

January 31, 2024

Request for Proposal

Organization: CuliNEX on behalf of the [California Fig Advisory Board](#) (CFAB)
Solicitation: Professional Baker
Activity: Recipe Development and Ambassador Services

The California Fig Industry is seeking proposals from professional bakers to develop recipe formulas and serves as an ambassador for the grant-funded campaign – “Figs + Flour: A California Grown Fig Education Campaign Targeting Artisan Bakers.” Selected bakers will work with the CuliNEX consultant team on behalf of the CFAB on overall project.

Scope of Work:

The “Figs + Flour: A California Grown Fig Education Campaign Targeting Artisan Bakers” campaign will demonstrate how California Figs meet the needs of product developers, specifically in the artisan bakery sector. California Figs and Fig Ingredients are a natural sweetener and provide functional benefits such as uniform browning, moisture, and premium piece identity. Funding is provided through the CDFA’s Specialty Crop Block Grant Program.

Specifically, baker will:

- Participate in California Fig Ingredient immersion presentation (virtual)
- Receive California Fig Ingredient sample kit, including Whole, Diced, Paste, E-Diced, Powder and Juice Concentrate
- Provide 5 concepts featuring California Fig Ingredients in new and innovative ways (concepts to include all the ingredients listed above at least once)
- Develop and deliver 3-5 final recipes
- Allow use of name and likeness in promotional materials related to recipes and campaign, including brochure, website, social media and paid digital media campaign (all materials to be approved before distribution)
- Consider additional spokesperson opportunities (additional fees to be negotiated as opportunities are presented and considered) such as events, conferences and/or one-on-one appointments with manufacturing companies

Upon contract, detailed information will be provided, including California Fig industry overview, product specifications, and industrial usage tips and ideas for inspiration. In the meantime, please visit www.CaliforniaFigs.com/resources/product-developers.

Timing:

- February 2024 – May 2024 (please contact CuliNEX if timing is an issue)

Submissions:

Interested baker candidates should provide a detailed budget to manage and execute scope of work outlined above. Proposals should be submitted electronically to the CuliNEX at (kristen@culinex.biz, nicholas@culinex.biz, rosa@culinex.biz). Open date for this solicitation is: January 31, 2024 and submissions must be received by February 19, 2024.

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.