

February 28, 2020

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Consultant or Agency for Culinary Ideation and Innovation Workshop
Activity: Implementation of grant-funded culinary ideation and innovation workshop 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 Immediate to Fall 2020	Plan and execute a 2 ½ day hands-on educational workshop for up to 24 product manufacturing developers to explore and identify innovative uses and applications for CA Figs in new product concepts. In addition to inspiring top research chefs and product developers, attendees will ideally bring back usage ideas to their respective places of business. The workshop should result in dozens of new concepts featuring CA Figs, which will be packaged in new recipes, photos, videos and brochure to be distributed via digital media partnership, trade shows and one-on-one appointments. Contractor will lead all logistics of the workshop, including securing attendees, providing venue, developing program content, photography and delivery of 18-24 finished product concepts developed at the workshop and recap report. All product concept recipes will constitute greater than 50% specialty crop by weight, exclusive of water as required by CDFA.

Qualifications:

- Expertise in hosting educational workshops for ingredient product developers.
- 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:

- \$40,000 - \$60,000 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.