



Marketing strategy 2016 – Improve communication and increase visibility

June 2016



Review 2015

- »» Continuity and changes in the IBA Management

Review 2015/16



- ▶ Exec + Board unchanged, apart from GM
- ▶ New Holland Food Heroes
- ▶ Austria Juice New Product Development Unit
- ▶ Bayer Agronomy & Plant Breeding Sector Group
- ▶ Global production forecast sponsored by Weremczuk
- ▶ New General Manager
- ▶ New logo
- ▶ New website
- ▶ Creation of facebook pages
- ▶ IBA rules of association, with mainly a change in the IBA membership policy
- ▶ Newsletters

Continuity

Changes



has become



IBA

International
Blackcurrant
Association

New logo >>>



Official website of the

INTERNATIONAL BLACKCURRANT ASSOCIATION

June 2015. A New Zealand-Japanese science team starts to lay the foundation for developing blackcurrant solutions for dietary stress!

At our Conference in Lithuania in a few week's (Thursday June 11th, <http://ibdi.lt/conference/registration.php>) researchers Prof Mark Willems (UK) and Prof Roger Hurst (NZ) will show the results of their separate work regarding the values of specific blackcurrant formulations for physical stress. Other research has already been completed showing the potential for blackcurrants to help mitigate mental stress and improve mental acuity.

But human stress is a three-pronged issue: and the third and perhaps most threatening 'stress' (socially and for the individual) is 'dietary'. And on that 'battle-front', we have some truly wonderful news.

Prof Roger Hurst is part of a research collaboration between New Zealand and Japan which will investigate whether NZ blackcurrant-based foods can improve the 'management' of human carbohydrate metabolism. As a consequence this could combat the onset of diabetes, obesity, and cognitive decline associated with ageing.

The global importance of this research if successful cannot be underestimated. Diabetes is just one of the manifestations of metabolic syndrome and currently affects more than 324 million people worldwide.

The work of the International Blackcurrant Association is Proudly Sponsored by

- Denesseo
- New Holland
- Austria Justice
- Weremouk

IBA Web-Library
Country Associations & Global Production
Events
Photo Gallery
Media Releases
Blackcurrant Culinary & Food Heroes
President's Column
Contact Us / About Us

This website features research relating to human health conditions. The International Blackcurrant Association does not advocate using such research to promote general retail blackcurrant products. Only products developed and proven to meet the values indicated by the research, and approved by regulatory authorities for such claims, should be promoted as such to

has become



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IBA
International Blackcurrant Association

Events Press & Library Growers

Blackcurrant - best berry for life

© Blackcurrant News with growing currants

President's Column
Invitation To The 5th International Blackcurrant Conference By Anthony Snell, Vice President IBA

On behalf of the British Blackcurrant Foundation, and our conference organizer Sarah Calcutt, I would like to welcome the Global Blackcurrant industry to the 5th International conference at...

Blackcurrant - The Food Hero
BLACKCURRANT & TOMATO SALSA

This is an exceptionally versatile salsa: its intensely vibrant colour and flavour goes well with all grilled meats, especially grilled sausages, as well as cold meats: from smoked salmon to...

Latest Newsletter
Food Chain Partnership - The Polish Blackcurrant Project With Bayer

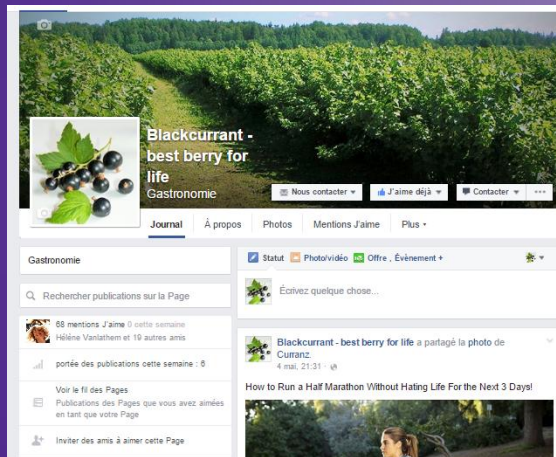
A blackcurrant demo farm, demo trials, the presentation of insect sustainable crop protection solutions by Bayer advisors to the Polish blackcurrant growers, practical toasts in leading...

