

# RAISIN ADMINISTRATIVE COMMITTEE

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

Telephone: 559-225-0520  
Fax: 559-225-0652  
Email: [info@raisins.org](mailto:info@raisins.org)  
Website: [www.raisins.org](http://www.raisins.org)

## REQUEST FOR PROPOSALS FROM THE RAISIN ADMINISTRATIVE COMMITTEE

### 1. Background

California Raisins have been promoted in Japan for several decades. The Raisin Administrative Committee (RAC) currently spends appx \$1.3 million per year to promote California Raisins in Japan. Japan is the largest export market for California Raisins with current annual import volume of 16,000 metric tons at a value of almost \$60 million. California Raisin import value in Japan was flat in our latest fiscal year (Aug 2023 – July 2024). California Raisins are the market leader in Japan with value share of 64% although Turkey has been making gains in the last few years and now has a 28% value share.

There are no significant trade barriers in Japan to importing California Raisins. We do have a small 1.2% import tariff. All of the raisins consumed in Japan are imported. Japan has a modest per capita consumption of raisins at .5 lbs which is about half of the US value.

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 a research project to study the raisin market and our promotional activities in Japan.

The consultant should:

- Interview at least 20 key importers, distributors, manufacturers and retailers of California Raisins/ products with raisins in Japan; RAC marketing agency in Japan; and 2-3 California Raisin packers shipping to Japan 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 Japan 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 golden raisins, 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
- Identify key food trends in the market with potential to propel or slow California Raisin growth
- Include photos of raisin shelf sets in key retailers and summarize availability by origin
- Assess promotion strategies and tactics conducted by the RAC in Japan over the last five years
  - Achievement of UES performance measures

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2445 Capitol Street, Suite 200 • Fresno CA 93721-2236



- Recommend shifts in strategies and/or tactics that would likely yield increased growth
- Estimate the ROI of RAC promotion spending on California Raisin revenue in Japan
- Evaluate RAC's marketing agency in Japan
  - Knowledge of category, competitors, key channels, importers, distributors, customers and consumers
  - Quality of execution

### 3. **Budget**

Maximum budget for this project is \$40,000 USD. Any travel costs should be included in the total project budget.

### 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 17 and the RAC will send responses to all RFP recipients by January 21.

Proposals should be received by January 29.

Follow-up interviews will be scheduled with finalists during the week of February 3. The successful bidder(s) will be advised by February 21.

### 5. **Report Timing**

Deadline for draft submission of the report is June 30, 2025.

### 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 (e.g. local research partner) should also be identified and their recent MAP evaluation experience listed.
- **Japan Market Experience-** List specific examples including work of any identified subcontractors in Japan.
- **Japan Market Presence-** Respondent and/or subcontractors
- **Primary Research-** Number of trade interviews
- **Collaboration-** Willingness to embrace client input and work as a team
- **Cost-** Relative to the key deliverables (e.g. number of trade interviews)

**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.**