



## **Request for Proposals**

***Projects to Support Local Industry Priorities***

**Application Deadline:  
January 12, 2024  
5:00pm PST**

California Cattle Council  
1111 16<sup>th</sup> Street  
Sacramento, CA 95814  
916-444-2697  
[www.calcattlecouncil.org](http://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.

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**

Educate stakeholders, including elected officials, government agencies or their staff while also engaging Californians at large. For example, implement educational outreach activities focused on changing the perceptions of the cattle industry related to the industry's environmental impact and benefits associated with cattle grazing (fire, wildlife habitat, water, views, etc.) or the cattle industry's benefit to local economies.

### Research

Support research that helps educate the benefits of the cattle industry as it relates to the environment, animal welfare, food safety and other contemporary issues. For example, research projects should enable the Council to highlight the benefits of the California cattle industry when communicating with stakeholders or the public at large as part of the Council's future public affairs efforts.

## **Explanation of Project Deliverables & Timeline**

Proposals must provide a schedule for the project's implementation, work performed and the submission of relevant deliverables. All deliverables, campaign materials, public outreach materials, presentations or general talking points must first be submitted to the Executive Director for final approval before being publicly 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 \$15,000. Multi-year projects will be considered so long as the total budget does not exceed \$15,000. The total budget set by the Council 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. 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 or other capitol equipment to be retained by the applicant at the conclusion of the project without prior written approval from the Executive Director.

Projects that can effectively describe the use of 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.

## **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 to members of the cattle community.
- Projects must contain detailed information on how the applicant intends to disseminate project information and results to impacted stakeholders including California cattle producers.
- Pursuant to the Council's administrative policies, funds must not be used to pay for overhead or other indirect costs unrelated to the proposed project.

## Past Project Awards & Examples

A brief description of projects that have been awarded in the past under this RFP have been provided below solely to provide additional context and information to applicants.

- Ranch tours for local stakeholders to include Board of Supervisors, agency officials, and local elected officials etc.
- The distribution of educational and outreach materials to tourists and other members of the public in a convenient and accessible public location.
- Educational workshops hosted by local cattlemen and women educating local cattle producers on timely and important issues related to the productively, sustainability and profitability of their operations.
- Research projects that provide new, pertinent or important information regarding a challenge faced by the cattle industry in the public domain.
- Specific regulatory assistance, technical compliance or project assistance programs that provide a direct benefit to cattle producers. Proposals along this line should demonstrate that there is a need for the assistance outlined in the proposal, the effort is not duplicative of existing Council or other industry related efforts and producers will utilize the services offered.

## Confidentiality

The Council is a quasi-governmental agency and is committed to transparency. Please note, information submitted to the Council including completed proposals must 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 pursuant to the California Cattle Council Law.

## Lobbying & Government Affairs

The Council is overseen by the California Department of Food & Agriculture (CDFA) and its work is subject to the provisions of the California Cattle Council Law. As such, the Council is prohibited from lobbying or financially supporting government affairs efforts for the purpose of influencing a specific legislative or regulatory issue. That said, the Council is specifically authorized to fund projects that engage elected or agency stakeholders so long as the information being shared is educational in nature. All project materials, deliverables, talking points, etc. may also be subject to review by CDFA prior to publication or release. For further questions regarding the Council's ability to fund projects in this space, please contact Justin Oldfield at [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org).

## Submission & Program Contacts

Submit your proposal electronically to Justin Oldfield at: [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org) no later than 5:00pm January 12, 2024. 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](mailto:justin@calcattlecouncil.org). Email is preferred.