

April 1, 2019

## 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 announce the CA Fresh Fig season while influencing the purchase of CA Fresh Figs and CA Dried Figs year-round. Target market is the Greater Toronto Region and beyond. Target audiences include media, social media, retailers, nutritionists, health and fitness professionals, brokers and shippers. 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.
- **DELIVERIES.** Manage delivery of materials and product in market(s) through targeted outreach program as well as necessary.
- **EVENTS.** Secure participation and execute CA Figs presence at key influencer event.
- **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 nutrition influencer to demonstrate and educate the use of California Fresh Figs and California Dried Figs.
- 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.
- Contacts in the Canadian food and nutrition 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: \$30,000 – \$40,000

Proposals should be submitted electronically to the California Fig Advisory Board: [kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) . Open date for this solicitation is: April 1, 2019 and submissions must be received by April 30, 2019, or until qualified proposals are received. 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.