

RAISIN ADMINISTRATIVE COMMITTEE

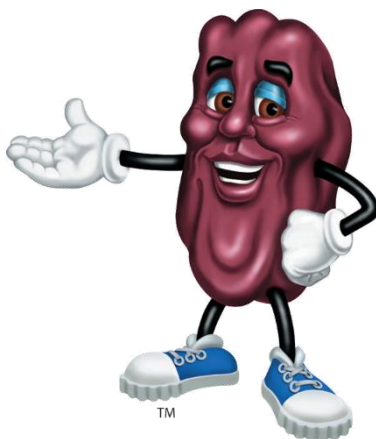
ADMINISTERING THE FEDERAL MARKETING
AGREEMENT AND ORDER REGULATING THE
HANDLING OF CALIFORNIA RAISINS

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REQUEST FOR PROPOSALS FOR INTERNATIONAL REPRESENTATIVE- SCANDINAVIA

May 2, 2025

Raisin Administrative Committee
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(559) 225-0520



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

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Background

California Raisins have been promoted in Scandinavia (Denmark, Finland, Norway & Sweden) for many years. Scandinavia is the fourth largest export market for California Raisins with current annual import volume of 5,500 metric tons at a value of almost \$30 million. California Raisins are the value share leader in Scandinavia at 42% and import value increased 33% in 2024. Turkey, South Africa and Chile are the key competitors in the region. All of the raisins consumed in Scandinavia are imported. There are no significant trade barriers in Scandinavia to importing California Raisins.

Raisin per capita consumption in Scandinavia (579g) is one of the highest in the world, 27% higher than in the US. The majority of volume is sold at retail to consumers for snacking and baking. Both branded and private label California Raisins have a significant presence at retail. The bakery industry is the second largest user of raisins in Scandinavia.

The RAC will provide the 2025-26 MAP application and the 2024-25 marketing plan for Scandinavia as additional background for parties interested in submitting a proposal.

Objectives

The RAC is requesting bids to be the international representative for the RAC in Scandinavia (Denmark, Finland, Norway and Sweden).

International Representative responsibilities include:

- Develop annual applications for USDA funding (MAP)
- Develop annual marketing plans
- Submit Activity Confirmation Requests (ACR) for approval before executing individual activities
- Conduct RFPs and develop contracts required by RAC/USDA policy as needed
- Execute marketing activities
- Submit expense invoices monthly with appropriate documentation
- Submit bi-monthly (once every two months) activity reports and participate in video calls to review program progress
- Monitor market for regulation changes that would impact California Raisin importers
- Collaborate with region ATO office including keeping them up-to-date on RAC activities
- Keep importers & customers up-to-date on activities and monitor issues/ opportunities
- Coordinate meetings with importers, end-user customers, retailers and marketing partners when RAC VP Marketing visits market (appx once every two years)
- Answer California Raisin exporter questions on market
- Forward end-user sales leads to importers and importer sales leads to RAC for distribution to exporters
- Facilitate California Raisin trademark license agreements with end-users
- Create annual Country Progress Report
- Provide input to 3rd party evaluations (conducted at least once every five years)
- Participate in annual International Reps meeting (held in-person in Fresno CA every other year and virtually in other years). Travel costs for in-person meetings are funded by the RAC. Create annual market review presentation for meetings.

Note that International Representatives are not directly involved in the sale of California Raisins from packers to importers but work to educate the trade and consumers to drive demand for imports.

International Representatives are contracted annually from August 1 – July 31. International Representative RFPs are conducted at least once every five years.

Proposals

RFP Proposals should include:

- Brief review of recommended 2025-26 tactics including:
 - Budget by activity
 - KPI's by activity
 - Agency creative and management fees by activity
 - Amount of agency fees that you would like paid as a retainer (annual amount split into 12 payments and paid monthly). Retainer is intended to cover planning/reporting while fees to execute individual tactics are billed as activities are completed.
 - Identify any agencies for which you expect to sub-contract a significant part of any activity
 - Appx spending by country
 - Budget = \$409,000
- Overview of agency including history, association with a larger agency network, number of full-time employees, office location where our account would be serviced, number of employees in each Scandinavia country
- Agency marketing experience with agricultural boards and/or food brands in Scandinavia including brief details on key activities and results
- Key agency personnel that would likely be assigned to manage our account (identify if any are subcontractors)
- 2-3 client references including name, email and phone, prefer ag boards or food clients if possible
- Confirm no conflicts of interest (e.g., representation of another dried fruit brand/ industry marketing board)
- Proposals do not have to be long (if you can answer the above requirements in 5-10 pages, that's fine)
- Proposals should be emailed to Tim Kenny (tim@raisins.org) by close of day on Tuesday, June 3

Evaluation Criteria

- **Budget Efficiency-** More working \$, less agency fees
- **Creativity- Innovative tactic suggestions and past examples**
- **Food Marketing/ MAP Experience-** List specific recent examples in Scandinavia including key tactics and results
- **Market Presence-** Employees or long-time contractors in Scandinavia
- **Fit-** Success with similar \$ budget projects/clients, able to devote top agency staff to our account
- **Collaboration-** Willingness to embrace client input and work as a team

RFP Timeline

Companies interested in submitting a proposal should notify Tim Kenny by Thursday, May 15, and additional background materials will then be provided.

Questions on the RFP should be submitted in writing by Monday, May 19, and the RAC will send responses to all RFP recipients by Wednesday, May 21.

Proposals should be received by Tuesday, June 3.

Follow-up interviews will be scheduled with finalists the week of June 9.

The successful bidder will be advised by June 27.

Contact/ Questions

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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.