

August 1, 2019

Request for Proposal – Contractor Services

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Registered Dietician (RD) /Chef for recipe development and spokesperson services
Activity: Create recipes for California Grown Figs and serve as spokesperson to deliver California Grown Figs messaging in national campaign

CFAB seeks proposals from qualified registered dietitian (RD)/chef contractors to create delicious recipes and serve as spokesperson to tout the many attributes of California Grown Figs to national print and broadcast media. RD/Chef is expected to seamlessly deliver California Fig messaging with passion and sincere enthusiasm. Selected RD/chef contractor will work with CFAB marketing staff to orchestrate all aspects of the program including:

- Develop 10 new recipes featuring California Grown Figs. Unlimited usage rights.
- Travel (Smugglers' Notch, VT) and serve as spokesperson at blogger conference.
- Travel (NYC) and serve as spokesperson in Digital Media Tour.
- Travel (Savannah, GA) and serve as spokesperson at media registered dietitians' event.
- Serve as nutrition expert on digital media supplement in conjunction with *Today's Dietitian*.
- 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 culinary 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:

- \$35,000 USD

Submissions:

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: August 1, 2019 and submissions must be received by CFAB by August 30, 2019. 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.