

February 28, 2020

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Graphic Designer  
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
CA Figs and Fig Ingredients Brochure	The purpose of developing an educational ingredient brochure is to package new product concepts and applications developed at an education workshop for use during and beyond the program activity. In this effort, contractor will package all new assets into a beautifully creative designed educational brochure for print and digital use. Estimated pages is 12-15. Oct 2020 – Dec 2020

### Qualifications:

- Expertise in graphic design.
- 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:

- \$5,000 - \$10,000 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.