

August 9, 2016

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Contractor for implementation of market development activity  
Activity: Implementation of food service ingredient event, trade meetings and media outreach.

CFAB seeks proposals from qualified contractors to execute a highly successful foodservice California fig ingredient program for 2016 fourth quarter activities in Tokyo, Japan. Selected contractor(s) will work with CFAB marketing staff to orchestrate all aspects of the program including:

- Planning of an event to showcase fig ingredients through product development in the Japanese food industry.
- Coordinate all logistics for event, including identifying venue, chef participants, media and interpreter to successfully execute event.
- Preparation and development of a Japanese language presentation and food service guide and to be used during program.
- Work with in-country representative to ensure contact is made with editors and industry channel partners to advise of the activity and seek participation, meetings and cooperation.
- Schedule and/or participate in meetings with brokers, importers, end users and manufacturing companies making purchasing and product development decisions.
- Follow up to trade interest and product development opportunities for long term development in Japan market.
- If travel to Japan to execute program, reimbursement based on government approved travel rates.

### Qualifications:

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

### Funding:

- \$5,000 – 25,000 USD

### 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. **One or more contractors** may be hired based on expertise to execute one highly successful event and follow-up in market to continue success of program development in Japan.

Proposals should be submitted electronically to the California Fig Advisory Board:

[kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: August 9, 2016 and submissions must be received by CFAB by August 23, 2016. The successful contractor(s) will be notified of selection within five days 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.