New website >>>

www.internationalblackcurrantassociation.com has become www.blackcurrant-iba.com

Creation of facebook pages

► English



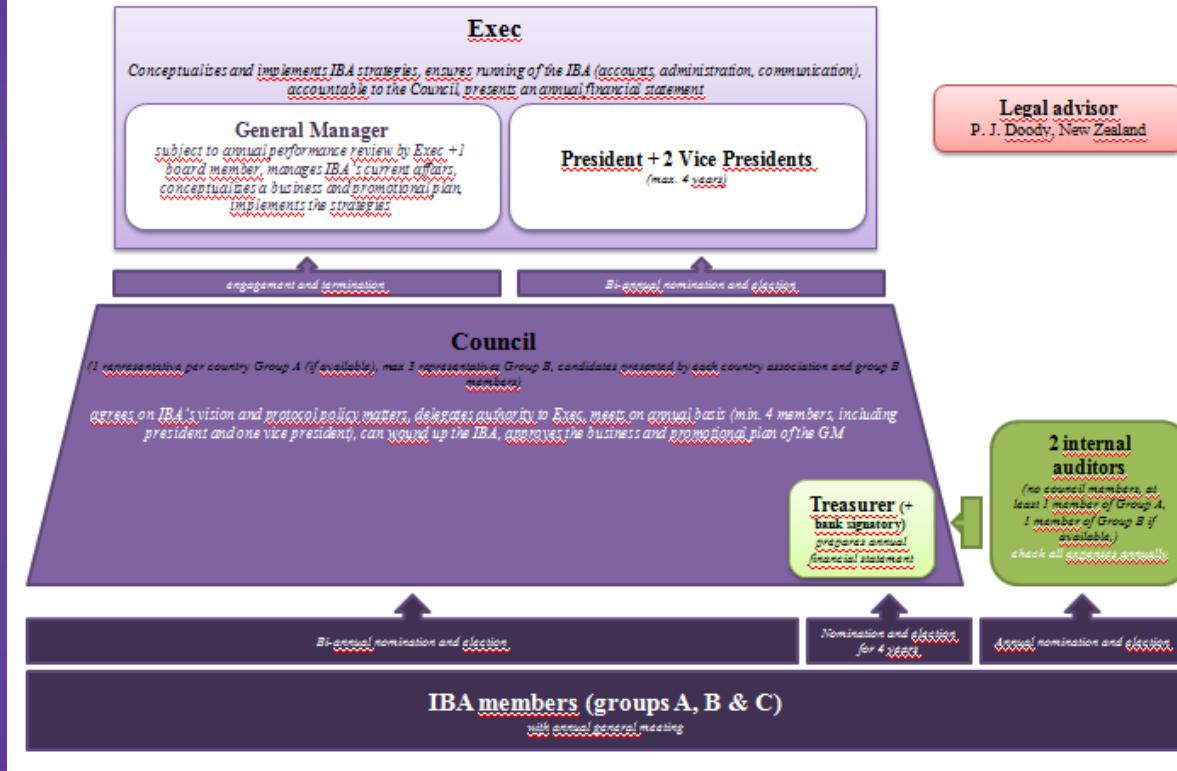
► French



► German



IBA Governance – suggested situation for 2016 onwards



IBA Rules of Association >>

Discussed by the Board and to be presented in the AGM



[View this email online](#)



Promoting blackcurrants: a remarkable Polish initiative to be copied

A campaign to promote blackcurrants - this kind of initiative had already been taken by the French association of blackcurrant producers (ANCG) in 2009, and another one has been ongoing in...



