

February 28, 2020

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Food Technologist  
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	Contractor will work hand-in-hand with selected Culinary Agency team to conduct a 2 ½ day educational workshop for up to 24 product developers to explore and identify uses and applications for CA Figs in new products. Contractor will also serve as one of the featured speakers at the workshop. Immediate – Fall 2020
CA Figs and Fig Ingredients Brochure	Contractor will develop an educational ingredient brochure to package the new product concepts and applications developed at the Workshop for use during and beyond the program activity. In this effort, contractor will edit and finalize all product formulations as well as contribute overall copy and content. Oct 2020 – Dec 2020
Digital Media Partnership	Contractor will work with digital team to develop content from Culinary educational workshop and serve as one of the featured spokesperson in instructional videos as well as consult on overall content and development. Jan 2021 – Dec 2021
Institute of Food Technologists' Food Expo	Contractor will be responsible for preparing materials and serving as culinary spokesperson at the event demonstrating the many functional benefits of CA Grown Figs. Feb 2021 – Jun 2021
Institute of Food Technologists' Supplier Nights	Contractor will be responsible for preparing materials and serving as ingredient culinary/technology spokesperson at six (6) events, demonstrating the many functional benefits of CA Grown Figs. Immediate – Apr 2021
One-on-One Appointments	Contractor will be responsible for preparing and presenting custom presentations and demonstrating uses of CA Figs and Fig Ingredients in product development at 12 appointments. Immediate – Apr 2021

**Qualifications:**

- Understanding the needs of product developers.
- Teaching/workshop experience.
- On-camera 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:**

- \$40,000 - \$50,000 USD Estimated (excluding travel and expenses)

**Submissions:**

Proposals should be submitted electronically to the California Fig Advisory Board:

[kstockli@californiafigs.com](mailto: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.