

April 25, 2012

REQUEST FOR PROPOSALS

EXPORT MARKET DEVELOPMENT AND TRADE POLICY SERVICES CALIFORNIA CHERRY MARKETING AND RESEARCH BOARD

The California Cherry Marketing and Research Board (CCMRB) is recruiting a firm to serve under contract to provide export market development and trade policy services to the Board for a term to be specified.

The Board was recently established and operates under authority of California state law. The new Marketing and Research Board is funded by assessments paid by all California growers and packers of cherries. This new Board replaces a long-established program that only assessed four varieties of cherries in California. The Board is composed of cherry growers and packers and is seeking a firm to carry out export market development activities and trade policy services under direction of the Executive Director and the Board.

GENERAL RESPONSIBILITIES: The contractor is expected to oversee the development, implementation and management of the CCMRB export market development and trade policy program.

SPECIFIC RESPONSIBILITIES:

- Prepares and submits MAP and or other export grant applications to FAS and or other funding bodies on behalf of the CCRMB.
- Develops and manages an annual work program at the direction of the Executive Director, and is the industry representative as necessary, maintaining cherry grower and packer communications.
- Manages and administers all aspects of the Export Market Development Program.

QUALIFICATIONS: Experience in the management of export and trade policy programs is necessary. A strong working relationship with FAS and other government entities is desired. Excellent communication (both written and verbal) and collaborative skills are required. Organizational planning and supervision experience would be helpful. The ability to take initiative, work with a minimum of guidance, and be adaptable to working with a variety of people and personalities is necessary.

APPLICATION PROCESS: Submit a proposal, statement of qualifications, including all fees and related costs. Submit this information, not later than May 15, 2012, to: CCMRB, 1521 I Street, Sacramento, CA 95814 or via email at chris@agamsi.com.