

July 16, 2017

Request for Proposal

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

CFAB seeks proposals from qualified contractor(s) to develop and execute in market activities that influence the purchase of California Dried Figs and Fig Ingredients. Target audiences include media, social media, 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):

- **CALIFORNIA FIGS AND FIG INGREDIENTS.** Planning and coordination of an event to showcase and demonstrate use of California figs for product development in the Chinese food industry.
- **MEDIA INFLUENCERS (Social, Print, Broadcast).** Planning and coordination of an event to showcase California figs in recipes to this influential target audience. (new)
- **MATERIALS.** Preparation of Chinese materials through translation to be used during program.
- **MEETINGS.** Schedule and/or participate in meetings with brokers, importers, end users and manufacturing companies making purchasing and product development decisions.
- **LONG TERM DEVELOPMENT.** Establish an ongoing presence in the Hong Kong market, through follow up to trade meetings, media, and work with the California Fig industry to ensure relevant and fresh content for Hong Kong online properties – Facebook, Website, etc.

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

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

Qualifications:

Contractor must have:

- Extensive experience in promotions of ingredients to Chinese in foodservice and baking markets.
- Contacts with traditional and social media.
- Contacts in the Hong Kong foodservice and baking industry.
- High level of knowledge of 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:

- \$3,500 – 75,000

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

kstockli@californiafigs.com Open date for this solicitation is: July 16, 2017 and submissions must be received by July 31, 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.