

October 1, 2022

Request for Proposal

Organization: [California Agriculture Export Council](#) (CAEC)
Solicitation: Contractor(s)
Activity: Professional Services in JAPAN

CAEC seeks proposals from qualified partners (consultant or agency) to develop and execute in market activities in JAPAN, specifically to create a California Grown Campaign to create demand and purchase intent in a post COVID-19 environment. Targeted California products include avocados, blueberries, dairy, dates, figs, grapes, olive oil, pistachios, poultry, pomegranates, prunes and wine.

Scope of Work

Proposal should include recommended tactics and budget to create a California Grown PR Campaign. In this effort, focus should be on leveraging California's brand equity, communicating to trade and consumers what makes California so special and providing assurances to them that products from this great state remain plentiful and available while touting the many positive attributes.

Activities may include, but are not limited to (please include specific recommendations with your proposal):

- **MATERIALS.** Develop new digital assets and materials to promote California agriculture products to consumers and trade. In this effort, create recipes, photography, and videos suitable for digital platforms highlighting country of origin and the many benefits of California Grown.
- **MEDIA/NUTRITION INFLUENCERS** (Social, Print, Broadcast). Planning and coordination of activities in a targeted effort to reach consumers and trade, including recipes and content development for digital execution and print with amplification through influencers from their respective social media channels. Campaign may include paid media, social amplification, pitching target media outlets, etc.
- **EVENTS/TRADESHOW PARTICIPATION.** Provide coordination and logistical support at FOODEX in Tokyo (2023), including importer and trade appointments/meetings.
- **FOODSERVICE and/or RETAIL PARTNERSHIPS.** Through paid partnerships, execute demonstrations and cooking classes to support in-store or restaurant activations, distribute digital assets to amplify and promote California grown products, and secure foodservice partner to conduct menu promotion featuring California grown products.
- **MEASURE SUCCESS** – Create and implement a pre- and post- campaign survey to establish benchmark and awareness of and intent to purchase California grown products.
- **IN-COUNTRY TRADE MISSION.** Representatives will travel from California to Japan to meet with importers, trade media, retail and the ATO to collaborate and strengthen/reinforce California grown and purchase intent of products. *Initial mission may be conducted virtually based on travel and in-country requirements.* Agency/contractor to provide logistical support including meeting coordination, preparing/printing materials, and staffing/serving as translator.

Qualifications

- Experience in promotions of California/USA products to JAPAN, with high knowledge of California Grown.
- Contacts in the Japanese food industry, including importers, trade and retail.
- Contacts with traditional and social media.
- Background in food science, culinary, food service, public relations or allied field.
- Understanding of USDA/FAS Market Access rules and compliance regulations.

Funding

- \$125,000 – \$165,000 plus (please provide itemized budget)

Timing

- October 2022 – December 2023

Selected consultant or agency will work closely with the California Agriculture Export team and management on overall process. Multiple contractors may be hired. Proposals should be submitted electronically to the California Agriculture Export Council: karla.stockli@kjsplus.com. Written proposals are due by 5 p.m. (PST), October 16, 2022. The successful contractor(s) will be notified of selection within five days of the closing date.

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