



January 14, 2021

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Nutrition facts analysis and research review  
Activity: Implementation of grant-funded campaign to drive awareness and demand for California Grown Figs

The California Fig Industry is seeking proposals from qualified partners (consultant or university) to conduct a California Figs nutrition facts analysis and research review in conjunction with the grant-funded campaign – Substantiating and Communicating "The California Grown Fig Nutrition Story." Selected consultant or university will work closely with the California Fig Advisory Board staff and management on overall process.

Contractor will provide a statement of qualifications, a detailed proposal of implementation and strategies with proposed cost per line item for the following:

- Nutrition Facts Analysis
  - The purpose of the Nutrition Facts Analysis is to ensure CA Fig nutrition information is up to date in order to deliver accurate information to consumers and influencers.
  - Analysis should be conducted on both CA Fresh and Dried figs. Composites from sourced products should be prepared and analyzed for nutrient and phytochemical composition.
  - Content will be used for labeling and other science-based messaging. Summary tables of results should be constructed as well.
  - Data should be compared broadly with other published research on figs to understand variance and to gain insight and identify gaps in knowledge for follow up.
- Nutrition Research Review
  - The purpose of the Nutrition Research Review is to find and compile all existing fig nutrition research into one document to be able to extract and communicate the many nutritional benefits of CA Figs with references to sound science.
  - Contractor should also identify areas of potential research to further establish this specialty crop as an important nutrition source as consumers continue to make health and wellness a lifestyle priority.

### Qualifications:

- Success in the areas of nutrition facts analysis and nutrition research.
- Proven track record for delivering results on time and on budget.
- Previous experience with commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

**Timing:**

- Jan 2021 – Dec 2021

**Funding:**

- \$85,000 -135,000 USD (includes fees 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: January 14, 2021 and submissions must be received by CFAB by January 29, 2021. 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.