



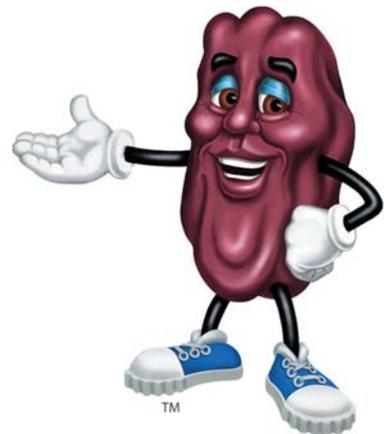
REQUEST FOR PROPOSALS

FOR

Consumer and Trade Research

February 7, 2020

California Raisin Marketing Board
2445 Capitol St, Suite 200
Fresno, CA 93721
(559) 248-0287



Purpose of RFP/Scope of Work

The California Raisin Marketing Board (CRMB) is seeking a research partner to plan and moderate consumer and trade qualitative research in late March/early April 2020. The research results will aid in development of a marketing communications strategy and consumer campaign concept development. Agencies to develop the strategy and consumer campaign are currently being identified through a separate RFP. Those agencies will be chosen in time so that they can be available to view the research. While this is the only research project planned in our current fiscal year (through July 2020), we hope to build a long-term relationship with the chosen researcher and conduct additional projects in future years.

Background

The CRMB was created by a State Marketing Order in 1998 and is 100 percent grower funded. The mission of the California Raisin Marketing Board is to conduct market development activities to improve the demand for all categories of raisin usage, including ingredient usage, and for retail package, both branded and private label. Also, the Board sponsors crop production, nutrition, and market research. Lastly, the mission is to create a positive marketing environment within which the industry can collectively expand the worldwide demand for California Raisins. California produces all of the raisins grown in the US and appx 25% of all raisins grown in the world.

The California raisin industry has a long history of creatively promoting raisin consumption. The California Dancing Raisins developed in the 1980's was an iconic campaign that also drove significant growth in raisin consumption. Other successful campaigns were developed in the 2000's including "Look Who's Cooking with California Raisins" and "The Wise Choice for Natural Energy." This new campaign will be the first for the raisin industry in the last 7 years.

Raisins have many positive attributes that fit with increasing interest in natural and healthy foods:

- Raisins are about as natural and simple as you can get. One ingredient, grown and dried in the sun with minimal processing and no added sugar.
- Raisins are essentially dried grapes, a convenient way to get more whole fruit servings in your diet. One quarter (1/4) cup of raisins is equivalent to a one cup serving of fresh fruit.
- Raisins have a unique nutrition profile including polyphenol antioxidants.
- Raisins are versatile, perfect for a quick snack alone or mixed with nuts, and also are an easy way to add some natural, whole fruit to baked products and meals.
- Raisins have been shown to have positive health effects in numerous clinical studies including:
 - Heart healthy- helps maintain healthy blood pressure
 - Lower risk for Type 2 diabetes- helps control blood sugar

- Good for digestion- from fiber and tartaric acid
- Helps protect teeth- phytonutrients suppress the growth of oral bacteria

Additional information is available at the CRMB website (www.calraisins.org) as well as the RAC website (www.raisins.org), the industry's federal marketing order which manages promotion outside the US.

Researcher Eligibility/Fit

Eligible researchers include those with experience planning and moderating qualitative research with both consumer and trade audiences. Significant research experience with healthy/natural food products, low interest/declining categories and families with kids are preferred. Experience researching for agricultural boards is a plus.

Research Objective

Uncover insights to reawaken consumer and trade (CPG manufacturers, bakery, school, foodservice) interest in and positive perceptions of raisins to drive both retail and industrial sales.

RFP Response

RFP responses should include:

- 1 page or less overview of researcher/agency including history, association with a larger agency network, number of full-time employees and office location
- 1 page or less overview of recent researcher experience with food brands and agricultural boards
- Names of at least two client references that we can contact if desired, prefer food clients if possible
- Disclosure of any conflicts of interest that will need to be managed (e.g. recent research for another dried fruit brand or ag board)
- Cost to conduct the following research:
 - Six in-person consumer focus groups (2 hours each)
 - Women with children age 2-10
 - Two cities of three focus groups each
 - One group of heavy raisin purchasers, one group of light purchasers and one group of non-purchasers who are still open to consuming more raisins in each city
 - Assume 50% for raisin purchasers in the target group
 - One virtual focus group (2 hours) of food product developers who have developed products using raisins or other dried fruit (e.g. cereal, baked goods,

- trail mixes, etc) in the last 5 years and are still active developing similar products
 - We are open to additional proposals to conduct the research in a more effective and/or inexpensive methodology (e.g. virtual consumer groups).
- Submittals should be emailed to Tim Kenny (tim@raisins.org) by close of day on Monday, Feb 18
- RFP's will be reviewed and finalists selected for follow-up phone interviews the w/o Feb 24

Budget

Maximum budget for the project is \$45k including researcher travel expenses.

Timeline

RFP Release	Feb 7
RFP Responses Due	Feb 18
Notification of Finalists	Feb 21
Finalist Phone Interviews	Feb 24 - 28
Notification of Researcher Choice	Mar 3
Research Conducted	March 30 - Apr 3
Final Research Report Presentation	April 17

Evaluation Criteria

- **Experience**- delivering actionable consumer/trade insights to reawaken interest in low interest/ declining food products
- **Value**- outstanding research output at a competitive cost that fits our budget
- **Collaboration**- listens to client needs and effectively gains consensus on the most effective plan/execution

Contact/Questions

All questions/coordination should go through:

Tim Kenny
Vice President of Marketing
California Raisin Marketing Board
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Fresno, CA 93721
tim@raisins.org
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