

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) was established by a federal marketing order to promote California Raisin exports. The RAC is funded by California Raisin processors and also received USDA grants for export marketing including the Market Access Program (MAP) and Agricultural Trade Program (ATP) during the evaluation period. The US Farm Bill requires federal marketing orders to conduct an economic analysis to determine the return on investment (ROI) of their promotional programs at least once every five years. The RAC last conducted this analysis in 2020 and is due to complete a new evaluation by the end of 2025.

The RAC currently spends approximately \$5M per year across 11 markets with a combination of USDA grants and industry funds. According to Trade Data Monitor (TDM), California Raisin export sales totaled 56k tons and \$181M in our most recent fiscal year with the vast majority in the countries where the RAC is actively conducting export marketing. These markets include: Canada, Mexico, UK, Germany, Scandinavia (Norway, Finland, Denmark & Sweden), Japan, China/ Hong Kong, Taiwan, Korea, Vietnam and SE Asia (Philippines, Malaysia, Thailand, Indonesia & Singapore).

Pricing is also a major factor in driving export volume and the analysis will need to separate the impact of pricing vs the marketing programs conducted by the RAC. During the evaluation period, a rising price gap vs key competitors has likely been a factor in declining exports of California Raisins over the period.

The RAC will provide our 2020 Econometric Analysis report as additional background for parties interested in submitting a proposal.

2. Objectives

The RAC is requesting bids on an economic evaluation to determine the ROI of its export marketing program in 11 markets covering 18 individual countries.

The consultant should:

- Determine the average incremental tons and revenue driven by RAC marketing programs in the 11 export marketing program markets as a whole over the last five fiscal years ending July 31, 2024.
- Determine the ROI (incremental \$ revenue generated per \$ of marketing program expenditures) of California Raisin export marketing spending in total and RAC spending (excluding government grants) in the 11 export marketing program markets as a whole over the last five fiscal years ending July 31, 2024.



- Determine the elasticity of California Raisin pricing in the 11 export marketing program markets as a whole over the last five fiscal years ending July 31, 2024.

3. Proposals

RFP Proposals should include:

- Brief review of econometric analysis methodology
- Overview of applicant's credentials
- Overview of applicant's experience in conducting econometric analyses
- Overview of applicant's experience in conducting econometric analyses on export marketing for US agricultural boards
- 2-3 client references including name, email and phone, prefer US agricultural boards if possible
- Confirm no conflicts of interest (e.g., current projects with 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 business on July 9, 2025.

4. Budget

Budget for this project is \$50,000. Cost is a key evaluation criterion so lower cost proposals are encouraged if all objectives can be met.

5. RFP Timeline

Individuals interested in submitting a proposal should notify Tim Kenny (tim@raisins.org) by June 20, 2025, and the additional background material will then be provided.

Questions on the RFP should be submitted in writing by June 23, 2025, and the RAC will send responses to all interested RFP recipients on June 25, 2025.

Proposals should be received by July 9, 2025. Proposals should be sent to Tim Kenny, Vice President of Marketing, Raisin Administrative Committee by email: tim@raisins.org.

Follow-up interviews will be scheduled with finalists during the weeks of July 14 and 21, 2025.

Recommendation will be presented to the RAC Board on August 14. The successful bidder will be advised by August 15, 2025.

6. Project Timing

Project contract will begin no earlier than August 18, 2025.

Deadline for submission of the draft report is November 21, 2025. Final report is due by December 12, 2025.

7. Payments

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

8. Evaluation Criteria

- **Econometric Analysis Experience (with similar ROI metrics)**- List specific recent examples.
- **Global Export Marketing Econometric Analysis Experience for US Agricultural Boards/ USDA**- List specific recent examples.
- **Added Value Beyond Objectives**- Please identify any added value deliverables beyond the Objectives.
- **Collaboration**- Willingness to embrace client input and work as a team.
- **Cost**- Relative to delivery of key Objectives and any added value.

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.