

RAISIN ADMINISTRATIVE COMMITTEE

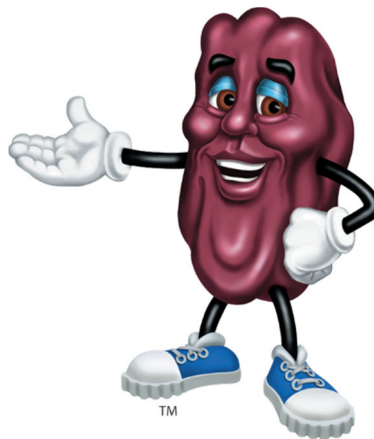
ADMINISTERING THE FEDERAL MARKETING
AGREEMENT AND ORDER REGULATING THE
HANDLING OF CALIFORNIA RAISINS

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REQUEST FOR PROPOSALS FOR INTERNATIONAL REPRESENTATIVES - SE ASIA & VIETNAM

May 14, 2024

Raisin Administrative Committee
2445 Capitol St, Suite 200
Fresno, CA 93721
(559) 225-0520



The Raisin Administrative Committee is an Equal Opportunity Employer and Provider.

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Background

California raisins have been promoted in SE Asia (Indonesia, Malaysia, Philippines, Singapore & Thailand) and Vietnam for many years. SE Asia is the second largest market for California raisins with current annual import volume of 8,500 metric tons at a value of almost \$30 million. Annual California raisin exports to Vietnam currently total more than 2,000 metric tons at a value of almost \$9 million. California raisin imports in SE Asia increased 5% in our latest fiscal year (Aug 2022 – July 2023). Exports to Vietnam increased by 47%, our fastest growing market in the world. California raisins are the market leader in both SE Asia and Vietnam with value shares of 55% and 41% respectively.

There are no significant trade barriers in SE Asia and Vietnam to importing California raisins. We do have higher tariffs in several markets (Vietnam 12%, Indonesia & Thailand 5% and Philippines 3%) than some other raisin origins who have free trade agreements. Chile, Australia and Turkey are higher quality competitors in the region while lower cost raisins from India, China and Iran are also widely used. All of the raisins consumed in both SE Asia and Vietnam are imported.

Both markets have very low per capita consumption of raisins with SE Asia at .04 kg and Vietnam at .09 kg (US is about .4 kg for reference) and represent significant development opportunities as their economies develop. In the region, only Singapore (.34 kg) has per capita consumption comparable to the US.

The RAC will provide the 2024-25 MAP application and the 2023-24 marketing plan for each market as additional background for the RFP.

Objectives

The RAC is requesting bids to be the international representative for the RAC in Indonesia, Malaysia, Thailand, Singapore, Philippines and Vietnam. Proposals may be submitted for Vietnam, Philippines and/or Indonesia/Malaysia/Thailand/Singapore individually; or Philippines/Indonesia/Malaysia/Thailand/Singapore and/or Vietnam; or one proposal for all six countries.

International Representative responsibilities include:

- Develop annual applications for USDA funding (MAP and RAPP)
- Develop annual marketing plans
- Submit Activity Confirmation Requests (ACR) for approval before executing activities
- Conduct RFPs and develop contracts required by RAC/USDA policy as needed
- Execute marketing activities
- Submit expense invoices monthly with appropriate documentation
- Submit bi-monthly (once every two months) activity reports and participate in video calls to review program progress
- Monitor market for regulation changes that would impact California Raisin importers
- Collaborate with local ATO office including keeping them up-to-date on RAC activities
- Keep importers & customers up-to-date on activities and monitor issues/opportunities
- Coordinate meetings with importers, customers & ATO when RAC VP Marketing visits market (appx once every two years)
- Forward importer sales leads
- Facilitate Trademark License agreements with end-users
- Facilitate Merchandising Incentive Program (MIP, annual importer rebate program) execution as needed
- Create annual Country Progress Report
- Provide input to 3rd party evaluations (conducted at least once every five years)

- Attend annual International Reps meeting (travel costs funded by RAC) and create annual market review presentation for meeting

Note that International Representatives are not directly involved in the sale of California Raisins from packers to importers but work to educate the trade and consumers to drive demand for imports.

International Representatives are contracted annually from August 1 – July 31. International Representative RFPs are conducted at least once every five years.

Proposals

RFP Proposals should include:

- Brief review of recommended 2024-25 tactics in the markets for which you are applying including:
 - Budget by activity
 - KPI's by activity
 - Agency creative and management fees by activity
 - % of agency fees that you would like paid as a retainer (annual amount split into 12 payments and paid monthly)
 - Identify any agencies for which you expect to sub-contract a significant part of any activity
 - Spending by country for multi-country markets
 - Use the following budgets for each market (inclusive of agency fees)
 - Vietnam = \$210,000
 - Philippines = \$375,000
 - Indonesia/Malaysia/Singapore/Thailand = \$455,000
 - Travel expenses are budgeted separately
- Overview of agency including history, association with a larger agency network, number of full-time employees, office location where our account would be serviced, number of employees in each market for which you are applying
- Agency marketing experience with food brands and agricultural boards in the markets for which you are applying including brief details on key activities and results
- Key agency personnel that would likely be assigned to manage our account (identify if any are subcontractors)
- 2-3 client references including name, email and phone, prefer ag boards or food clients if possible
- Confirmation of no conflicts of interest (e.g., representation of 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 day on Tuesday, June 11

Evaluation Criteria

- **Food Marketing/ MAP Experience-** List specific recent examples in each market for which you are applying including key tactics and results
- **Market Presence-** Employees or long-time contractors in each market for which you are applying
- **Budget Efficiency-** more working \$, less agency fees
- **Creativity-** experience delivering attention getting and consumption driving campaigns
- **Fit-** success with similar \$ budget projects/clients, able to devote top agency staff to our account
- **Collaboration-** willingness to embrace client input and work as a team

RFP Timeline

Questions on the RFP should be submitted in writing by May 28 and the RAC will send responses to all RFP recipients by May 31.

Proposals should be received by June 11.

Follow-up interviews will be scheduled with finalists the week of June 17.

The successful bidder(s) will be advised by June 28.

Contact/ Questions

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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.