



Request for Proposals

Application Deadline: June 17, 2022

California Cattle Council
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Sacramento, CA 95814
916-444-2697
www.calcattlecouncil.org

Executive Summary

The California Cattle Council (Council) is seeking proposals from local or regional agricultural associations, researchers and individuals to conduct projects that are in line with the Council's strategic priorities but benefit beef and dairy cattle producers at a local level. Issues addressed should seek to promote live cattle production or provide solutions to policy challenges that impact ranching or dairy farming in California. A list of project examples has been included for prospective applicants.

California Cattle Council

The Council was established in law pursuant to the passage of SB 965 (McGuire, 2018). On April 5, 2019, the Secretary of Food & Agriculture (Secretary) certified the formation of the Council following a favorable vote of California's beef and dairy producers. On November 9, 2019, the Council initiated a \$1.00 assessment on the sale of beef and dairy cattle (limited exceptions apply) collected at change of ownership. The Council is governed by a board of 21 members and 21 alternates appointed by the Secretary and representing the range, cattle feeder, dairy and processing sectors of the industry. The board also includes one member of the public with no affiliation with the California cattle industry and a public alternate appointed by the Secretary.

Generally speaking, the Council was formed to promote the interests of California cattle producers through the execution of projects that directly advocate the social, economic and environmental benefits of California's ranchers, dairy farmers and beef producers with policy makers and influencers, consumers and the general public. Issue areas that fall under the jurisdiction of the Council include but are not limited to the environmental impact of animal agriculture, animal health and welfare, improving the regulatory climate and assisting producers with compliance, food safety and other priority issues that are of critical importance to California cattle producers.

In May of 2020, the Council adopted a Strategic Plan that establishes the mission, purpose and vision of the Council along with establishing specific strategic priorities the Council will seek to accomplish over the next five years. Projects funded by the Council will seek to achieve the Council's strategic priorities and be appropriately measured to determine success. The Strategic Plan also recognizes the Council's commitment to reduce overhead and maximize collections for the purpose of funding projects. As such, the Council seeks to partner with other organizations, individuals, firms, etc. to conduct work on the Council's behalf to leverage the resources of existing organizations and amplify the reach of the Council's funds.

Mission

Advocating for and enhancing the California cattle community by addressing challenges and opportunities that have the greatest impact, with consideration for the needs of each industry segment.

Purpose

Nourishing people and communities while caring for cattle and the environment.

Vision

Californians value beef and dairy as beneficial and essential parts of the Golden State.

Strategic Priorities

Advocacy, Outreach & Engagement: Serve as an advocate for the cattle community to decision makers, including elected officials and their staff, government agencies and other influencers while engaging Californians and the cattle community.

Implement educational activities focused on changing the perceptions of the cattle community related to the industry's environmental impact.

Research: Support research that helps advocate on behalf of the cattle community as it relates to the environment, animal welfare, food safety and other contemporary issues.

Implement research projects that have the ability to be put to use when communicating with decision makers and the public regarding environmental, resource or other production related issues impacting California cattle production.

Explanation of Project Deliverables & Timeline

Proposals must provide a schedule for the project's implementation, work performed and the submission of relevant deliverables. Unless otherwise stated by the Council, all deliverables should first be submitted to the Executive Director for final approval before being released. All deliverables, campaign materials and public outreach materials must include the Council's logo and recognition that the project was funded wholly or in part by the Council.

Budget & Budget Narrative

The total budget may not exceed \$10,000. Multi-year projects will be considered so long as the total budget does not exceed \$10,000. The total budget for all projects awarded under this proposal is \$100,000.

Each proposal must include a budget that provides a detailed analysis of expected costs for each budget category. Budget categories may include but are not limited to: project staff, fringe benefits (if included), travel, media and marketing expenses, supplies, costs associated with the rental of equipment or venues, publication costs, consultants and subcontracts and other direct costs. For projects seeking to pay staff, the budget must include the proposed hourly rate along with the number of hours each individual is expected to work. A budget narrative must accompany a budget spreadsheet in order to describe the justification for each expense category. The applicant agrees to provide all deliverables pursuant to the stated timeline within the parameters of the proposed budget. The Council is not required to reimburse the applicant for expenses that exceed a proposed budget category without written consent first granted by the Council Executive Director.

The Council prohibits the applicant from purchasing equipment, computers, projects, sound equipment, etc. without prior written approval from the Executive Director.

Mandatory RFP Requirements

- Proposals must clearly state the objective of the project and the problem/issue to be addressed.
- Proposals must clearly state which Council strategic priority the project aligns with.
- Proposals must demonstrate how the applicant intends to measure the project's success. Metrics to measure the success of the project must be fully outlined in the proposal.
- Proposals must outline what specific steps the applicant will take to recognize and endorse the involvement of the Council in project outreach efforts.
- Projects must contain detailed information on how the applicant intends to disseminate project information and results to impacted stakeholders including California cattle producers.

Project Examples

A list of projects that are likely to be considered under this RFP has been provided below solely to provide additional context and information to applicants.

- Ranch tours for local legislative, Board of Supervisors, agency or elected officials, etc.

- Ad placements on local billboards along highly traveled routes
- Conducting workshops benefiting local cattle producers
- Production of materials, fact sheets or other informational items that can be distributed at public events.
- Research projects that provide new, pertinent or important information regarding a challenge faced by the cattle industry that aligns with the Advocacy, Outreach and Engagement strategic priority.
- Specific regulatory assistance, technical compliance or project assistance programs that provide a direct benefit to cattle producers. Proposals should demonstrate that there is a need for the assistance outlined in the proposal and producers will utilize the services offered.

Matching Funds

Projects that propose matching funds (cash match) or in-kind contributions are appreciated and may be given priority for selection by the review panel. The cash value of an in-kind contribution should be properly accounted for in the budget and budget narrative to demonstrate the value offered by the applicant.

Confidentiality

The Council is a quasi-governmental agency and is committed to transparency. Information submitted to the Council including completed proposals may be released publicly upon request. Information that may identify a specific cattle producer including personal and business information will be held confidential by the Council and its agents.

Submission & Program Contacts

Submit your proposal electronically to Justin Oldfield at: justin@calcattlecouncil.org no later than 5:00pm June 17, 2022. Upon submission, applicants will be provided further information regarding the proposal review process and a timeline relative to the announcement of awards.

For additional information regarding this RFP or the Council, please contact Justin Oldfield, Executive Director, at 916-444-2697 or justin@calcattlecouncil.org.