

January 1, 2018

## Request for Proposal

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

RE: Comprehensive Assessment of the Food and Rural Business System Needs of India Related to Dried Figs and Fig products.

CFAB seeks proposals from qualified contractors to conduct a market assessment of Indian food processing market for California Dried Fig Ingredients. In this effort, contractor will gather information, coordinate and host trade mission from the USA for validation of information, present detailed reporting and strategy recommendations with goal to establish benchmarks, identify goals and opportunities.

Successful contractor(s) will:

- Work with CFAB to design and implement a comprehensive market assessment in India which will strictly follow the USDA-FAS market assessment template and procedure.
- Conducted primary research in-country to assess the viability of the food industry for California Figs and Fig Ingredients resulting in data pertinent to the market assessment and evaluation of opportunity.
- Accompany CFAB representative to India for market assessment trade mission which will result in implementation of initial steps in market, including meetings with trade, understanding product needs and further sampling and trade servicing activities.
- Preparation of completion report to document activity.

**Budget:** \$50,000 – 75,000

### Qualifications:

- Experience of dried fruit ingredients to India and market understanding
- Educational background in food science, food industry and food related fields a must, degree or experience required.
- Have a clear understanding of USDA/FAS Market Access rules and compliance regulations.
- Have contacts in the India ingredients industry.
- Have a sound knowledge of dried fruits, especially California figs and will be knowledgeable of the California fig industry and California Fig Advisory Board.

**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. Contractors will be expected to source outside costs at a best quality and lowest cost basis. Travel must be booked through a United States owned airline. Hotel should be booked a US government rate whenever possible and should be at a lower than US Department of State per diem rates for the region. Award will be made in a manner covering all time and expenses.

Proposals should be submitted electronically to the California Fig Advisory Board: [kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: January 1, 2018, submissions must be received by CFAB by February 16, 2018 . The successful contractor(s) will be notified of selection within one week after submission 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.