

November 1, 2018

Request for Proposal

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

CFAB seeks proposals from qualified contractor(s) to represent the California Fig industry and present and/or participate in a variety of influencer activities January 21-25, 2019 in Shanghai, China. Working with CFAB staff and in-market agency of record, contractor(s)'s participation and expertise should contribute to overall increased awareness and purchase of California Dried Figs and Fig Ingredients. Activities include media event, product developer meetings (primarily foodservice and baking industries), broker and importer meetings, and government meetings. Contractor(s)'s support may include but is not limited to:

- **INFLUENCER EVENT(S).** Preparing and delivering presentation(s) at influencer event(s) to showcase and demonstrate use of California figs for product development in the Chinese food industry.
- **RECIPE DEVELOPMENT.** Working with restaurant chef to ensure California Figs and Fig Ingredients are properly showcased and well presented at event.
- **MATERIALS.** Compiling existing recipes and materials for use during events.
- **MEETINGS.** Participating in meetings and serving as industry spokesperson with brokers, importers, end users and manufacturing companies making purchasing and product development decisions.
- **LONG TERM DEVELOPMENT.** Meeting with in-market agency to establish an ongoing presence in the Japan market.
- **TRAVEL.** Flat rate to include all travel-related expenses, including flight, hotel, meals and transportation.

Qualifications:

Contractor must have:

- Extensive experience in promotions of ingredients to China in foodservice and baking markets.
- High level of knowledge of dried fruits, especially figs, in the product development space.
- Background in food science, culinary, food service, public relations or allied field.
- Understanding of USDA/FAS Market Access rules and compliance regulations.

Funding:

- \$15,000 – \$25,000 USD

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

kstockli@californiafigs.com Open date for this solicitation is: November 1, 2018 and submissions must be received by November 30, 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.