

July 9, 2018

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Graphic designer contractor
Activity: California Figs Cookbook

CFAB seeks proposals from qualified graphic designer contractors to complete services outlined below. Services to be completed in Fall 2018:

Project Description:

Develop a cookbook using new recipes and photography (separate contractor and budget) featuring California Grown Figs and other California Grown partners. The full-color California Figs Cookbook will include California fig orchard and farmer images and profiles (separate contractor and budget), plus forward by James Beard award-winning chef (separate contract and budget).

Services to include:

- Vibrant and fresh cookbook design following CFAB's brand guidelines
- Layout and chapter recommendations
- Use of CFAB-provided industry (6-10 grower profiles) and recipe images (approx. 25 recipes)
- Multiple rounds of revisions

Services do not include:

- Photography
- Copy writing
- Editing

Qualifications:

- Excellence in graphic design.
- Cookbook design experience.
- Ability to work quickly and efficiently.
- Previous services for commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

Funding:

- \$10,000-\$15,000 USD

Submissions:

Proposals should be submitted electronically along with examples of work to the California Fig Advisory Board: kstockli@californiafigs.com.

Open date for this solicitation is: July 9, 2018 and submissions must be received by CFAB by July 20, 2018. The successful contractor(s) will be notified of selection within five days of the closing date.

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.