



# Request for Proposal for American Pecan Council

## *Project I: International Marketing Representation in Germany*

To ensure industry resources are being utilized in an efficient and effective manner, the American Pecan Council (APC) has established a policy to seek proposals from outside companies that will assist the industry in its research and market development projects. Specifically, the APC requests proposals from qualified companies to demonstrate their capabilities in conducting extensive marketing, research and promotion in Germany, with an emphasis on building importer and retailer relationships and in-store/e-commerce activations. Our mission is to grow the opportunity for American Pecan exports in Germany by establishing relationships with importers and retailers and increasing distribution in relevant consumer marketing channels.

### Process for Request for Proposals (RFP)

Companies or individuals wishing to apply for the Council's programs must complete the Request for Proposals (RFP) application. Proposals will be evaluated in no more than two phases.

All applications should be emailed to Anne Warden, CEO at [awarden@americanpecan.com](mailto:awarden@americanpecan.com) and Serena Schaffner, Chief Marketing Officer at [sschaffner@americanpecan.com](mailto:sschaffner@americanpecan.com), and are to be postmarked or emailed on or before December 23, 2024. Applications received after this deadline will not be accepted or considered. All written proposals will be evaluated by APC or its agents in a fair, open and competitive manner. APC will notify applicants that have been selected for further consideration for presentation to the International Committee.

### Background of the American Pecan Council

The APC is a Federal marketing order established in November 2016. The purpose of the order is to assist the American pecan industry with the promotion, research, standardization and consumer education of American pecans. The order provides the pecan industry with a coordinated program designed to strengthen the American pecan industry's position in the market place. It supports existing markets, while pursuing potential new markets and uses for American pecans.

The Federal marketing order has oversight by the US Department of Agriculture (USDA) making it a governmental program that has the full protection and oversight of the USDA.



## Proposal Requirements

Proposals should include the vision, strategic direction, execution and measurement of initial marketing and promotion campaigns in Germany. For this proposal, the APC would agree to a contract of up to \$336,000 USD. This contract is for the 2025 fiscal year, which began on October 1, 2024, and concludes on September 30, 2025. Funding for this project would be sourced directly from various government funding programs and industry funds. You will be working with an APC marketing partner to ensure policies and Council direction are followed.

The proposal should address how best to invest the available funds to establish and build key importer and retailer relationships as well as utilizing efficient marketing channels to educate, and ultimately convert, German consumers.

This project has the ability to establish a multi-year relationship with this new partner and an opportunity to provide a German-focused strategy each year.

Funding for this engagement and potential future engagements may be provided as part of USDA's Foreign Agricultural Service grant programs such as the Market Access Program (MAP) and Regional Agricultural Promotion Program (RAPP), Quality Samples Program (QSP) and the Emerging Markets Program (EMP), among others. In addition to those funds, APC does provide industry funding to match those dollars provided by USDA.

## Opportunity Overview

Based on a steady increase of export volume to Germany and previously successful marketing efforts to create awareness among German consumers about pecans, APC believes there continues to be an opportunity for increasing export growth and German consumer consumption.

In early 2020, APC commissioned McKinsey to conduct a comprehensive assessment of Germany. Upon completion of their assessment, McKinsey had the following observations and recommendations:

- German consumers remain value-conscious, yet are willing to pay more for premium products that contribute to overall health and wellness. (Source: Euromonitor)
- Pecans should be positioned as a healthy breakfast and easy snack option that boosts a person's every day energy.

Seventy percent of Germans are aware of pecans; however, only 43% of these have already tried pecans, and only 18% of Germans who know about pecans want to buy them again. With conversion low among Germans, APC efforts should focus on ways to encourage trial and purchase of pecans, specifically in retail outlets (digital and in-store). In addition, with health and wellness as a motivating factor for food purchases, efforts should support research into the health benefits of pecans among the German population.