Blackcurrant price disaster 2015 – what's up for 2016?

The blackcurrant harvest has now been completed in New Zealand - and this is how the season 2015/16 ends for the blackcurrant growers worldwide. While growers in Europe are now...



Innovative blackcurrant product competition

The 5th International Blackcurrant Conference in Ashford, Kent, is launching a competition for blackcurrant products in three categories: drinks, food products and functional food. Through peer evaluation and an expert panel, the...


Bi-monthly newsletters >>>



Projects for the future

»» Talk, write, share, discuss, show
and explain blackcurrants

Communication

- ▶ Improve knowledge about blackcurrants
 - ▶ Work closer together with processors, involve them more in our work
- 

Market development

- ▶ Blackcurrant – high quantity, low price



VS
or
+

- ▶ Blackcurrant – precious, tasty, healthy



Few potential for growth

New opportunities with huge potential

Communication

General Manager

- ▶ Search engine optimization (SEO) for the website
- ▶ Development of new sections
- ▶ Initiation of new projects
- ▶ Link people
- ▶ Newsletters

Everybody

- ▶ Facebook
- ▶ Press Relations
- ▶ 2 working groups:
 - Agronomy & Plant Breeding (Bayer)
 - New Product Development (Austria Juice)
- ▶ New Holland Food Heroes



