



THE STATE
of **ALASKA**
GOVERNOR SEAN PARNELL

Department of Natural Resources

DIVISION OF AGRICULTURE
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2014 Summer Alaska Grown Chef at the Market

Request for Proposals ~

Application Deadline **Extended to May 14, 2014**

To Interested Chefs and Culinary Artists:

The Division of Agriculture (Division) is seeking proposals for the 2014 Summer *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;
4. Coordinating all necessary supplies, permits and display equipment;
5. Promoting the event and soliciting media coverage through sources such as Facebook, Twitter, websites, etc. 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. **The title page does not count**;
4. If applicable, a letter of support from the restaurant where the Chef is currently employed;
5. A budget sheet, using the example provided;
6. A calendar indicating the markets to be attended, the dates and times;

7. A signed copy of the Specialty Crop Declaration; and
8. **The signed letter of support from the market manager(s) – Form Provided - Without this document, the application is incomplete and will not be accepted.**

Chefs are encouraged to apply to attend multiple markets in different locations as well as develop unique and creative events. The 2014 CATM season will run until September 30, 2014. **Please submit your proposal via mail or e-mail no later than Wednesday May 14, 2014. If you have questions please contact Jacquelyn Schade at Jacquelyn.Schade@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
			Total Request	\$750

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.

Yes ☐ No ☐ If yes, I intend to utilize non-specialty crops in my recipes, but 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.

**Summer 2014 Chef at the Market
Farmers Market Manager Letter of Support**

I _____ as the Farmers Market Manager for _____ Market agree to support Chef _____ to do Chef at the Market Demonstrations summer 2014 at the above market.

I will provide an evaluation of the chef for the Chef's Final Report. (An evaluation sheet will be provided by the Division of Agriculture.)

As the Farmers Market Manager, I agree to provide Market Sales information from Market Vendors to the Division of Agriculture for the Chef's Final Report. This information is used to prove that chef demonstrations increase sales during demonstration days. (The vendor information can be anonymous.) **Please Initial Here:** _____

The chef and I have agreed upon the following day(s) for CATM demonstration(s):

Additional agreements between the Chef and the Market (Optional):

Sign
Farmers Market Manager

Date

