



REQUEST FOR PROPOSAL

INTERNATIONAL RESEARCH & EVALUATION FOR CALIFORNIA PRUNES

The California Prune Board (CPB) extends an open invitation for competitive bids on international research and evaluation across various markets including, but not limited to, South Korea, Japan, Canada, EU, Asean markets, South America.

CPB's preference would be that one provider work across multiple countries (as required) either independently or collaboratively (through associates).

BACKGROUND

The California Prune Board (CPB), headquartered in Roseville, California, is a participant in the U.S. Department of Agriculture's Market Access Program (MAP) and has conducted marketing activities on behalf of the California Prune Industry since 1986.

Created in 1952, the California Prune Board aims to amplify the premium positioning and top-of-mind awareness of California Prunes through global marketing and communications, nutrition research, production research, and trade policy and market support. The CPB represents approximately 600 prune growers and 27 prune, juice, and ingredient handlers under the authority of the California Secretary of Food and Agriculture. Its vision is for "A world enthusiastic about California Prunes" with a purpose to "Promote lifetime wellness through the enjoyment of California Prunes."

Website: www.californiaprunes.org www.californiaprunes.co.uk

PROJECT BRIEF

The California Prune Board wishes to contract with an independent third party to assist in conducting consumer, trade and HCP evaluations in which to track progress against performance measures and make program adjustments from year to year. The contracted agency will be:

- An independent third party who has a network of offices and/or has International Associates who can assist with this international brief.
- A partner that can work closely with the Board's International team and initially review all existing research to help the Board to confirm current strategy and targets in all active markets then provide an ongoing review as required by the Board.
- A partner that is also capable of evaluating the effectiveness of Advertising (in all mediums) and may include evaluating creative concepts for new advertising in some markets.
- The Board wishes to understand basic fees for a one-market consumer online U&A in Canada: 1500 participants and 60 questions - as an example to judge fee levels per proposal.

METHODOLOGIES CURRENTLY UTILIZED BY THE BOARD

Approach:

- Online Quantitative Surveys for consumer Questionnaire (50-60 questions)
- Qualitative consumer focus groups
- One-on-one interviews with trade stakeholders
- One-on-one interviews with Health Care Professionals

DELIVERABLES

Ad Hoc research requirements over the next 3 years but core initial fieldwork historically has been focused on the time period April -June annually. Deliverables encompass:

- Online Survey
- Cross tabulation
- Cluster analysis
- Advertising tracking
- Survey Result Report*
- Executive Summary*

**All reports and communication must be submitted in English after translation.*

ADDITIONAL REQUIREMENTS

- Available to participate in regular phone calls and meetings with CPB staff and agencies, as needed
- Provide invoices including detailed invoice backup
- Budget management of US\$ budgets and associated exchange rate fluctuations

SELECTION CRITERIA

The company to undertake this role will be chosen based on the following selection criteria:

- A proven record of online research experience in food/consumer/healthcare/female target categories
- English language fluency (written and oral)
- Timely reporting capabilities
- Familiarity and knowledge of the United States Department of Agriculture (USDA), Foreign Agricultural Service (FAS) market programs and regulations
- Associates or network capacity to deliver in numerous markets worldwide
- Ad tracking research capability

SOLICITATION PROCESS

Interested companies should submit a detailed proposal outlining their ability to conduct the contracted services identified above. Questions or clarifications can be directed to Esther Ritson Elliott, contact details as below.

The closing date for this request for proposals is the close of business 29th February 2024.

Esther Ritson Elliott, *Director of International Marketing & Communications*

Email: global@californiaprunes.net

The California Prune Board is an equal opportunity provider and employer.