

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
Website: www.raisins.org

REQUEST FOR PROPOSALS FROM THE RAISIN ADMINISTRATIVE COMMITTEE

1. Background

California Raisins have been promoted in Korea for many years. The RAC currently spends about \$300,000 per year to promote California Raisins in Korea. Korea is currently the fifth largest export country for California Raisins with current annual import volume of 2,500 metric tons at a value of over \$8 million. Korea is very loyal to California Raisins with a volume share of 71%, one of our highest in the world. Chilean raisins are the main competitor with a 25% share. California Raisin tonnage imports to Korea declined slightly (-4%) while revenue increased slightly (+4%) in 2024/25. Korea's total imports of raisins declined slightly (-9%) in 2024/25 as political turmoil created some economic uncertainty. Korea per capita consumption of raisins is only 70g (60% lower than in the US), so there is opportunity for growth. There are no significant trade barriers in Korea for California Raisin imports.

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 Korea.

The consultant should:

- Conduct appx 20 interviews with key importers, distributors, manufacturers and retailers of California Raisins/ products with raisins in Korea; RAC's marketing agency in Korea; and 2-3 California Raisin packers shipping to Korea to help understand challenges and opportunities as well as effectiveness of the RAC promotion programs and agencies.
- Assess causes of recent decline in overall raisin imports in Korea and suggest ways to drive growth
- Identify the key channels for raisin consumption in Korea and assess the challenges and opportunities for California Raisins to achieve growth while continuing to command a premium price
 - Quantify size of the raisin market, key usages, varieties (size- e.g. select vs jumbo, sun-dried vs golden, etc) and potential for growth in raisin usage by channel
 - Assess the strengths and weaknesses of California Raisins vs other origin raisins in each channel
 - Identify the most effective California Raisin selling points to trade customers and consumers in each channel
 - Identify growth opportunities/ potential new users and recommended priorities for California Raisins

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



- 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, tactics and messaging of the RAC in Korea over the last five years
 - Quality of marketing plan and execution of activities
 - Achievement of UES performance measures
 - Recommend shifts in strategies, tactics and/or messaging that would likely yield increased growth
- Estimate the ROI of RAC marketing spending on California Raisin revenue in Korea
- Evaluate RAC's marketing agency in Korea
 - Knowledge of category, competitors, key channels, importers, distributors, customers and consumers
 - Quality of activity 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.

Questions on the RFP should be submitted in writing by January 16, 2026 and the RAC will send responses to all RFP recipients by January 20, 2026.

Proposals should be received by January 30, 2026.

Follow-up interviews will be scheduled with finalists during the week of February 9, 2026. The successful bidder will be advised by February 26, 2026.

Note, the RAC does not provide compensation for proposals.

5. Report Timing

Deadline for draft submission of the report is June 30, 2026.

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.

- **Korea Market Experience-** List specific examples of related projects including work of any proposed subcontractors in Korea
- **Korea 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.