

June 24, 2024

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Recipe Testing + Photography
Activity: Professional baking (trade) recipe testing + photography

The California Fig Industry is seeking proposals from recipe testers + photographers for the grant-funded campaign – “Figs + Flour: A California Grown Fig Education Campaign Targeting Artisan Bakers.” Selected contractor(s) will work closely with the CFAB marketing team on project.

Project Background:

The “Figs + Flour” 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.

Scope of Work:

- Test 27 professional baking (trade) recipes and edit all recipes as final for promotion
- Food styling and photography for 27 professional baking (trade) recipes – flat rate for project requested (CA Fig Ingredients – Whole, Diced, Paste, E-Diced, Powder and Juice Concentrate – to be provided by CFAB; all other expenses including ingredients and props to be accounted for in proposal)
- Vertical and horizontal images for each recipe to be provided
- Low and high-res image options to be provided
- Unlimited usage rights to CFAB

Qualifications:

- Professional baking expertise.
- Professional recipe testing and editing experience.
- Food photography credentials.
- Previous services for commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

Timing:

- July - August 2024

Budget:

- \$30,000 - \$35,000

Submissions:

Interested candidates should provide a detailed budget and qualifications to manage and execute scope of work outlined above. Proposals should be submitted electronically to the CFAB at kstockli@californiafigs.com. Open date for this solicitation is: June 24, 2024 and submissions must be received no later than July 5, 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.