

July 7, 2021

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor(s)

Activity: Professional Services in Greater China, Hong Kong and Taiwan

The California Fig industry is seeking proposals from qualified partners (consultant or agency, may include more than one) to assist with Public Relation services in Greater China, Hong Kong, and Taiwan, specifically to promote California Fig Ingredients to the baking industry. The goal of all marketing efforts is to raise awareness and drive sales of California Fig Ingredients.

Scope of Work

Proposal should include recommended tactics and budget to promote California Fig Ingredients to the baking industry. This may or may not include:

- Chef/baker spokesperson recommendations (provide a minimum of 3 for consideration) – chef/baker to develop recipes using California Fig Ingredients and allow use of name and likeness in promotional efforts to bakeries and importers. Chef/baker should have high influence in the bakery category. Recipes should highlight California Figs and fit the tastes and trends of the Chinese consumer. Budget should include:
 - Development of 8-10 recipes – chef/baker recipes to be formatted, translated, and photographed for promotional use
 - Execution of 8-10 photos for digital use, including website – chef/baker recipes to be photographed with Chinese bakeries and consumer target in mind
 - Use of chef/baker's name and likeness for digital use, including website
- Event/seminar recommendations – potential to leverage chef/baker as spokesperson in virtual or in-person presentations as COVID situation evolves. Budget should include:
 - Event/seminar fees to participate
 - Additional materials to execute event

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 – \$100,000 USD (please provide itemized budget, including agency fees, baker/chef fees, photography, digital fees, event/seminar participation fees, etc.)

Timing

- July 2021 – January 2022

Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process. Multiple contractors may be hired. Additional details available upon request or visit CaliforniaFigs.com.

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com
Open date for this solicitation is: July 7, 2021, and submissions must be received by July 20, 2021. The successful contractor(s) will be notified of selection within five days of the closing date.

CALIFORNIA FIG ADVISORY BOARD – 2021 PROFESSIONAL MARKETING SERVICES CHINA

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To file a complaint of discrimination, write to the CFAB, 1925 Howard Road, Suite E, Madera, CA 93637.