

February 28, 2020

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Chef Contractor
Activity: Implementation of grant-funded activities to drive awareness and demand for California Grown Figs and Fig Ingredients

The California Fig Industry is seeking proposals from qualified partners (consultant or agency) to assist with development and execution of the grant-funded campaign – California Grown Figs FIT the Needs of Product Developers. The goal of the campaign is to raise awareness and drive sales of California grown figs and fig ingredients among food manufacturers, technologists, and chefs who influence the development of thousands of new food products each year.

Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process. Potential consultant or agency should provide budget proposal for executing the following:

TACTIC	DESCRIPTION / TIMING
Culinary Ideation and Innovative Workshop	Chef contractor will be a featured instructor at a Culinary development workshop presenting CA Fig cooking techniques and speaking to the many nutritional and functional benefits of CA Figs. Chef will also be instrumental in the planning of overall content and logistics as well as provide potential names for participation. Immediate – Fall 2020
Digital Media Partnership	As a featured chef/instructor, Chef's name and likeness will be used in the digital campaign. His/her unique culinary tips and expert knowledge on CA Figs will be included throughout and is critical to reaching the overall project goals of raising awareness and driving sales of CA Grown Figs and Fig Ingredients. Jan 2021 – Dec 2021
Ingredient Seminar Workshop	Contractor will present and demonstrate California Fig Ingredient concepts at an additional workshop to 20-25 trade media and food professionals contributing to our overall project goals of raising awareness and driving sales of California Grown Figs and Fig Ingredients. Feb 2021 – Jun 2021

Qualifications:

- Understanding the needs of product developers.
- Teaching/workshop experience.
- Proven track record for delivering results on time and on budget.
- Strong written and oral communications skills.
- Ability to work quickly and efficiently.
- Previous experience with commodity or ag organization.
- Familiarity with CDFA Specialty Crop Block Grant policies and procedures.
- Passion for and familiarity with California Grown Dried Fruit, including Figs and Fig Ingredients.

Funding:

- \$30,000 - \$35,000 USD Estimated (excluding travel and expenses)

Submissions: Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com Open date for this solicitation is: February 28, 2020 and submissions must be received by March 16, 2020. 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.