

## REQUEST FOR PROPOSALS

Organization: California Agricultural Export Council (CAEC)  
Solicitation: Contractor for implementation of market development activities  
Activity: California Pomegranate marketing & promotion in South Korea

The California Agricultural Export Council (CAEC) seeks proposals from qualified contractors to develop and execute in-market activities that influence the purchase of California Pomegranates in South Korea. Target audiences will include trade (importers and distributors), retail, foodservice, media and social media. Selected contractor(s) will work with CAEC and the Pomegranate Council staff to orchestrate all aspects of the program.

Strategic focus should include trade development, including campaign messaging “what’s inside counts” vs. exterior fruit beauty to build awareness and create demand for California Pomegranates with retailers, consumers, including educating on the functional health benefits and uses of this fruit. Activities may include but are not limited to the following (include detailed recommendations with your proposal):

- Trade Communications, Meetings and/or Seminars
- Retail Promotions/Evaluations
- Food Service Promotions/Evaluations
- Digital Advertising/Social Media

### Qualifications.

- Extensive experience in Trade and Consumer market development in South Korea
- Contacts in the South Korea Trade, Retail and Foodservice business segments
- High level of knowledge of fresh produce, especially pomegranates
- Background in public relations, trade development or allied field
- Understanding of USDA/FAS Market Access rules and compliance regulations
- Contacts with traditional and social media

### Funding.

- \$125,000-\$150,000 USD.

Submit proposals electronically to CAEC: Ms. Karla Stockli ([karla.stockli@kjsplus.com](mailto:karla.stockli@kjsplus.com)) and Mr. Fred Klose ([fklose@caec.net](mailto:fklose@caec.net)) Open date of solicitation is August 22, 2023 and submissions must be received by August 31, 2023. The successful contractor(s) will be notified of selection within one week after submission closing date. We anticipate a fully executed agreement in place by September 7, 2023.

**Background.** The California Agricultural Export Council (CAEC) is a U.S. non-profit organization formed in 1995 to support the international marketing efforts of various California-based agricultural producer organizations. These groups include the California Avocado Commission, California Fig Advisory Board (CFAB), California Medjool Date Council (CMD), California Grown, Pomegranate Council, Western Pecan Shellers and High Value Ingredient Consortium. CAEC coordinates activities closely with the U.S. Department of Agriculture Foreign Agricultural Service in selected markets worldwide to promote California food products. Activities focus on the promotion of individual products or generic California-theme activities that leverage a California healthy-living image. CAEC also supports trade-show pavilions, California Week foodservice and retail promotions and sponsorship of international delegations to California.

The Pomegranate Council is a membership organization that works with California pomegranate producers to market and promote California pomegranates. Coordinating activities closely with the California Agricultural Export Council (CAEC) and U.S. Department of Agriculture Foreign Agricultural Service, the Pomegranate Council manages activities in selected markets worldwide. Activities focus on creating trade and consumer awareness on the features, health benefits and uses of California Pomegranates.

CONTRACT EXTENSION:

The selected firm, upon agreement, between all Parties (Pomegranate Council, CAEC, and Contractor) is renewable up to a period of three (3) years in accordance with provisions of the U.S. Department of Agriculture's Grant Agreements for the Development of Foreign Markets for U.S. Agricultural Commodities.



The California Agricultural Export Council (CAEC) does not discriminate in any of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.

The California Agricultural Export Council is an equal opportunity provider and employer.