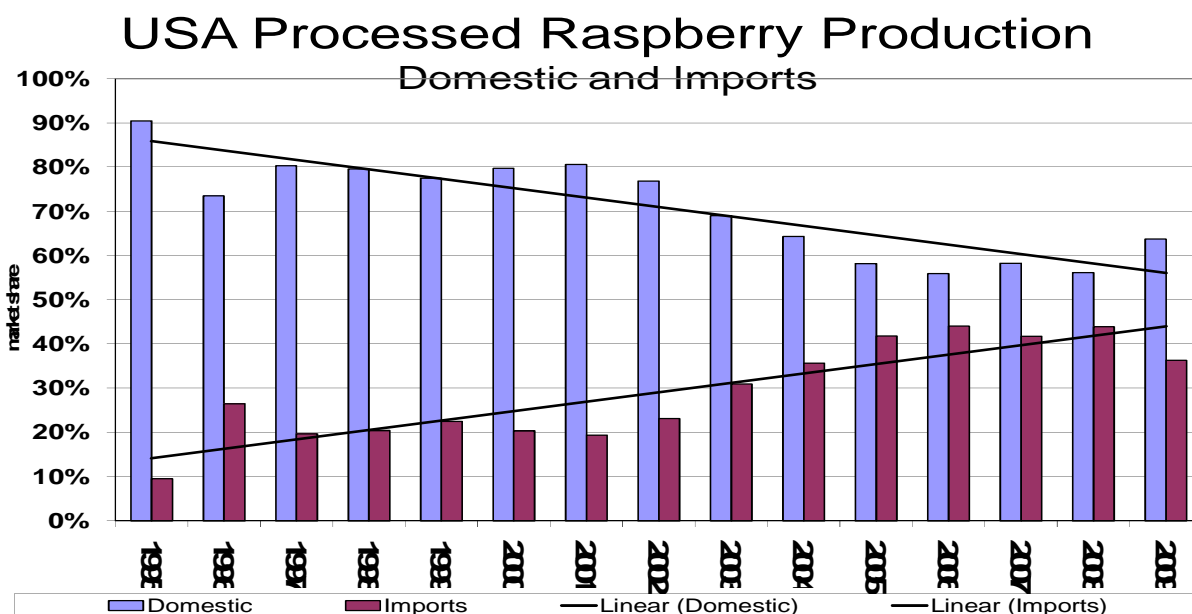


# Update on Formation of a USDA Research & Promotion Program for Processed Red Raspberries

The Washington Red Raspberry Commission (WRRC) invites you to consider the merits of forming a National Raspberry Research and Promotion Program.

## **Background**

Raspberry marketing has been a part of the WRRC work plan since it was organized in 1976. But changes in the worldwide market have presented challenges to our marketing strategy. It has been difficult for us to invest large sums in promotion when an increasingly large percentage of US berry consumption is coming from imports. Over the last 5 years (2004-2009) we are consistently seeing over 40% of the frozen raspberries consumed in the US coming from offshore.



## **Why Support This Program?**

- Assesses imported berries for funds to support our marketing efforts.
- Directed and controlled by US Growers.
- Patterned on the success of the US Highbush Blueberry Council (USHBC)
- Builds cooperative marketing programs with foreign competitors
- Invests in Health Based Research and Promotion

## **For More Information**

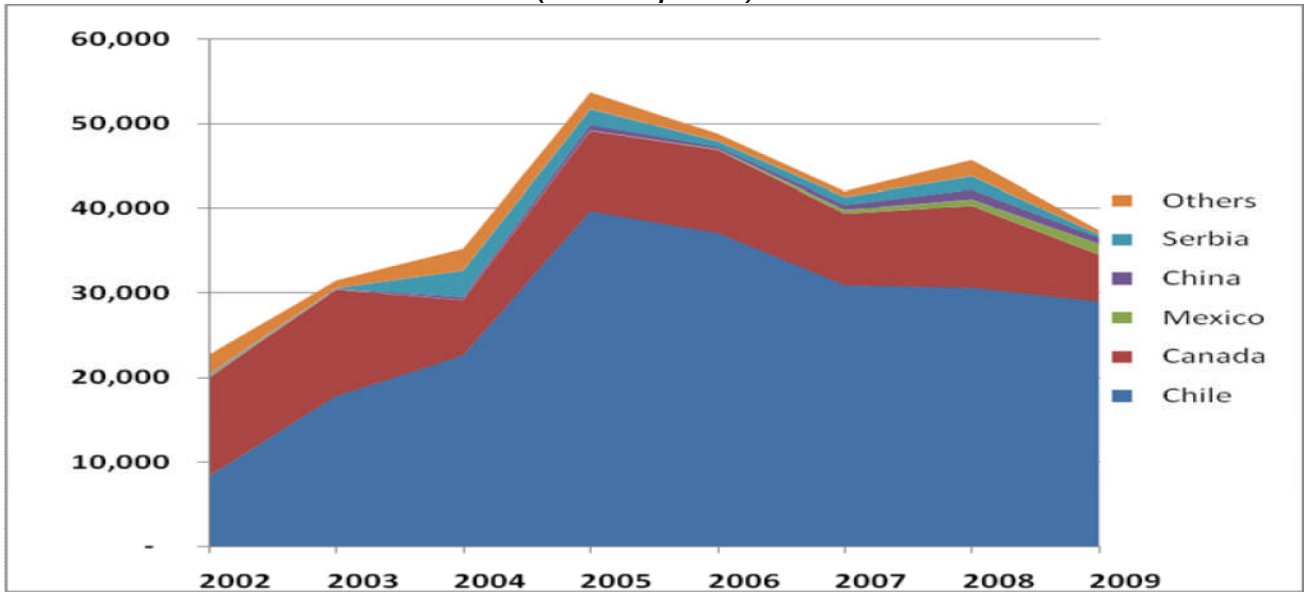
More information is available at the WRRC website [www.red-raspberry.org](http://www.red-raspberry.org)

Contact Henry Bierlink, WRRC Executive Director (360-354-8767), a WRRC Board member, or Tom Krugman, WRRC Marketing Director, for more information.

WRRC Board Members: Adam Enfield, Kyle Haugen, Sat Neger, Ralph Minaker, Kristie Clark, Richard Sakuma, Erin Thoeny, Kevin Philbrook, Bill Dallas

# Source of Imported Frozen Raspberries

(thousand pounds)



## Economics 101- Price follows Demand

**GOAL: To raise consumer demand for frozen raspberries**

*BENCHMARK: currently .32 lb/per person (USDA ERS, 2009)*

2012 TARGET = .35 lb/per person

2013 TARGET = .40 lb/per person

2014 TARGET = .45 lb/per person

US Population (2010)	lbs. of frozen raspberries consumed currently	lbs. of frozen raspberries consumed GOAL	Increased Demand
308,700,000	98,784,000	138,915,000	28.9%

## US Frozen Berry Consumption

