



## 2013 Alaska Grown Chef at the Market

### Request for Proposals ~ Application Deadline

**EXTENDED June 19, 2013**

#### To Interested Chefs and Culinary Artists:

The Division of Agriculture (Division) is seeking proposals for the 2013 *Chef at the Market* program. *Chef at the Market* has two primary goals:

1. Bring attention and additional customers to Alaskan farmers markets to sell more produce, and
2. Teach consumers how to cook and prepare Alaska Grown specialty crops.

The Division intends to award multiple contracts as a result of this announcement. The Chef will be responsible for:

1. Conducting event/s as outlined;
2. Setting a defined schedule for event/s;
3. Utilizing only specialty crops available at the market that day (15 points);
4. Coordinating all necessary supplies, permits and display equipment (5 points);
5. Promoting the event and soliciting media coverage through sources such as Facebook, Twitter, websites, etc (20 points). The Division will be sending out a list of all the chefs/markets/dates/times;
6. Documenting approximate number of people outreached;
7. Using simple cooking techniques and recipes that are easy for the general public to re-create;
8. Submitting a brief project report including digital photos upon completion of the event by an online reporting program.

Interested individuals should submit a proposal including the following:

1. Application *must* be typed;
2. Each project must have a title page that includes your title and **contact information**;
3. Please make sure the proposal is no more than 4 pages. (10 total points= Does it have the main contacts' info?(2pts) Summary of what they want to do?(1pt) Budget?(2pts) Market dates?(2pts) Times?(1pt) LOS?(1pt) Declaration Page?(1pt)). **The title page does not count**;

4. A letter of support from the market manager(s) that includes emphasis on the market manager's willingness to provide evaluations (25 points);
5. If applicable, a letter of support from the restaurant where the Chef is currently employed;
6. A budget sheet (15 points), using the example below;
7. A calendar indicating the markets to be attended, the dates and times (10 points); and
8. A signed copy of the Specialty Crop Declaration (Must include Declaration- no points given, if not attached, proposal will not be reviewed).

**Total of 100 points**

Chefs are encouraged to apply to attend multiple markets in different locations as well as develop unique and creative events. **Please submit your proposal via mail or e-mail no later than WEDNESDAY, June 19, 2013. If you have questions please contact Kristi Krueger at [kristi.krueger@alaska.gov](mailto:kristi.krueger@alaska.gov) or 907-761-3858.**

## Funding

**Funds will be distributed as follows:**

**1-4 hours demonstration= \$250**

**5+ hour demonstration= \$500**

**Applicants need to complete the following budget spreadsheet.**

Market	Event Day	1-4 hour	5+ hour	Funds Requested
EX: Spenard Farmers Market	July 13		X	\$500
EX: South Anchorage Wednesday Market	July 17	X		\$250
			<b>Total Request</b>	<b>\$750</b>

## Specialty Crop Declaration

A statement must be signed by each chef as a declaration of understanding that the grant money will be used to SOLELY benefit specialty crops. A specialty crop is defined as any produce grown in Alaska including honey and birch syrup. A non-specialty crop is defined as all meat originating from livestock and poultry, eggs, dairy, jams, jellies, sauces, barley flour and seafood.

Examples of recipes using specialty crops that are acceptable:

- Any recipe whose main ingredient is a specialty crop, including side dishes.
- A recipe that uses specialty crops to top breads or pizzas, where the specialty crop is still the main focus.

Examples of recipes using specialty crops that are not acceptable:

- Any meat or seafood dish that uses specialty crops where the specialty crop is not the main ingredient.
- Any recipe where the specialty crop is only used as a garnish.

I, \_\_\_\_\_, agree to use the funding from the Chef at the Market grant to solely benefit specialty crops.

I intend to utilize non-specialty crops in my recipes. Yes  No  If yes, I have secured matching funds totaling \$\_\_\_\_\_ from \_\_\_\_\_.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

To qualify for a Chef at the Market grant, this declaration of understanding must accompany your proposal.