With these findings and insights, APC seeks an in-market representative with the capabilities to:

- Develop a clear value proposition for American Pecans in Germany
- Manage additional in-market research as needed
- Isolate the most effective materials and channels for communicating about the flavor and health benefits of American Pecans



- Build relationships with nut importers, processors, brands and retailers
- Identify partnership opportunities to co-market to consumers or develop new product offerings
- Provide pecan buyers with materials, sampling opportunities and occasions for meeting with U.S. pecan sellers
- Manage APC’s investments in trade shows and other events, marketing material, partnership activations and other campaign activities to positively position American Pecans
- Continually evaluate changing market conditions to provide the U.S. pecan industry with perspective on its overall strategy for engaging with Germany

Measurement and Reporting Guidance

Understanding marketing impact will be critical in every initiative. In order to measure the effectiveness of APC’s marketing efforts in Germany in the long-term, APC will need to show growth in the following goals:

Description	2024 Baseline	2025 Goal	2026 Goal	2027 Goal	2028 Goal
<b>Goal:</b> Increase in Awareness of Pecans among German Consumers	70%	72%	74%	76%	78%
<b>Goal:</b> Number of German retail stores distributing American Pecans	N/A	150	300	600	800
<b>Goal:</b> Increase in Pecan purchase intent among German Consumers	18%	19%	20%	21%	22%

Additionally, it will be necessary to measure campaigns and activation efforts frequently and consistently to be reported quarterly and included in annual success stories. Example metrics may include:

- Increase in number of key importer/retailer relationships
- Quantity of retail partnerships/efforts
- Examples of adoption and advocacy among key stakeholders
- Engagement, reach and impressions (as appropriate)

APC will strongly favor applicants with experience working with U.S. commodities and/or with strong relationships with nut buyers.

**Questions**

For questions regarding the RFP Process or application, please do not hesitate to contact:

Serena Schaffner  
 Chief Marketing Officer  
[Sschaffner@AmericanPecan.com](mailto:Sschaffner@AmericanPecan.com)  
 1 808-281-2363



## **APPLICATION FOR REQUEST FOR PROPOSAL (RFP) FOR THE AMERICAN PECAN COUNCIL**

**(Use this application form or answer each of these questions within your presentation materials)**

**Name of Company:**

**Applicant Contact Information:**

**Title:**

**Phone:**

**Email:**

**Company Address:**

**Please provide an overview of your company, including how long your company has been in existence, special services and capabilities and what sets you apart from other similar organizations. *(Answer here or attach response as necessary)***

**Please provide an overview your agency team structure and staff and/or subcontractors that may be working on this project.**

*(Answer here or attach response as necessary)*

**Please provide a list of clients or examples of recent work that would be relevant to this opportunity.**

*(Answer here or attach case studies or examples as necessary)*

**Please provide a percentage breakout of staff fees vs. actual project or partnership spend based on the proposed \$336,000 budget.**

*(Answer here or attach response as necessary)*



**PROPOSAL**

Please describe your proposal in 1000 words or less. Answers should include the following criteria (not ranked in any order):

1. Evidence of developing marketing campaigns in Germany
2. Experience and ability to adapt to unique industry needs
3. Proven timely deliverables (on time, on budget)
4. Maintenance and troubleshooting track record
5. Measuring campaign results

Please describe how you would utilize the funding (Itemized Budget) to build on importer and retailer relationships and reach German consumers to increase exports and consumption of American Pecans. Answers should include proposed marketing channels and costs.

**ACKNOWLEDGEMENT**

I acknowledge that the American Pecan Council is an equal opportunity employer and that the proposal submitted to the American Pecan Council is to the best of my ability factual and accurate. I understand that I am the appropriate and authorized person for this company to submit a proposal to the American Pecan Council. Furthermore, I also understand that the proposal may be modified before final approval of the American Pecan Council. Lastly, I understand that if approved, I will submit the necessary reports and documentation needed and/or requested by USDA and/or the American Pecan Council to fulfill the reporting requirements.

---

Name of Authorized Applicant (Print)

---

Signature of Authorized Applicant \_\_\_\_\_ Date \_\_\_\_\_