



Public Relations Committee Minutes

April 28, 2015

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 1:38 pm. on Tuesday, April 28, 2015 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	Promotion Staff	Others
Rajeev Davit, Chairman	Ginny Hair, Echo	JD Allen, Manager
Joe Dickens	Ghila Kapelke, Echo	Elizabeth Coon, PCP
Rich Hudgins		John Gilstrap, Asst. Manager
Richard Lial	Ex-Officio	Tami Iverson, PCP
Rick Zolezzi	Sarb Johl	Scott Long, Grower

Minutes

On a motion from Zolezzi, with a second from Dickens, the minutes from the Public Relations Committee meeting of March 24, 2015 were unanimously approved, with no abstentions.


2014-15 Domestic PR Proposal

Ginny Hair and Ghila Kapelke distributed their "2015-2016 Domestic Public Relations Core Campaign & Processor Support Program" (Exhibit "A" attached), as well as a one-page sheet, titled "Key Learnings from 2014-2015" (Exhibit "B" attached). The "Key Learnings" handout, emphasized the need to make sure we reinforce key influencers, such as dieticians and moms, with all the nutritional information available about the canned peaches they already are utilizing. Hair said that moms eat canned peaches as much or more than their kids, and look to social and traditional media to find nutritional and health information.

As outlined in their proposal, Echo Communications reduced their budget from last year by \$20,000, for a total of \$280,000, and also offered two "add-on" components as suggested by one of the processors. The first would be a partnership with another commodity group to host an RD/blogger/media tour to spotlight California's bounty, with an estimated cost of \$20,000. The second component would be a recipe development program for supermarket RD events, at an estimated cost of \$6,000. During the ensuing discussion, several suggestions were made to Hair and after a brief executive session the Committee related to her they like the direction the domestic program is moving. However, they asked if she would be able to include the two "add-on" components to her proposal within the \$280,000 budget she was asking, for just the core program. Hair said she would work it out and bring her revised proposal to the next Committee meeting for their approval and recommendation to the Board.

There being no further business, the meeting was adjourned at 2:56 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 April 28, 2015.


JD Allen, Manager



2015-2016 Domestic Public Relations
 Core Campaign & Processor Support Programs
 April 27th, 2015
 Presented by Echo Communications

1. Core Public Relations Program

1. Newsroom

Continue to position the CA Cling Peach Board as the industry source for all news related to canned peaches, e.g. nutrition, convenience, healthy-snacking, preservation of farming, year-round-taste of summer, etc.

- Issue 4-6 press releases; partner with Industry Partners and/or processors on 2-3 (National Nutrition Month and/or Canned Food Month); procure newswire service as needed
- Topics to include: water conservation, green smoothies, what's IN the can, Fruit and Vegetable Snack Pilot Program healthiest peach snacks, National Nutrition Month, Canned Food Month
- Seek to Partner with the Almond Board, possibly other groups, on recipes, healthy snacking, collaborative efforts
- Work more closely with trades, continue to generate by-lined articles, including harvest & grower profile pieces
- Continue to push (if needed) *School Nutrition Magazine* on piece that features canned peach nutrition (they are currently reviewing a round-up story pitch)
- Work with media/bloggers connected to broadcast (e.g., NBC-TV, Baltimore, MD, May 17th, Rebecca Scritchfield, RD, segment on healthy, family-friendly peach snacks)

Targets: RD writers, food & nutrition media, trade editors, moms & millennials



2. Pitch. Pitch. Pitch.

- Determine a story-pitching schedule that matches the editorial deadline of select glossy magazines and key trade publications
- Broaden pitch to include other canned fruits for glossy magazine/mom pitching



Core PR Budget: \$120,000

3. Industry & Influencer Materials

1. Create new "teaching tools" & graphics for PBH portal
2. Anatomy of a "Healthy Lunchbox"
3. 10 Perfectly Peachy Snacks
4. Quarterly e-blast with ready-to-use content
5. Web-friendly materials (graphic sliders, etc.)

\$25,000

4

4. Industry Partnerships: Sponsorships & Collaboration

1. CMI and "Cans Get You Cooking"
2. PBH (\$10,000 Board level)
3. Canned Food Alliance (\$1,500)
4. PBH Annual Conference & Educational Venues

\$35,000

5. Supersize Supermarket RD Efforts

1. AND/FNCE: expand pool of Supermarket RD influencers
2. Build programs with 10 national chains
3. Quarterly e-blast with ready-to-use content
4. Trade/store publication story development

\$80,000



6.5.

Communications Hub

1. Website
2. Social media
3. Crowd sourcing
4. Materials requests, grower meetings, etc.
\$20,000

Recommendation for 2015-2016: \$280,000

(2014-2015 Domestic Budget: \$300,000)

7.5.

Additional Components

1. California Specialty Crops Tour
Partner with 4-5 non-competing California commodity groups (e.g., Walnut or Almond Board, Strawberry Council, Tomato Wellness Council, Avocado, etc.) and host an RD/blogger/media tour. Combine efforts and funding for a tour and media placement that spotlights the best of California's bounty
\$20,000
2. RD Blogger Recipe Development
Work with 2-3 experts to create family-friendly, healthy, recipes that could be produced via recipe cards and distributed via Supermarket RD events, promoted online via calclingpeach.com and via our industry partners
\$6,000



Key Learnings from 2014-2015

Presented by Echo Communications

Influencers & Moms Need to Know They Are Doing the “Right Thing”



“The extremes in food today make shoppers question what they feed their families. They need assurance that they are doing the right thing.”

“We need the science broken down so that we can help educate our shoppers.”

Here's what we know about dietitians:

- 94% of dietitians know canned food counts towards USDA dietary goals, compared to 42% of consumers.
- Dietitians understand the canning process
- Dietitians, as a group, are PRO canned fruit



“Serving canned peaches to my family can make me feel guilty, like I’m not the best mom I can be.”

“Every day I hear about a food I shouldn’t eat and it’s confusing. How do I make the right choices for my family.”

Here's what we know about moms:

- They are eating your peaches—just as much or more than kids are
- They need reassurance and they listen to the media and social media to receive nutrition information
- Moms “connect” with experts and view dietitians as “truth-tellers”