

RAISIN ADMINISTRATIVE COMMITTEE

ADMINISTERING THE FEDERAL MARKETING
AGREEMENT AND ORDER REGULATING THE
HANDLING OF CALIFORNIA RAISINS

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REQUEST FOR PROPOSAL FROM THE RAISIN ADMINISTRATIVE COMMITTEE

I. Background

California raisins have been promoted in Japan for many years. The Raisin Administrative Committee (RAC) currently spends appx \$850,000 per year in combined MAP and RAC funding to promote California raisins in the Japanese market. Additional ATP funds will also boost spending in 2020/21 and 2021/22. Japan is the largest export market for California raisins with 24,596 tons imported in 2019/20 (TDM). Without a domestic source of supply, Japan heavily relies on imported raisins, with California being the dominant supplier (76% volume share in 2019/20) followed by Turkey (17% share). In recent years, California's market share slipped due to higher pricing, giving the competitors more access to the Japanese market. California raisin pricing returned to historical levels in 2019/20 which enabled some volume and share recovery. Japan has the highest per capita raisin consumption (.26 kg) in Asia, but still has room for growth as it is well below the US and leading European markets.

The RAC 2020/21 UES for Japan will be included with the RFP to provide additional background on the market and current program activities. The successful bidder will also be provided with additional materials as needed (e.g. country progress reports, annual rep program review, activity request descriptions and reporting, etc.).

Expenditures and Results					
2019/20*					
Country	Total Promotion Funds Spent \$	California Raisin Imports \$	MT	Ratio	
				Import \$/ Promotion Funding	Trend in Imports
Japan	\$825,000	\$70,900,000	24,596	85.9	+15%

* Revenue and shipments as reported by TDM from Aug 2019 - July 2020, matching the RAC fiscal year. Promotion spending is July 2019 – June 2020 matching the MAP fiscal year.

2. Objectives

The RAC is requesting bids on a research project to study the raisin market and our promotional activities in Japan.

The consultant should:

- Interview key importers, distributors, manufacturers and retailers of raisins and products with raisins, and agency reps to help understand market challenges and opportunities as well as effectiveness of the RAC promotion agency
- Identify the key channels for raisin consumption in Japan and assess the challenges and opportunities for California raisins to achieve growth while continuing to command a premium price

The Raisin Administrative Committee is an Equal Opportunity Employer and Provider.

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- Quantify size of natural sun-dried raisins market (vs sultanas and currants) in each channel, expected channel growth and recommended priority for California raisins
- Assess the strengths and weaknesses of California raisins vs Turkish raisins in each channel
- Identify key California raisin selling points to customers and end users in each channel
- Identify key food trends in Japan with potential to propel or impede California raisin growth
- Assess the recent promotion strategies and tactics conducted by the RAC in Japan
 - Recommend any shifts in strategies and/or tactics that would likely yield increased growth
- Estimate the overall impact of RAC promotion spending on California raisin imports to Japan over the past five years
- Evaluate the RAC's promotion agency in Japan
 - Knowledge of category, competitors, key channels, importers, distributors, customers and consumers
 - Quality of execution

3. Budget

Budget for this project is \$40,000 USD but we will consider proposals for both higher and lower amounts.

4. Proposals

Proposals should be sent to Tim Kenny, Vice President of Marketing, Raisin Administrative Committee by email: tim@raisins.org. Please cc: Rickey Lynch Jr, International Program Coordinator at rickey@raisins.org.

Proposals should be received by February 5, 2021. The successful bidder will be advised by February 12, 2021.

Questions on the RFP should be submitted in writing by January 27 and the RAC will send responses to all RFP recipients by January 29.

5. Timing

Deadline for submission of the report is July 1, 2021.

6. Payments

RAC will pay 50% of the contract value upon initiation of the project and 50% upon completion (delivery of report).

7. Qualifications

RFP respondents should list specific examples of 3rd party evaluation work done in Japan, and cite project members with such experience, including those living in Japan.

***The RAC abides by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with respect to employment and contracting practices and prohibits discrimination in its programs and activities on the basis of age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, marital status, political affiliation, military status or membership in military reserve.**