



**REQUEST FOR PROPOSAL**  
**California Avocado Commission**  
**Asia Representative**

The California Avocado Commission (Commission) is using this request for proposal (RFP) to identify a consultant organization (Consultant) to act as the Commission's representative in Asia.

**1. Overview**

The Commission strives to increase demand for California avocados through advertising, promotion and public relations, and engages in related industry activities that benefit the state's nearly 3,000 commercial avocado growers. The primary purpose of the Commission is to promote California avocados at the consumer level directly and through collaboration with retailers and foodservice operators. The Commission also works to open new export markets and remove trade barriers in existing markets, by working closely with state and federal government agencies. The Commission serves as the official information source for California avocados and the California avocado industry. It is a grower funded organization guided by a 20-member board comprised of commercial producers, packers and a public member. The average annual production of California avocados is 300-400 million pounds, of which about 5% are exported.

The Commission has the mission to establish product awareness among Asian consumers and expand avocado exports to Asia in coming years.

**2. Project Description and Objectives**

The Commission requires a Representative for Asia for trade servicing, marketing, and market communications.

The Representative will be responsible for maintaining relationships with industry associations, US industry clients, trade, including importers, wholesalers, distributors, retailers, food service, and media outlets in key Asian markets. The Representative will also be responsible for contributing to the strategic development of trade facilitation and market development, carrying out the activity plans detailed in the UES and providing assessments and feedback on program implementation.

**3. Statement of work**

Maximum effectiveness of California avocado industry's program in Asia requires an Asian representative. For the purpose of this Project, the Consultant will, at a minimum:

- Serve as the primary representative of the California avocado industry to entities in Asian markets that have an impact on US exports of avocado.
- Interface with key stakeholders in the market and build relationships for the benefit of the US industry. Examples of key stakeholders include produce importers, distributors, wholesalers, retailers, food service, media outlets, industry associations, government regulators, USDA in-country government officials, and related entities.
- Report on government and industry developments affecting the market for California avocados. Provide regular updates to the US industry regarding these developments.

- Planning and implementing approved trade missions, trade shows, promotional activities, executing communications/publications strategy to stakeholders and media outlets in Asia, promoting California avocados, generally facilitating the export promotion programs, and providing assessments, activities and evaluation reports for UES.
- Marketing counsel, planning and analysis of appropriate advertising and media strategies.
- Conducting trade servicing and promotion, leading, supervising and negotiating the design of trade shows, and organizing trade shows and associated events.
- Develop an implementation strategy that reflects the organization’s mission, the market strategy and constraints, update the market strategy at the end of the year, provide a review of performance based on evaluation results, and proposed updated constraints and activities at the conclusion of the year.

#### 4. Proposal Format and Selection Criteria

The proposal format is open, but is limited to 10 pages, and must be submitted electronically. Evaluation criteria includes, but is not limited to, the following key points.

- Technical qualifications of the proposer including experience with similar projects, and particularly staff experience and qualifications.
- The ability to work effectively with US industry associations.
- The ability to work with governments, associations and trade in Asia.
- Familiarity with US agriculture and commodity market development programs in general, and USDA “Cooperators” specifically.
- Knowledge of the US produce industry.
- Project costs, including breakouts for the following:
  - Hourly rates and approximate number of staff hours for the project.
  - Administrative costs, travel costs, and other miscellaneous costs along with justification for these costs.
  - Third party fees that may be incurred.
- Timeline of project milestones.

#### 5. Response and Submittal Deadline

Questions regarding this request for proposal should be directed to Ken Melban, Vice President of Industry Affairs California Avocado Commission at [kmelban@avocado.org](mailto:kmelban@avocado.org)

The response deadline for this RFP is **April 11, 2025**. Final proposals should be submitted via email to Ken Melban at [kmelban@avocado.org](mailto:kmelban@avocado.org)

The Commission reserves the right to withdraw the RFP. The successful proposal will be awarded a contract from the Commission.

*The Commission requires all contractors do not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. (Not all prohibited bases apply to all programs.). If awarded the contract, the contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin. The contractor will comply with the provisions of Executive Order 11246, as amended, and of the rules, regulations and relevant orders of the U.S. Secretary of Labor.*