

July 11, 2010

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor for implementation of market development activity

Activity: Implementation of Trade Team visit to Japan.

CFAB seeks proposals from qualified contractors to implement the CFAB participation at the Good for You Food trade team meetings, which are sponsored by the USDA-FAS in conjunction with Food Export Midwest, October 21-22, 2010 in Tokyo, Japan . Selected contractor will work with CFAB marketing staff to orchestrate all aspects of the trade mission show including:

- Planning of a table-top show venue to showcase fig products in the Japanese food industry and trade.
- Planning and assistance with development of a health and nutrition presentation for the venue. Done in conjunction with the CFAB nutrition consultant.
- Logistics for shipping samples, and promotional materials to the venue.
- Preparation of a Japanese language nutrition guide to be used at the show. Will be coordinated with the CFAB Nutrition consultant and creative team.
- Travel to Japan and attending the event along with CFAB staff and nutrition consultant.
- Arranging for Japanese interpreter, business advisor who is familiar with Japanese nutrition and health issues.
- Making contact with editors and industry channel partners to advise of the activity and seek participation, meetings and cooperation.

Qualifications:

- Contractor must: have extensive experience in promotions of ingredients to the Japan and Japanese foodservice market.
- Understanding of USDA/FAS Market Access rules and compliance regulations.
- Contacts in the Japan foodservice industry.
- High level of knowledge of dried fruits, and nutrition --especially figs.
- Background in food science, nutrition and dietetics or allied field.

Submissions:

Contractor will provide a statement of qualifications, a detailed proposal of implementation of this activity and proposed costs. Contractors are encouraged to provide recommendations for strategies and implementation. Award will be made in a fixed cost manner covering all time and production expenses.

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: July 11, 2010 and submissions must be received by CFAB by July 31, 2010. The successful contractor(s) will be notified of selection within two weeks of the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.