Seven Steps to Increasing Worldwide Raspberry Demand

International Raspberry Association Joint Marketing Proposal



USAID-Serbia Enterprise Development Project May 30, 2006

What we looked at

Blueberries

Markets continue 100% annual growth

Pomegranate

New product reaches \$50 million sales

Cranberries

Ocean Spray to double dried production in 2006, 300% growth in 36 months, continued juice demand increase

How they did it

1. Clear message

- The message must be simple and bold.
 - Health benefits
 - Whole fruit
 - Research based



2. Invest in research

 Market demand follows publication of research confirming health benefits.

Increased Salicylate Concentrations in Urine of Human Volunteers after Consumption of Cranberry Juice

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3. Public relations, not advertising

 Demand is generated by coverage in trusted news sources.



These antioxidant-rich foods have the power to change your life

By Jill Wendholt Silva Knight Ridder Newspapers

Blueberries are brain food.

If there's one good-for-you food that has cut through the din of conflicting and controversial diet headlines, it's the tiny indigo berry native to North America, which scientists have discovered contains powerful disease-fighters that may improve memory, intelligence and coordination.

But blueberries aren't the only food with bragging rights.

Pomegranates, kiwi fruit and, yes, even



enlarge BENJAMIN BENSCHNEIDER THE SEATTLE TIMES

4. Make it accessible, make it new

 New and convenient ways to consume the fruit are essential to increasing demand.



5. Educate the consumer

 Use packaging to reinforce the message.

Blueberries are #1: The USDA's Research Center at Tufts University ranks blueberries #1 among 40 fruits and vegetables in antioxidant activity. These antioxidants are natural substances found in fruits and vegetables that neutralize free radicals. One 8 oz. serving of Wyman's juice delivers the antioxidant equivalent of 1/2 cup of blueberries.



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The Antioxidant Superpower Pomegranate juice is one of nature's most powerful antiaxidants. POM Wonderful pomegranate juice has more naturally occurring antiaxidant power than any other drink. More than red wine, green too, blueberry juice and crarberry juice. Antioxidanti help our body guard against hee radicals, molocules that can cause premotile aging, heart disease, Alzheimer's, even cancer. Drink a glass a day!

6. Taste is everything

 Flagship products should taste great.
Being just 'okay' isn't good enough.



7. Price to sell

 Price should be premium, but affordable for daily use, justified by product benefits.



Proposal

The message

- Differentiate
- Graphic comparison to other fruits
- Benefits

Raspberries #1 Ellagic Acid

mcg/gram dry weight



Ellagic Acid

Ellagic acid is a compound found in raspberries, strawberries, cranberries, walnuts, pecans, pomegranates, and other plant foods.

Research in cell cultures and lab animals has found that ellagic acid may slow the growth of some tumors caused by certain carcinogens. While this is promising, at this time there is no reliable evidence from human studies showing that ellagic acid in any form can prevent or treat cancer. Further research is needed to determine what benefits it may have.

Ellagic acid seems to have some anti-cancer properties. It can act as an antioxidant, and has been found to cause apoptosis (cell death) in cancer cells in the lab. There are also reports that it may help the liver to break down or remove some cancer-causing substances from the blood.

Some supporters have claimed these results mean that ellagic acid can prevent or treat cancer in humans. This has not been proven. Unfortunately, many substances showing promise against cancer in lab and animal studies have not been found to be useful in people.

Ellagic acid has also been said to reduce heart disease, birth defects, liver problems, and to promote wound healing. There are no results from human studies to support these claims at this time.

SOURCE: American Cancer Society

RASPBERRIES #1 in Ellagic Acid.

#1 SOURCE Raspberries THE ELLAGIC ACID POWERHOUSE

To do

- Formalize IRA as organization
- Assign PR responsibilities
- Fund human research
- Assist clients with product development
- Conduct regional public relations
- Develop client marketing kit

Client Marketing Kit

- The client marketing kit provides your buyers with information on how to increase sales by educating customers on the health benefits of raspberries.
 - Marketing statement
 - Ellagic acid fact sheet
 - Raspberry nutrition overview
 - Recommendations for labels and neck tags



Research

- Several studies in lab animals have found that ellagic acid can inhibit the growth of skin, esophagus, lung, and other tumors caused by carcinogens.
- A study in cell cultures found that ellagic acid may act against substances that allow tumors to form new blood vessels. Further studies are needed to determine if these results apply to humans.
- In the only study reported thus far in humans, Italian researchers found that ellagic acid seemed to reduce the side effects of chemotherapy in men with advanced prostate cancer.

Research

- The Hollings Cancer Institute at the University of South Carolina completed a double blind study on a large group of 500 cervical cancer patients. Nine years of study have shown that ellagic acid is causing G-arrest within 48 hours (inhibiting and stopping mitosis-cancer cell division), and apoptosis (normal cell death) within 72 hours, for breast, pancreas, esophageal, skin, colon and prostate cancer cells.
- Clinical tests also show that ellagic acid prevents the destruction of the p53 gene by cancer cells (p53 are regarded as the safeguard of mutagenic activity in cervical cells.) Additional studies suggest that one of the mechanisms by which ellagic acid inhibits mutagenesis and carcinogenesis is by forming adducts with DNA, thus masking binding sites to be occupied by the mutagen or carcinogen.

Estimated Cost

- \$2 million \$5 million
 - Research
 - Public relations
 - Marketing