

New Opportunities for Cooperation



US Red Raspberry Council

A USDA Research and Promotion Program

- Imports contribute to growing the US market
- Estimated to provide \$1.2 million annually:
 - Health based research projects
 - Publicity efforts
- Representatives of IRO on Managing Board
 - Canada and Chile growers, Import companies (3)
- Research results to be shared with our international partners
- Promotion efforts can be replicated in international markets
- Board to Meet this Fall, budget for 2013

Opportunities

- Continue working alliances – IRO, USRRC
- Promote Health Benefits through strategic investments in health research
- Promote consumption via health message
- Target growing wellness trend in North American consumers
- Develop partnerships with other berries – synergy in promotions

Health Based Website for Consumers:

www.raspberryinfo.com



Raspberries have a strong nutritional story to tell
and an unbeatable flavor profile
TASTE still matters to consumers!



We are looking forward to your partnership in insuring a healthy international raspberry industry!



*1796 Front Street
Lynden, WA 98264 USA
360.354.8767
www.red-raspberry.org
www.raspberryinfo.com*