



Wild, Natural & Sustainable

JOINT FOODSERVICE-RETAIL MARKETING COMMITTEE MEETING

Draft Agenda for September 29, 2014

- 1. 2:00 CALL TO ORDER/ROLL CALL**
- 2. 2:05 PUBLIC COMMENT**
- 3. 2:15-2:20 APPROVAL OF MINUTES FROM LAST MEETING
(OCTOBER 28, 2013)**
- 4. 2:20-2:30 REMINDER OF COMMITTEE SCOPE OF BUSINESS AND
LIMITATIONS**
- 5. 2:30-3:00 RFM PRESENTATION**
- 6. 3:00-3:30 SPECIES COMMITTEE CONSIDERATIONS / PRIORITY
RECOMMENDATIONS TO THE BOARD**
- 7. 3:30-3:45 PR AGENCY INTRODUCTION \$1M**
- 8. 3:45-4:00 CONSUMER ADVERTISING PRESENTATION \$2.5M**
- 9. 4:00-4:45 DISCUSSION – EMERGING TRENDS & CHALLENGES**
 - a. Markets**
 - b. Products**
 - c. Species (NOMECLATURE ISSUES ARNE FUGLVOG)**
 - d. Other**
- 10. 4:00-4:50 NEW BUSINESS**
- 11. 4:50-5:00 NEXT MEETING SCHEDULE**