



Public Relations Committee Minutes

April 26, 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 10:06 am. on Tuesday, April 26, 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:

Committee Members	Processor Advisors	Staff
Frank Bavaro	Elizabeth Coon, PCP	JD Allen, Manager
Rajeev Davit, Chairman	Tami Iverson, PCP	Ginny Hair, Echo
Joe Dickens		Adrienne Hegarty, Echo
Bill Hammerstrom	Guests	Austin Hurtado, Controller
Rich Hudgins	Aimee Darvil, AAMSI	Ghila Kapelke, Echo
Sarb Johl, Ex-Officio	Holly Klein, AAMSI	
Scott Long	Ann Quinn, AAMSI	
Justin Micheli	Chris Zanobini, AAMSI	

Minutes

On a motion from Long, with a second from Hammerstrom, the minutes from the PR Committee meeting of March 22, 2016 were unanimously approved, with no abstentions.

2016-17 Domestic Promotion Proposal

Core Program – Ginny Hair distributed handouts of Echo’s activities for 2015-16, and their 2016-17 proposal. After walking the Committee through the current year’s program, she presented their 2016-17 proposal:

- 1 Core Public Relations Program - \$87,500** (including \$7,500 IFBC fee)
 - a Newsroom/Traditional** – Continue to position the CA Cling Peach Board as the industry source for all news related to canned peaches through seasonal press releases, attending IFEC conference, working with industry partners,
 - b Newsroom/Bloggers** – work with 6 California bloggers to create content to support traditional PR efforts, while also creating content appealing to millennials; “Farm to Fork” theme at International Food Bloggers Conference (IFBC) in Sacramento, featuring cling peaches
- 2 Industry & Influencer Materials - \$25,000**

Teaching tools & graphics for Produce for Better Health PBH web portal; anatomy of a “Peachy Green Smoothie”, Peach power: 10 reasons why you need to eat canned peaches now article; Quarterly E-blast, web-friendly materials.

3 Industry Partnerships: Sponsorships & Collaboration - \$75,500

Leverage “newsrooms” of industry partners & co-develop content; Partner with processors on events, blogger tours, etc; CMI and “Cans Get You Cooking”, PBH (\$10,000 Board level; Mktg Committee Member); Canned Food Alliance, PBH Annual Conference & Educational Venues; California Grown.

4 Supersize Supermarket RD Efforts - \$85,000

Attend Academy of Nutrition and Dietetics/Food & Nutrition Conference & Expo (AND/FNCE) to expand pool of Supermarket RD influencers; build programs with 10 national chains; Quarterly E-blast with ready-to-use content; Trade/store publication story development; work with 2-3 RD’s to create family-friendly, healthy recipes.

5 Communication Hub - \$20,000

Continued website & social media development; materials requests, grower meetings, etc.

CORE PROGRAM (1-5) \$293,000

6 Recommended Additions - \$17,000

- a Additional social media engagement: contests, crowd sourcing/”Peach Pal” Program (\$12,000)
- b Progressive Grocer Retail RD Symposium (\$5,000)

CORE PROGRAM + RECOMMENDED ADDITIONS (1-6) \$310,000

During Echo’s presentation there was discussion on various pieces of the program:

- Zanobini pointed out that membership in the “CA Grown” program would cost the Board \$7,500, rather than the \$2,000 in the original proposal from Echo. *(the additional \$5,500 is reflected in the Core Program amount of \$293,000, above).*
- Hudgins asked Hair why the “Industry Partnerships” piece had doubled over last year’s allocation. Hair explained that Echo will be much more involved in the collaborations this year, and the increase will be due mostly to additional “billable” hours.
- There was a question about the benefits of membership in “CA Grown”. Hair said the Cling Peach Board’s previous association with the program pre-dated the social media phenomenon, and now there are many more opportunities for utilizing the “CA Grown” name on all the Board’s social media outlets. Zanobini then mentioned the dollars available to “CA Grown” members through their various grants, and said being a member guarantees a “voice at the table” for allocating those funds.
- Hudgins noted an upcoming push on the “BPA” (bisphenol A) issue, with suggestions of warnings either on store shelves, or at checkout. Either way, it will become more of a challenge in weeks ahead as the State has a plan to require warning labels on cans, by May. It was suggested that Hair send out an immediate release, informing the industry that all California canned peaches will be utilizing “bpa-free” cans this year.
- Micheli suggested a step-by-step outline of how we attack this “bpa” issue on social media, showing how much time is spent, and how much traction the story gets as a result. Hair said she would set up a matrix for the Board by the May meeting.

When asked, Hair said she would be willing to include the "Progressive Grocer Retail RD Symposium" Add-On, at no cost to the Board, and would fold that \$5,000 in with the Core Program. After everyone was given a chance to discuss the proposal, the following actions were taken:

Committee Action 4-26-16 #1 – Micheli moved that the Committee recommend to the Board funding Echo Communications' Core program, and include, at no cost, the Add-On item "Progressive Grocer Retail RD Symposium", for a total amount of \$293,000.

The motion died for lack of a second.

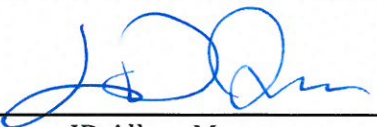
Committee Action 4-26-16 #2 – Long moved, with a second from Hammerstrom, that the Committee Recommend to the Board funding Echo Communications Core program (\$293,000), plus the "Social Media Engagement" add-on (\$12,000) and the "Progressive Grocer Retail RD Symposium" add-on (\$5,000) for a total amount of \$310,000.

MOTION CARRIED UNANIMOUSLY WITH NO ABSTENTIONS

Other Business

It was decided to hold the next Board meeting on Thursday, May 19th, at the Farm Bureau Building in Sacramento, and there being no further business, the meeting was adjourned at 11:56 a.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 26, 2016.



JD Allen, Manager