

July 11, 2010

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor for implementation of market development activity
Activity: Nutrition Professional for Trade Team Event.

CFAB seeks proposals from qualified nutrition and dietetics consultants to serve as spokesperson at CFAB participation at [Health Ingredients Japan](#) (HI), which will be held at [Tokyo Big Sight](#), October 13-15, 2010.

Selected consultant will work with CFAB marketing staff and other consultants to:

- Assist with planning of a table-top show venue to showcase fig products in the Japanese food industry and trade. (Will work with marketing consultant)
- Development of a health and nutrition presentation for the venue.
- Assist CFAB with preparation of a Japanese language nutrition guide to be used at the show. Will be coordinated with the CFAB consultant and creative team.
- Travel to Japan and attending the event along with CFAB staff and nutrition consultant, staffing table top booth, attending networking functions and media interviews.
- Presentation of dried figs at seminar.
- Conduct media and trade interviews on behalf of California Figs when in market.

Qualifications:

- Contractor must have:
 - Extensive experience in health and nutrition, preferably a Ph.D.
 - Public speaking experience in scientific and academic venues internationally.
 - 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.