



November 21, 2017

REQUEST FOR PROPOSALS FOR MANAGEMENT OF THE CALIFORNIA BLUEBERRY COMMISSION and THE CALIFORNIA CHERRY ADVISORY BOARD'S SPECIALTY CROP BLOCK GRANT MARKETING PROGRAM IN JAPAN

In an effort to ensure that industry and grant resources are being utilized in an efficient and effective manner, the California Blueberry Commission (CBC) and the California Cherry Advisory Board (CCAB) has established a policy to seek proposals from outside companies that will assist the industry in its California Specialty Crop Block Grant (SCBG) funded marketing program in Japan. Specifically, the CBC and the CCAB requests proposals from qualified companies to demonstrate their capabilities in assisting in the management of a comprehensive marketing program to ultimately increase the demand and value of California blueberries and California Cherries in Japan.

Process for Request for Proposals (RFP)

Companies or individuals wishing to apply for management of the Japan Marketing Program must entirely complete the Request for Proposals (RFP) application. Once the application is completed, please return the application to the CBC office where staff will gather all applications and present the proposals for review. ALL APPLICATIONS ARE TO BE POSTMARKED ON OR BEFORE DECEMBER 15, 2017. APPLICATIONS RECEIVED AFTER DECEMBER 15, 2017 WILL NOT BE ACCEPTED OR CONSIDERED. A contract will be selected no later than January 12, 2017.

Background of the grant:

The California Cherry Advisory Board (CCAB) and the California Blueberry Commission (CBC) propose conducting a series of California Grown retail promotions in Japan featuring fresh cherries and blueberries. To meet price requirements, Japanese importers have shifted to purchasing lower quality fruits. This has damaged the reputation of California fresh fruit in the market, leading to decreased demand and lower export volumes. By organizing large-scale collaborative promotions directly with Japanese retail outlets, CBC and CCAB will increase consumer demand, demonstrating to importers the profitability of high-quality California fresh fruit. Leveraging the California Grown identity, CCAB and CBC will highlight the availability of California cherries and blueberries as the first fresh imported fruit of the summer. Sales data will be collected and discussed with the importers, who will be surveyed on their perception of California fruit and interest in increasing purchase volumes next season.

Proposal Requirements

Proposals should include the vision, direction and execution for the marketing program in Japan. This includes the selection of in-country representative that will carry out the day to day operations of the marketing program. The management and support of this program will be critical to achieving our objectives. Our goals for this project are 1) to increase sales and enhance the competitiveness of California fresh sweet cherries and blueberries through a joint marketing and promotions campaign. 2) Create promotional materials and enhanced displays for use in in-store retail promotions which feature California Grown messaging and identify California cherries and blueberries as the first imported fresh fruit of the summer. 3) Demonstrate increased sales and exports of California fresh sweet cherries and blueberries in the Japanese market as a result of in-store retail promotions. 4) Publish project results.

Lastly, it should also be noted that price is a factor but not the ultimate decider for rewarding a proposal. Knowledge in the agricultural industry, primarily on an international level, is as important as the costs associated with the proposal. Applicants should mention their backgrounds and how their knowledge and experience will be applied to assist the industry in moving forward.

RFP

In your proposal please provide the following information:

- a. Company Information
- b. When your company was established
- c. A description of your company's services
- d. Staff background: Please provide a list of your staff and sub-contractors that will be assisting on this project, along with the categories in the proposal they will collaborate on.
- e. A brief background description of your company, along with a description of what sets you apart from similar market research firms.
- f. A list of clients you are currently working with or have worked with in the past.
- g. A list of your fee schedule for staff versus project.
- h. Solid evidence of success in international market research;
- i. Experience and ability:
- j. A proposal will be more favorably considered if knowledge of the Japan market conditions can be demonstrated.
- k. Experience with other Specialty Crop Block Grant projects
- L. Experience in conducting international marketing programs
- m. Experience of the individuals who will be assigned (not the agency overall) to the account is important.

Questions

For questions regarding the RFP process or application, please do not hesitate to contact the CBC office at (559) 221-1800.

Additionally, applications should be addressed to:

The California Blueberry Commission

Japan CHERRY/BLEWBERRY Marketing Grant

2565 Alluvial Avenue, Suite 182

Clovis, CA 93611

Again, all proposals must be postmarked by December 15, 2017. Proposals DATED AFTER December 15, 2017 WILL NOT BE ACCEPTED OR CONSIDERED.

ACKNOWLEDGEMENT

I acknowledge that the California Blueberry Commission and the California Cherry Advisory Board is an equal opportunity employer and that the proposal submitted to the California Blueberry Commission is to the best of my ability factual and accurate. I understand that I am the appropriate and authorized person of this company to submit a proposal to the California Blueberry Commission. Furthermore, I also understand that the proposal may be modified before final approval of the California Blueberry Commission and California Cherry Advisory Board. Lastly, I understand that if approved, I will submit the necessary reports and documentation needed and or requested by CDFA/USDA and/or the California Blueberry Commission/California Cherry Advisory Board to fulfill the reporting requirements.

Name of Authorized Applicant (Print)

Signature of Authorized Applicant

Date