

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**

The Raisin Administrative Committee (RAC) represents the California Raisin industry. The industry has supported health research on raisins in the past but not in a few years. Raisins have been found to have numerous health benefits which are documented on our website ([Raisin Health Benefits - California Raisins](#)).

2. **Objectives**

The RAC is looking to hire a consultant to develop a health research plan including:

- A summary of health research conducted worldwide on raisins and other dried fruit over the past ten years
- Identify key consumer health trends that raisins can benefit
- Identify and prioritize opportunities for new health research on California Raisins that leverage consumer health trends
- Identify and prioritize grant programs that could help fund new California Raisin health research
- Recommend a budget needed to study each health research priority (with or without support from a grant program)
- Identify health researchers with experience and interest in conducting research addressing priority opportunities for California Raisins

In addition, the USDA is currently reviewing the health claims on our website and has suggested some revisions. We would like our consultant to review these requests and help us to craft our responses to the USDA.

3. **Budget**

Maximum budget is \$35,000.

4. **Proposal Content**

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

Proposals should include name of primary consultant and list of any other team members, provide general process/ timing to deliver project objectives, list relevant experience citing which team member(s) participated. provide a budget and payment terms.

5. **Proposal Timing**

Proposals should be received by January 10, 2025.

Questions on the RFP should be submitted in writing by December 18, 2024. The RAC will send responses to all RFP recipients by December 20, 2024.

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

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Follow-up video interviews will be scheduled with finalists the week of January 20 2025. The successful bidder will be advised by January 31, 2025.

6. Report Timing

Draft submission of the report is due no later than May 30, 2025.

7. 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

- **Health Research Planning Experience-** List specific recent examples
- **Dried Fruit Health Research Planning Experience-** List specific recent examples
- **Collaboration-** Willingness to embrace client input and work as a team
- **Budget-** Proposals lower than the maximum budget are encouraged if they can deliver all objectives

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.