

September 1, 2019

## Request for Proposal

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

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

- **TRADE SHOWS / MEDIA EVENTS.** Coordinate all details and logistics, prepare, translate, and deliver presentations at media events to showcase and demonstrate use of California figs for product development in the Japanese food industry.
- **RECIPE DEVELOPMENT.** Working with restaurant chef, food technologist and bakers to ensure California Figs and Fig Ingredients are properly showcased and well presented at events.
- **MATERIALS.** Compiling existing recipes, formulas, and materials for use during events.
- **MEETINGS.** Participating in meetings and serve as industry spokesperson with brokers, importers, end users and manufacturing companies making purchasing and product development decisions.
- **LONG TERM DEVELOPMENT.** Work with CFAB management to ensure all goals and objectives are established and met for 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 Japan 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, agriculture marketing, or allied field.
- Understanding of USDA/FAS Market Access rules and compliance regulations.

### Funding:

- \$15,000 – \$75,000 USD

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

[kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: September 1, 2019 and submissions must be received by September 30, 2019. 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.