



## **California Avocado Commission**

# **Avocado Establishment and Production Costs and Profitability Analysis Studies**

## **REQUEST FOR PROPOSALS**

California Avocado Commission  
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## **Avocado Establishment and Production Costs and Profitability Analysis Studies Request for Proposals**

Created in 1978, the California Avocado Commission (CAC) strives to maximize grower returns by enhancing premium brand positioning for California avocados and improving grower sustainability through advertising, promotion and public relations, and engaging in related industry activities that benefit the state's 2,000 commercial avocado growers.

CAC's Production Research Committee is seeking proposals to modernize and update the [Avocado Production Cost Studies](#). The goals of this project are to (1) develop current avocado establishment and production cost guides for conventional and organic avocados across California's five major avocado producing counties (San Diego, Riverside, Ventura, Santa Barbara and San Luis Obispo), (2) develop a grower friendly tool that can be integrated into CAC's [grower website](#) for use by growers in developing farm-specific budgets, and (3) grower outreach and education about the production cost studies (preferably, this will be an article in CAC's quarterly grower magazine, *From the Grove*).

Historically, these studies have been developed as four separate studies — conventional southeast interior and south coast (San Diego and Riverside Counties), conventional central coast (Ventura, Santa Barbara and San Luis Obispo Counties), organic southeast interior and south coast, and organic central coast — and updated approximately every 10 years. However, it is CAC's desire to see these studies modernized by merging them into one core cost analysis, with correction factors developed for those variables that vary between regions and production systems.

CAC's research program director will work with the selected researcher to develop a list of items for which correction factors are needed. They will include things such as fertilizer costs (organic vs. conventional), water (district vs. well), planting density, etc.

In addition, CAC is asking that the selected researcher develop cost analysis templates that can be utilized by growers to develop their own farm-specific budgets. These templates will be made available through CAC's grower website. Please note that the selected researcher will not be responsible for any web development work but will be expected to provide templates and underlying formulas for calculations.

### **Proposal Submission**

Proposals must be submitted as PDF files by e-mail to the California Avocado Commission Research Program Director at [tspann@avocado.org](mailto:tspann@avocado.org) no later than 5:00pm March 13, 2020 following the guidelines provided below. All questions should be directed to Tim Spann, Research Program Director at 949-341-1955 or [tspann@avocado.org](mailto:tspann@avocado.org).

**Timeline**

March 13, 2020

Proposals due to California Avocado Commission

April 2020

Production Research Committee meets to review proposals and recommend funding to the CAC Board of Directors

May 28, 2020

CAC Board of Directors meets to approve funding recommendations of the Production Research Committee

June 2020

Proposers notified of funding decisions and contract negotiations initiated

July 1, 2020

Funded projects begin

## **Proposal Guidelines**

Grant proposals must include the following sections.

### *Section A. Cover Page*

The cover page must include the following information:

**Project title:** A brief title that adequately describes the project.

**Project leader(s):** Specify each project leader's name, title, affiliation, mailing address, phone number and e-mail address. A brief (2 page maximum) curriculum vitae for each project leader must be included under Section D: Appendices.

**Research collaborators:** Specify each collaborator's name, title, affiliation, mailing address, phone number and e-mail address. A letter from each collaborator outlining their role in the project, estimated time commitment to the project and a statement of agreement to participate in the project if funded must be included in Section D: Appendices.

**Project duration:** Specify the total duration of the proposed project.

**Total project budget:** Provide the total dollar amount requested for the duration of the proposed project.

### *Section B. Project Narrative (not to exceed 6 pages)*

The project narrative should include the following sections:

**Abstract:** A brief, one paragraph, summary of the project's goals and objectives, approach to be used and how the project's outcomes will be communicated to California avocado growers.

**Work plan and methods:** Provide a work plan that outlines the project's tasks and sub-tasks and who is responsible for each task. Describe the methods that will be used for the Establishment and Production Costs and Profitability Analysis Studies, experimental design, data collection and statistical analyses.

**Project outreach:** Describe how the results of the project will be communicated to the California avocado industry. The California Avocado Commission publishes a quarterly grower magazine, [\*From the Grove\*](#), that researchers are encouraged to utilize for communicating with industry stakeholders; however, other outreach methods are acceptable.

**Milestone table:** The project narrative must include a milestone table, outlining the various project milestones, estimated date of completion, and associated total budget needed to reach each milestone. Activity reports will be due for each milestone and partial payment will be made upon completion of each milestone. (*Not counted in the 6 page limit*)

### *Section C. Budget*

Provide a detailed budget, including the sections outlined below, for each year of your proposed research as well as a summary budget for the total duration of the proposal. Annual project budgets should be based upon the California Avocado Commission's fiscal year, which runs from November 1 through October 31.

**Personnel:** List each person by position name, percent of time committed to project, employment period, salary and benefits.

**Materials and Supplies:** List required materials and supplies (individual items costing < \$1,000) needed to complete the proposed research and the estimated cost of those items.

**Equipment:** Equipment is considered any item  $\geq$  \$1,000 as well as all computer hardware. A detailed justification for all equipment must be provided in Section D: Appendices.

**Travel:** Travel includes transportation costs to and from field sites, meals while traveling and hotel costs if necessary. For each grant year, indicate the estimated number of trips, destination(s), purpose of trip(s), who will be traveling, number of days for each trip, estimated transportation costs [including mileage reimbursement (based upon the current federal reimbursement rate of \$0.58) or rental car costs], estimated lodging and meals. Project leaders should budget for one trip annually to present a research update to the Production Research Committee at the CAC office in Irvine, CA.

**Other expenses:** Identify and explain any other expenses not included in the categories above.

### *Section D. Appendices*

**Project leader(s) curriculum vitae:** Include a brief, 2 page, curriculum vitae for each project leader.

**Letters of collaboration:** Include a letter of collaboration from each research collaborator.

**Equipment justification:** Include a detailed justification for all equipment requested as part of the grant proposal.