

Feasibility Study to Evaluate Consumer Interest in California Organic Avocados and Value-Added Organic Avocado Products

Overview

In 2023, Heal the Earth received a USDA Organic Market Development Grant to improve and grow the long-term viability of the domestic organic avocado market by coordinating a direct-to-consumer value chain and launching a comprehensive regional marketing campaign.

The Feasibility Study should evaluate consumer demand, identify potential market segments, and provide the basis for a marketing campaign that will expand consumer awareness of organic California avocados and value-added organic California avocado products.

Anticipated Scope

- Current Market Understanding:
 - Analyze consumer interest in organic avocados and value-added organic avocado products to include, but not be limited to: organic avocado oil.
 - Define the current market size for organic avocados and value-added organic avocado products, ie: organic avocado oil.
 - Strategies for Differentiating Organic Avocados and Value-Added Organic Avocado Products from Non-Organic and Imported Options.
 - Outline the psychographics of the consumer.
 - Define current options for aggregation and distribution of organic avocados and value-added organic avocado products.
- Market Development:
 - Identify promising value-added products that complement fresh avocado sales and diversify revenue streams, such as organic avocado oil and other value-added products.
 - Identify new market opportunities for organic avocados and value-added organic avocado products.
 - Analyze the viability of selling to international markets.
 - Evaluate alternative options for aggregation and distribution of organic avocados and value-added organic avocado products.

Proposal Requirements

Proposals should include:

1. A detailed work plan with timelines and milestones. 5 page max.
2. A description of the methodology and data sources to be used. 2 page max.
3. Summary of relevant experience and qualifications to meet the project goals. 2 page max.
4. A detailed cost breakdown, including the total project fee and any additional costs. No max.

Details

Proposal Submission Deadline: Friday, February 14, 2025

Submission Instructions

Please submit your proposal via email to dani@healtheearth.info

We look forward to reviewing your proposal and collaborating on this important study.