



**Request for Proposal**  
**California Blueberry Commission**  
**In-Market Representative, SE Asia (Philippines, Singapore, Malaysia, Vietnam)**

**December 1, 2021**

**I. Purpose**

The California Blueberry Commission (CBC), representing the California blueberry industry, is requesting proposals from marketing agencies to manage the CBC's CDFA Specialty Crop Block Grant funded market development activities in Southeast Asia (Philippines, Singapore, Malaysia, Vietnam.)

**II. Background Information**

The California Blueberry Commission (CBC) is comprised of 28 blueberry shippers and 80+ blueberry growers who operate across the state of California. The California Blueberry Commission was founded March 1, 2010. The blueberry industry in California is necessary to assure the public of a continuous supply of this important commodity and the maintenance of needed levels of income for those engaged in the blueberry industry of this state. The Commission is authorized to carry out programs of pest management, advertising, promotion, food safety, maturity standards, education, marketing and research relating to blueberries, and more. The Board of Directors consists of 20 experienced industry representatives (10 board and 10 alternatives) who have a personal understanding of the market situation and the needs of the industry.

When the Commission was first formed, it developed five areas for the Commission to focus on:

1. Providing the California blueberry industry accurate and timely market and production intelligence;
2. Increasing demand for California blueberries in the Western U.S.;
3. Providing the voice for California blueberry industry in crop protection trailing and registration, as well as food safety;
4. Facilitating effective communications among California members of the blueberry industry and the U.S. blueberry industry;
5. Developing new exports.

The CDFA SCBG awarded to the CBC is the first program focused on export activities received by the Commission directly. Southeast Asia is a new market for California blueberry exports and the industry has expressed significant interest in growing market share to the region. The CBC sees the value of targeting consumers through promotions that highlight the healthy nature of California blueberries and the growers who produce them. The focus will be on generating an effective promotion program in the market during the duration of the grant project.

**III. Agency Responsibilities**

The selected agency will be responsible for managing promotional activities, generating



media exposure, and educating the SE Asian market on California blueberries. Specifically, some of the responsibilities will include:

- **Trade Representation**—The representative will be responsible for conducting meetings on behalf of the CBC and/or organizing meetings for CBC representatives during visits. Representative will also engage with trade and media contacts with an emphasis on retailers, and conducting other general tasks associated with CBC in SE Asia.
- **Retail Promotions**—Promotions will focus on health benefits, usage, and grower stories related to California blueberries. Promotional materials will be developed. CBC will initiate promotions with retailers in SE Asia.
- **Program Reporting**—A final report detailing program results will be delivered to the CBC at the conclusion of the project.

#### **IV. Marketing/Proposal Objectives**

CBC is seeking an in-market representative for its Specialty Crop Block Grant awarded by the California Department of Food & Agriculture. CBC requests proposals which include a breakdown of the budget into fees and activity expenses.

#### **V. Deliverables**

Proposals should include the following information:

- A company summary
- References and/or examples of work done with other U.S. Commodity Boards
- A comprehensive breakdown of service fees.

#### **VI. Authority**

The selected agency will work under the direct supervision and with the prior approval of the CBC for all program activities. All expenditures must fall within the program budget and must be pre-approved by the CBC.

#### **VII. Discrimination Clause**

The CBC is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status.

#### **VIII. Instructions for Submitting Proposals**

Proposals should be submitted electronically to Elizabeth Carranza at [ecarranza@calblueberry.org](mailto:ecarranza@calblueberry.org). **All proposals are due before Friday, December 31, 2021.** Please feel free to contact our office with any questions. We look forward to reviewing the proposals.

The CBC reserves the right not to award a contract if in the opinion of the evaluators, no suitable proposal is received. The CBC is not liable for any costs associated with any company's response to the RFP.