New User Registration

Choose a Username*

First Name*

Last Name*

Address 1

City

Zip

Country*

Email*

Password*

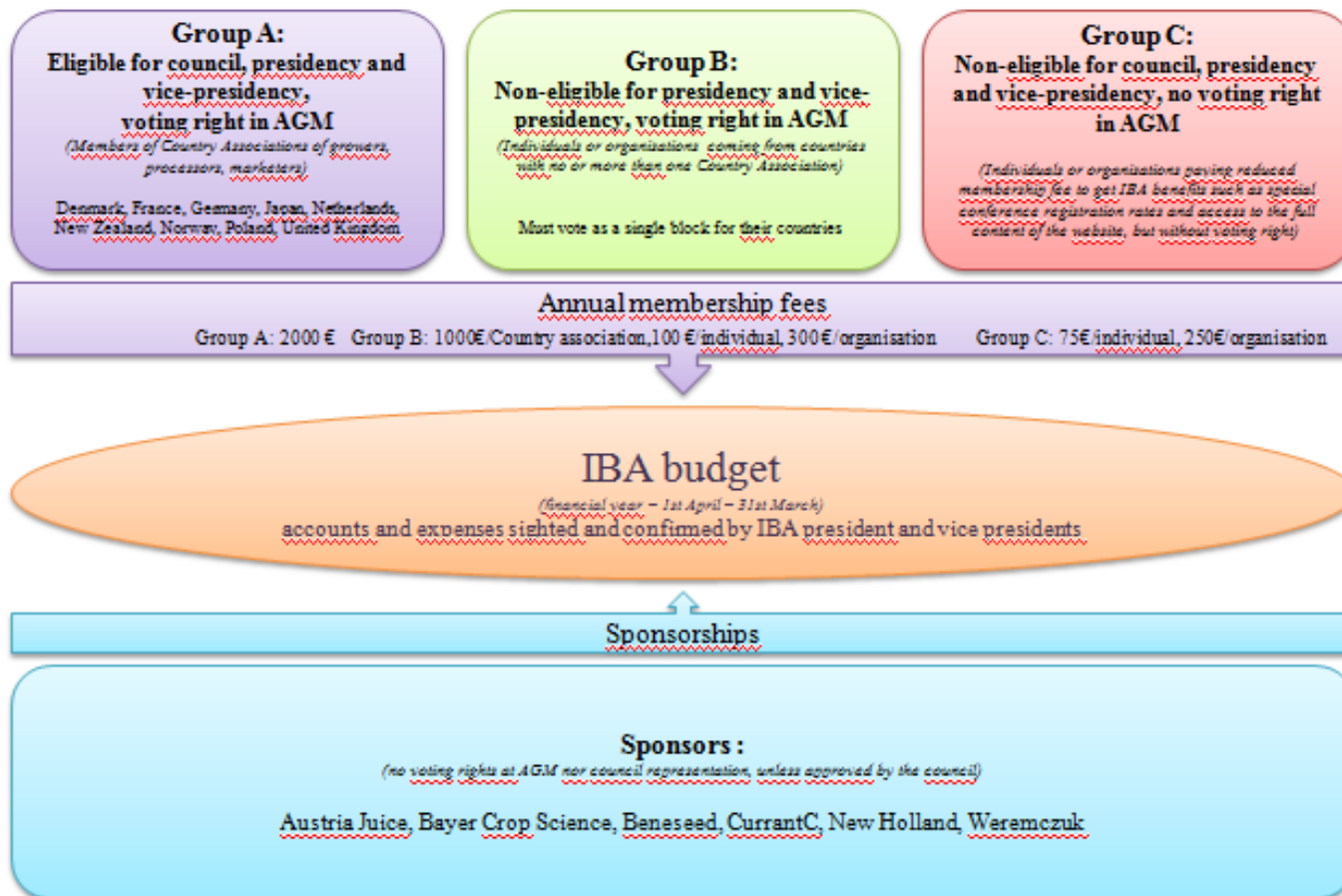
Confirm Password*

*Please indicate that you agree to the TOS

Register

Website registration

Please give your member's number
upon registration



Membership policy

Membership for individuals and companies (Group B and C) upon payment of a small membership fee, with or without voting rights



Let's be partners !



The International Blackcurrant Association (IBA) is an association of blackcurrant growers and companies involved in the blackcurrant industry worldwide.

It aims at:

- Developing a positive relationship between the blackcurrant growing countries.
- Stimulating science research institutions to investigate the health and wellness potential of blackcurrants.
- Stimulating food manufacturers and marketers to use blackcurrants in their own business development.
- Educating the consumer and the media about the values of blackcurrants.

International conferences are organized every two years in a different blackcurrant growing country, where growers, researchers, transformers, marketers and media can share the latest existing news in all different fields:

Plant breeding, pest and disease control, agronomy and associated technologies, nutraceutical research, new products and marketing strategies.

It is also the place to be for the development of a valuable network.

Why to become our partner?

Helping the IBA to develop its activities means:



Helping to spread the knowledge about the exceptional potential of blackcurrants and thus increase the consumption of blackcurrants.



Helping professional growers to produce the right blackcurrants for a specific purpose and meet the transformer's expectations.



Helping your business to grow by being visible to those who really matter to you.



How to be partners?

Basic opportunities



IBA Website

- Logo on landing page: 1000€/year
- Development of a specific section + widget: starting from 1000€/page/year (prices will depend on the time necessary to develop the page - to be discussed)
- Widget on each page of a full existing section: 1000€/year
- Widget in one of the existing pages: 500€/year



Facebook

- Regular sharing of your own page on the IBA page (language/parts of year chosen - English, French or German): 500€/year
- Publication of one of your photos, videos + comments on the IBA page (language/parts of year chosen - English, French or German): 150€



Newsletter

- Spread a message to a database of almost 1000 people involved in the blackcurrant industry through the bi-monthly IBA newsletter: 700€
- Your logo in one of our newsletters: 100€
- Your logo in each of our newsletters (6/year): 500€

Specific projects

We can discuss individual demands for the development of a specific project: participation in trade fairs, organization of an event, new products, research projects in agronomy or health science, working groups in a field of your interest and for your target...

Premium sponsors:

With a minimum contribution of 1200€/year to the IBA activities, be the first to be informed of our annual conferences and their sponsorship opportunities, with a 10% discount on the sponsorship rates + discounted conference fees.

Sponsorship opportunities

Contact us :

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blackcurrant@free.fr



Thank you!

Stefanie Sharma
General Manager IBA

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