

February 28, 2020

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Consultant or Agency for Public Relations Support
Activity: Implementation of grant-funded campaign 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
Program Planning, Contractor Alignment and Reporting	Contractor will work with the Project Manager to secure competitive vendor bids and negotiate contracts with other contractors; create project tasks and timelines to ensure program activity is completed on time; and provide support on program reporting as required by the CDFA. Immediate – Apr 2022
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 ensure deadlines are adhered to and overall process is managed according to grant policies and procedures. 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 manage all aspects, including coordinating and working with the designer to provide all content for design. Oct 2020 – Dec 2020
Digital Media Partnership	Contractor will work with digital team to develop content from Culinary educational workshop and provide logistical support and coordination to ensure consistent messaging of CA Figs. Jan 2020 – Dec 2021
IFT Food Expo and Ingredient Seminar Workshop	Contractor will be responsible for all National IFT Food Expo and Ingredient Seminar logistics, including coordinating participation details, attending and report follow-up. Feb 2021 – Jun 2021
Institute of Food Technologists' Supplier Nights	Contractor will be responsible for all logistics, including coordinating participation details for six (6) events, attending and report follow-up. Feb 2020 – Apr 2021
One-on-One Appointments	Contractor will be responsible for scheduling with Culinary / Technology partner 12 appointments, handle logistics and all project related reporting. Immediate – Apr 2021

TACTIC	DESCRIPTION / TIMING
Surveys and Reporting	Contractor will conduct pre- and post-program surveys among existing CFAB contacts and work with Culinary Agency to ensure pre- and post-program surveys are conducted as part of both workshop and digital programs, and work with program manager on program progress and final reports. Immediate – Apr 2022

Qualifications:

- 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:

- \$75,000 - \$108,000 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.