**Request for Proposal (RFP): Driver Analysis of Pecan Prices**

**Issued by:** The American Pecan Council

**Proposal Due Date:** August 25, 2025

## **I. Introduction**

The American Pecan Council (APC), administrator of the federal marketing order for pecans, is seeking proposals from qualified researchers or firms to conduct a comprehensive driver analysis of pecan prices. This project aims to identify, quantify, and prioritize the key factors that influence the price of U.S.-grown pecans, with a particular focus on the farm-gate price received by pecan growers. The results will inform APC’s strategic planning and help guide industry efforts to improve profitability across the supply chain — from grower through processor.

## **II. Background**

The American Pecan Council was established under the federal marketing order program to support the long-term interests of the U.S. pecan industry. As part of its mandate, APC funds research, promotes pecan consumption, and works to ensure fair and stable markets.

Despite growing demand and expanded marketing efforts, pecan growers continue to experience volatile and, in some cases, declining prices. A deeper understanding of the pricing mechanisms — including supply, demand, global trade, processing capacity, consumer trends, and market access — is necessary to guide effective industry action.

## **III. Purpose and Scope of Work**

The purpose of this study is to identify the most significant drivers of U.S.-grown pecan prices through quantitative and qualitative analysis of all known or potential influencing variables. The study should include:

* A comprehensive list of variables that impact pecan prices (e.g., supply volumes, international trade dynamics, substitute product prices, weather patterns, consumer demand, input costs, exchange rates, tariffs, labor availability, inventory levels, marketing spend, retail penetration, etc.).
* Analysis of publicly available data sources (e.g., USDA AMS, NASS, FAS, international trade data, retail scan data).
* Identification of data gaps and recommendations for additional research or proprietary data collection if required.
* Use of appropriate statistical and econometric modeling techniques to assess the relative influence of each variable on pecan prices, particularly the prices paid to growers.
* Segmentation of findings by market channels (e.g., domestic vs. export, in-shell vs. shelled, etc.).
* Identification of leverage points where the APC or the broader industry could influence variables in order to increase the value of pecans and improve profitability across the supply chain.

## **IV. Deliverables**

The selected contractor will be expected to deliver:

1. Project Work Plan and timeline within 2 weeks of project initiation.
2. Interim report or presentation summarizing initial findings and data availability within 8 weeks.
3. Final report that includes:
   1. Clear explanation of methodology and data sources
   2. Analytical results with charts, tables, and key insights
   3. Executive summary of findings and implications for the pecan industry
   4. Recommendations for APC or industry action based on findings
4. Presentation to the American Pecan Council or its relevant committees summarizing results and recommendations.

## **V. Proposal Requirements**

Proposals should include the following elements:

1. Cover Letter with firm name, lead investigator(s), and contact information.
2. Statement of Qualifications, including relevant expertise in agricultural economics, econometrics, or commodity market analysis.
3. Description of Approach and Methodology to be used in the analysis.
4. Detailed Timeline and Work Plan.
5. Budget Estimate with breakdown of fees, anticipated expenses, and optional components if applicable, which must be no more than $150,000.
6. Examples of Prior Work relevant to agricultural or commodity price modeling (attachments or links acceptable).
7. References from at least two recent clients or research sponsors.

## **VI. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

* Demonstrated expertise and relevant experience
* Soundness and clarity of proposed methodology
* Understanding of the pecan industry and pricing dynamics
* Value and cost-effectiveness of the proposal
* Quality of prior work and client references

## **VII. Submission Instructions**

Please submit proposals electronically in PDF format by August 25, 2025. to:

Anne Warden  
CEO

American Pecan Council

awarden@americanpecan.com

(817) 917-0020

## **VIII. Disclaimer**

APC reserves the right to modify the scope of work, reject any or all proposals, and to negotiate terms with the selected firm prior to final award.