

July 17, 2017

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor for implementation of market development activities
Activity: California Fig marketing in Canada

CFAB seeks proposals from qualified contractor(s) to develop and execute in market activities that influence the purchase of CA Fresh Figs, CA Dried Figs and CA Fig Ingredients. Target markets are the Greater Toronto Region, British Columbia and Alberta. Target audiences include media, social media, retailers, product developers (primarily foodservice and baking industries), brokers and importers. Selected contractor(s) will work with CFAB marketing staff to orchestrate all aspects of the fig program. Activities may include but are not limited to (please include recommendations with your proposal):

- **MEDIA/NUTRITION INFLUENCERS (Social, Print, Broadcast).** Planning and coordination of activities (may be one event or series of appointments) to showcase CA figs in recipes to this influential target audience.
- **PRODUCT DEVELOPMENT.** Schedule and/or participate in meetings with brokers, importers, end users and manufacturing companies making purchasing and product development decisions.
- **DELIVERIES.** Manage delivery of materials and product in market(s) through targeted outreach program as well as necessary.
- **MATERIALS.** Preparation of materials through translation (if needed) to be used during program.
- **LONG TERM DEVELOPMENT.** Establish an ongoing presence in the Canadian market, through follow up to meetings, media, and work with the CA Fig industry to ensure relevant and fresh content for online properties – Facebook, Website, etc.

The CFAB will pay all expenses to execute fig events. In addition, will:

- Arrange for U.S. or Canadian professional chef/baker or food technologist to demonstrate and educate the use of California Fresh Figs, California Dried Figs and Fig Ingredients at events.
- Arrange for U.S. or Canadian professional public relations/marketer to develop international trend data and ensure alignment with California Fig industry long term goals.

Qualifications:

Contractor must have:

- Experience in promotions of California/USA ingredients to Canada in foodservice and baking.
- Contacts in the Canadian foodservice and baking industry.
- Contacts with traditional and social media.
- High level of knowledge of fresh and dried fruits, especially figs.
- Background in food science, culinary, food service, public relations or allied field.
- Understanding of USDA/FAS Market Access rules and compliance regulations.

Funding: \$2,500 – 35,000

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: July 17, 2017 and submissions must be received by August 2, 2017. 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.