302% growth
YouTube: 36 followers
INDUSTRY NEWSLETTER
Are YOU Reading

The Raspberry Scoop?

In This Issue

- Making Progress and Planning Ahead
- Industry Reception a Hit in Lynden
- Harvest Tour Brings Foodservice Industry to Lynden
- New Red Raspberry Educational Materials Make Their Debut
- Red Raspberry Health News
- In the Spotlight: Raspberries in the Media
- Upcoming Activities

Letter From the Chair:
Making Progress and Planning Ahead

John S. Clark
Chairperson
National Processed Raspberry Council

Goal. Strategy. Plan. Action. Measurement. These words form the foundation of the NPRC’s program, and this May the industry gathered in Lynden to review our current program and plans for our next fiscal year, which will begin October 1, 2016. Without question, we are making progress.

Our marketing program is operating at full steam, building awareness with consumers, educating health professionals, and making strategic inroads with
Real Red Raspberries Trademark

- **Industry Launch**
  - Final agreement ready
  - Finalizing FAQ
  - Ready to test with industry members

- **Trade Launch**
  - Finalizing agreement and materials
  - Launch in 2017
RESEARCH HIGHLIGHTS
From 10,000 Feet…

▷ Continued Progress
▷ Body of Published Research Building
▷ Additional Publications & Presentations on the Horizon
▷ Strong Showing Expected at 2017 Berry Health Benefits Symposium
Noteworthy Developments

▶ Burton-Freeman
  - Article published in Advances in Nutrition

▶ Experimental Biology 2016
  - 5 study abstracts presented covering raspberries and wide range of topics: cardiovascular, metabolic syndrome, diabetes, liver function, inflammation, bone health

▶ Shay & Shukitt-Hale
  - Articles published in Journal of Berry Research
Confirmed Publications & Presentations

▷ Shukitt-Hale
  - **Conference**: Society for Neuroscience

▷ Giuliana Noratto
  - **Title**: Red raspberry decreases heart biomarkers of cardiac remodeling associated with oxidative and inflammatory stress in obese diabetic db/db mice
  - **Journal**: Food and Function
Proposed Conference Presentations

▸ Berry Health Benefits Symposium
  - Pismo Beach, CA, March 2017
  - Multiple NPRC-funded researchers

▸ Experimental Biology
  - Britt Burton-Freeman

▸ American Chemical Society
  - Britt Burton-Freeman
2017: ENTERING A NEW PHASE
Key Takeaways From 2016

- **Trade Audience Ready for Education**
  - All Formats (especially crumbles, concentrate)
  - Raspberry Reality Check (benefits & advantages)

- **Real Red Raspberries is Timely**
  - On-trend with consumers and trade

- **We’ve Transitioned from “New Kid” to “Resource”**
  - RDs, trade, influencers are coming to us

- **Different is Better**
  - We’ll differentiate ourselves not by dollars spent, but by thoughtful and creative execution
Foundation: Build Infrastructure

Initiation: Begin Outreach

Visibility: Expand, Amplify, and Hone

Strengthen & Deepen: Relationships, Conversations, “Real” Message
What Does This Look Like?

▸ Nurture Trade Relationships
  - Offer innovation resources
  - Targeted content

▸ Increase Trade Visibility
  - Additional trade show participation

▸ Grow and Activate Social Media Community
  - More opportunities to engage, higher visibility

▸ Develop Partnerships for Efficiency and Reach
  - Other commodity boards, AFFI

▸ Build Content Architecture Around “Real Red Raspberries”
  - Matures our message, supports trademark
#RAZZCRUSH: THE NEW HEALTHY KITCHEN HACK
how to make: Razz Crush

Allow the bag of frozen red raspberries to sit on the countertop at room temperature for about 30 minutes.

Gently mash the raspberries (in the sealed bag) with a rolling pin.

Put any leftover Frozen Red Raspberry Crush in a sealed container, or simply reseal the bag of Razz Crush with a clip.

Use the Frozen Red Raspberry Crush as a sauce, filling, or topping to your sweet and savory dishes.
FNCE IS FOR RASPBERRY LOVERS
Academy of Nutrition and Dietetics FNCE
Red Raspberries
@Red_Razz

RDs, stop by our #FNCE booth (#3045) tomorrow and share how you’re crushing on frozen raspberries! #RazzCrush

How are YOU crushing on frozen red raspberries?

Emily Marie @entess11 - Oct 17
#razzcrush #fnce
NYC
FOOD FILM FESTIVAL
NYC Food Film Festival

- 300 attendees at sold-out event
- Attendee profile “hyper-food-centric” consumers
- Lots of excellent feedback from attendees
- Frozen raspberries served during our film
- Raspberry chicken wings served at after party
- Promoted via social media
- Strong interest in receiving more entries from the NPRC
raspberry juice concentrate, and a combination of the raspberry phytochemicals ellagic acid and raspberry ketone

T. Lee, O. Miranda-Garcia, A. Adamson, O. Sasaki and N.F. Shaw
College of Agricultural Sciences, Department of Food Science and Technology, Oregon State University, Corvallis, OR, USA

Abstract:

BACKGROUND: A significant body of research demonstrates that taxes on liver and berry phytochemicals favorably influence metabolic pathways. However, researchers and national phytochemicals present in raspberries have been less studied than several other berry items.

OBJECTIVE: The current study tested the relative effects of whole raspberry produce or raspberry phytochemicals using an animal model. The study also examined the impact on the development of obesity and related metabolic responses to weight gain.

METHODS: Forty male rats were divided into four groups (n = 10 per group). One group consumed the control diet, which was a high-fat, high-sugar, high-salt, and high-fructose diet. The other three groups consumed a high-fat, high-sugar, high-salt diet with different doses of raspberry phytochemicals: 0.1%, 0.5%, and 1%.

RESULTS: The addition of raspberry phytochemicals to the diet significantly reduced body weight gain in rats. The 1% dosage group showed the greatest reduction in body weight gain compared to the control group.

CONCLUSION: The results suggest that the inclusion of raspberry phytochemicals in the diet may be beneficial in preventing obesity and related metabolic disorders.
Sports Cardiovascular & Wellness Nutrition (SCAN) Symposium
Berry Health Benefits Symposium
Website Enhancements

Social Media Engagement & Advertising

RDs, stop by our #FNCE booth (#3045) tomorrow and share how you're crushing on frozen raspberries! #RazzCrush

How are YOU crushing on frozen red raspberries?

stones and Phytochemicals: How The Evolving Science Is Shaping Our Nutrition Messages

read

bile components and their effect on human health. read

fatty acids, excretion of anthocyanins, and microbial diversity in rats fed blackcurrants, blackberries and raspberries. read

as an influence for total cholesterol and anthocyanin. read

How Food Ingredients Impact Health: a new activity
