

# RAISIN ADMINISTRATIVE COMMITTEE

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

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## REQUEST FOR PROPOSALS FROM THE RAISIN ADMINISTRATIVE COMMITTEE

### **1. Background**

California raisins have been promoted in Scandinavia (Norway, Sweden, Denmark & Finland) and the United Kingdom for many years. The Raisin Administrative Committee (RAC) currently spends appx \$300,000 per year in combined MAP, ATP, and RAC funding to promote California raisins in the Scandinavia market and appx \$200,000 annually in the United Kingdom. Scandinavia is the fourth largest market for California raisins with a current annual import volume of 7,000 metric tons at a value of \$30 million. The United Kingdom currently imports an annual volume of 500 metric tons of California raisins at a value of \$2 million. While California raisin imports in Scandinavia increased 11% in the latest fiscal year (Aug 2021 – July 2022), imports in the United Kingdom decreased by 57%. California raisins continue to be the market leader in Scandinavia with a 38% volume share while share of the United Kingdom, the largest raisin import market in the world, has fallen to .6%.

There are no significant trade barriers in Scandinavia or the United Kingdom to importing California raisins. Turkey, South Africa and Chile are key competitors in both markets. All of the raisins consumed in both Scandinavia and the United Kingdom are imported. Both markets have relatively high per capita consumption of raisins with Scandinavia at .7kg, slightly higher than the United States, and the United Kingdom at 1.3kg, twice as high as the United States.

The RAC will provide additional materials to the successful bidder(s) including the latest UES application, country progress reports, annual program presentation, consumer research and other reporting as requested.

### **2. Objectives**

The RAC is requesting bids on two research projects to study the raisin market and our promotional activities, one for Scandinavia and one for the United Kingdom. Proposals may be submitted for one or both markets.

The consultant should:

- Interview key importers, distributors, manufacturers and retailers of raisins/ products with raisins; RAC marketing agencies; and California raisin packers shipping to the market to help understand challenges and opportunities as well as effectiveness of the RAC promotion programs and agencies.
- Identify the key channels for raisin consumption in the market and assess the challenges and opportunities for California raisins to achieve growth while continuing to command a premium price
  - Quantify size of the natural sun-dried raisin market vs sultanas and currants in each channel, expected channel growth and recommended priorities for California raisins
  - Assess the strengths and weaknesses of California raisins vs other origin raisins in each channel
  - Identify the most effective California raisin selling points to customers and end users in each channel

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- Identify key food trends in the market with potential to propel or slow California raisin growth
- Assess promotion strategies and tactics conducted by the RAC in the market over the last few years
  - Achievement of UES performance measures
  - Recommend shifts in strategies and/or tactics that would likely yield increased growth
- Estimate the ROI of RAC promotion spending on California raisin import revenue
- Evaluate RAC's promotion agency in the market
  - Knowledge of category, competitors, key channels, importers, distributors, customers and consumers
  - Quality of execution

### 3. Budget

Maximum budgets are as follows:

- Scandinavia: \$40,000 USD
- United Kingdom: \$40,000 USD

Proposals for both countries should include a cost for each individual market in case only that market is awarded to the bidder and a cost if both projects are awarded to the bidder. Costs are all inclusive and should cover any anticipated travel or out-of-pocket costs.

### 4. Proposals

Proposals should be sent to Tim Kenny, Vice President of Marketing, Raisin Administrative Committee by email: [tim@raisins.org](mailto:tim@raisins.org).

Questions on the RFP should be submitted in writing by January 31 and the RAC will send responses to all RFP recipients by February 3. Proposals should be received by February 14. Follow-up interviews will be scheduled with finalists the week of February 20. The successful bidder(s) will be advised by February 27.

### 5. Timing

Deadline for submission of the reports is June 30, 2023.

### 6. Payments

RAC will pay up to 50% of the contract value upon initiation of the project and the remainder upon approval of the final report.

### 7. Evaluation Criteria

- **MAP Evaluation Experience-** List specific recent examples. Any subcontractors should also be identified and their recent MAP evaluation experience listed.
- **Market Experience-** List specific examples including work of any identified subcontractors.
- **Market Presence-** Respondent and/or contractors
- **Collaboration-** Willingness to embrace client input and work as a team

**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.**