



Request for Proposal (RFP): Strategic Plan Development for 2026-2030

Background

The Raisin Administrative Committee (RAC) is a Federal marketing order with membership representing California raisin growers and handlers. The program was established in 1949 under the oversight of the U.S. Department of Agriculture. Our mission is to grow global demand for raisins by uniting industry stakeholders through outreach, production research, market research, and global raisin promotion.

The raisin industry is experiencing a global transformation as more countries plant raisin vines and compete for market share. California is one of the world's leading producers of raisins and the industry continues to evolve through the introduction of new varieties, advancements in agricultural practices, and deployment of various marketing strategies. RAC is initiating the development of a strategic plan for 2026-2030.

Purpose

The purpose of this RFP is to solicit proposals from qualified individuals or firms to develop the 2026-2030 RAC Strategic Plan. This plan will focus on:

1. Reviewing prior research, current marketing programs, financial statements, and relevant industry data.
2. Developing strategic priorities that can serve as the industry's North Star.
3. Recommending adjustments to the industry's current activities and structure based on research, industry trends, and stakeholder feedback.

The objective is to define a clear path forward that continues to increase demand, improve marketability, and ensure sustainable growth for the California raisin industry.

Scope of Work

The selected consultant or firm will:

1. **Document Review:** Conduct a comprehensive review of relevant materials, RAC meeting minutes, financial statements, previous engagement surveys, marketing research studies, and various raisin studies and articles.
2. **Stakeholder Engagement:** Facilitate interviews with board members (47), staff (9), and other stakeholders (researchers, USDA, marketing partners) to gather insights.
3. **Market Analysis:** Assess current trends, challenges, and opportunities within the dried fruit, baking, and snacking industries.
4. **Strategic Focus:** Provide recommendations for the 2026-2030 strategic priorities, building proper organizational framework. Highlight areas for innovation and actionable goals to drive growth and profitability.

5. **Workshops and Collaboration:** Lead an in-person brainstorming session with the RAC strategic planning work group, committee members and staff to refine the plan.
6. **Deliverables:** Present a comprehensive strategic plan draft, including Proposed goals, priorities, and objectives.

Recommendations for measuring success through Key Performance Indicators (KPIs).

A roadmap for implementation, presented as a marketing framework and work plan.

I **Project Timeline**

- II **Proposal Submission Deadline:** Friday 1/30/2026
- III **Proposal Selection:** Friday 2/13/2026
- IV **Orientation Meeting:** Wednesday 2/18/2026
- V **Stakeholder Interviews:** Monday 3/2 to Friday 3/30/2026
- VI **In-Person Workshop:** Monday 6/1 to Wednesday 6/3/2026
- VII **Draft Strategic Plan Submission:** Wednesday 6/17/2026
- VIII **Final Plan Submission:** Wednesday 7/1/2026

Proposal Requirements

Proposals should include the following:

1. **Understanding of the Industry:** Demonstrate knowledge of the agriculture sector and the raisin industry; dried fruit, bakery sector, CPG, consumer, retail trends; and the role of the RAC in education, research, promotion and marketing.
2. **Proposed Methodology:** Detail the approach to document review, stakeholder engagement, and strategic plan development.
3. **Team Qualifications:** Provide bios of the team members, highlighting relevant experience, and main contact person.
4. **Relevant Experience:** Share examples of similar strategic planning projects, including case studies, and list of references and their contact information.
5. **Budget Proposal:** Outline costs, including professional fees and anticipated out-of-pocket expenses.
6. **Deliverables:** Describe how final recommendations will be presented, ensuring clarity and actionable insights. Please provide in both printed report and presentation deck, including a brief executive summary.

Evaluation Criteria

Proposals will be evaluated based on the following:

- Expertise in developing strategic marketing plans.
- Knowledge of the opportunities and challenges within agriculture commodities and/or the raisin industry.
- Clarity and feasibility of proposed methodology.
- Relevant experience and qualifications of the team.
- Alignment with the RAC mission and strategic priorities.
- Cost-effectiveness of the budget proposal.

The industry would benefit from gaining insight into:

- Global Supply vs. Demand Gap
- Global Competitive Analysis and Future Supply
- Cultural Uses for Raisins Across the Globe
- Expanding Consumption Occasions and Product Offerings
- Nutritional Differentiation
- Perception of the California Brand across the Globe
- Consumer Insights
- Baking/CPG Industry Insights
- Grower Insights
- Packer Insights
- Market Positioning

Resources for Applicants

Applicants are encouraged to visit www.raisins.org and www.calraisins.org for industry information. Other information requests can be made via email to jeff@raisins.org

Submission Deadline and Guidelines

We look forward to receiving your proposal and working together to shape the future of the Raisin Administrative Committee. The RAC will not compensate firms for their presentations. Proposal submission deadline is 5:00 PM (Pacific Time) on Friday 1/30/2026. Please submit your proposal via email to: Please submit your proposal via email to: Jeff Smutny - President/Managing Director of the RAC: jeff@raisins.org