

January 1, 2018

Request for Proposal – Contractor Services

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Registered Dietitian (RD)
Activity: Provide California Fig nutrition consulting services on program elements supporting SCBGP grant-funded activities

CFAB seeks proposals from qualified registered dietitian (RD) to serve as nutrition expert and RD spokesperson to tout the many attributes of California Grown Figs. RD is expected to seamlessly deliver California Fig messaging with passion and sincere enthusiasm. Selected RD contractor will work with CFAB marketing staff to orchestrate all aspects of the program including:

- Develop nutrition content for NEW Retail RD Toolkit.
- Review of existing nutrition facts and research for accuracy in message delivery.
- Travel (San Diego, CA) and serve as RD spokesperson at retailer RD conference.
- Use of name and likeness in new California Grown Figs promotional materials, in connection with campaign.
- Use of name and likeness on all CFAB digital properties.

Qualifications:

- Established name with national recognition as nutrition expert.
- Registered dietitian credentials.
- Ability to work quickly and efficiently on-camera.
- Previous spokesperson services for commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

Funding:

- \$5,000-\$7,500 USD

Submissions:

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: January 1, 2018 and submissions must be received by CFAB by January 31, 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.