

# 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

### 1. Background

The Raisin Administrative Committee (RAC) executes marketing programs in eight different foreign markets with funding from the Foreign Agricultural Service (FAS) through the Market Access Program (MAP) and industry funding. MAP regulations require annual Unified Export Strategy (UES) funding applications which include key market constraints, proposed activities to address the constraints and key performance indicators to measure progress against the constraints. Annual Country Progress Reports (CPR's) must be completed to report program results in each country/region including progress against key performance indicators. While most of the RAC's activities focus on trade constraints, activities to expand consumer awareness and drive consumption have increased in recent years. Performance indicators have been added to measure consumer awareness (unaided and aided), intent to purchase California raisins and quality perception vs other origins. The RAC initiated a worldwide consumer survey in 2021 and repeated it in 2022 and 2023. Per MAP rules, we are due for a new RFP for the 2024 survey.

### 2. Objectives

The RAC is requesting bids to continue our worldwide consumer research in 2024.

The consultant should:

- Conduct a consumer survey with questions matching our 2023 survey which will be provided to those interested in responding to the RFP.
- Respondent target is women age 25-44 who are primary household food shoppers and have income sufficient to buy premium priced food products. Approximately half of the respondents are expected to have children living at home.
- Markets to be measured include: Canada, Mexico, Scandinavia (Denmark, Finland, Norway and Sweden), Japan, China/ Hong Kong, Korea, Taiwan and Southeast Asia (Indonesia, Malaysia, Philippines, Thailand, Singapore and Vietnam)
- Each market should have a minimum of 500 completed surveys with a minimum of 150 per country in markets with more than one country.
- A separate report is needed for each market as well as a Global report. Reporting should compare the current year to the three prior years at the market level. Data tables with country level detail for markets with more than one country are also needed

### 3. Budget

Maximum budget for this project is \$50,000 USD but we encourage proposals with lower amounts if feasible. Please also identify if costs would be lower in a subsequent research year and by how much.

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

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#### 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).

Proposals should be received by January 31.

Questions on the RFP should be submitted by email no later than January 19 and the RAC will send responses to all RFP recipients on January 22.

Follow-up interviews will be scheduled with finalists the week of February 5. The successful bidder(s) will be advised by February 13.

#### 5. Survey/Report Timing

Targeting to have survey conducted in April while deadline for submission of the draft reports is June 28, 2024.

#### 6. Payments

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

#### 7. Evaluation Criteria

- **Worldwide Consumer Research Experience**- List specific recent examples.
- **US Agricultural Commodity Consumer Research Experience**- List specific recent examples.
- **Collaboration**- Willingness to embrace client input and work as a team
- **Cost**- Relative to the key deliverables (e.g. number of completed surveys)