



## 2015 Summer Alaska Grown Chef at the Market

### Request for Proposals

# Application Deadline **Extended: Due April 17, 2015**

#### To Interested Chefs and Culinary Artists:

The Division of Agriculture (Division) is seeking proposals for the 2015 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 purchase more produce, and
2. Teach consumers how to cook and prepare Alaska Grown specialty crops.
  - a. Specialty Crops include fruits, vegetables, herbs, syrup, and honey.

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. Make sure the proposal is no more than four 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. A 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 2015 CATM season will run until September 30, 2015. **Please submit your proposal via mail or e-mail no later than Friday April 17, 2015. If you have questions please contact Jacquelyn Schade at [Jacquelyn.Schade@alaska.gov](mailto: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 create the following budget spreadsheet.

Market	Event Day	1-4 hour	5+ hour	Funds Requested
EX: Homer Farmers Market	July 13		X	\$500
EX: South Anchorage Wednesday Market	May 4	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. Specialty Crop items include fruit, vegetables, honey, and 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 understand that I **cannot** use or feature non-specialty crop items for Chef at the Market demonstrations.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

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



**Summer 2015 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 2015 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 and an example sheet for collecting sales information will be provided by the Division of Agriculture. **Please Initial Here:** \_\_\_\_\_

I agree to promote Chef at the Market demonstrations at the Farmers Market through the following methods:

Ex. Promote on Facebook page \_\_\_\_\_  
\_\_\_\_\_

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

## Vendor Market Sales 2015

Farmers Market Managers: Below is an example sheet for collecting information from vendors. Create your own version and hand out to various market vendors at the beginning of the season and ask them to keep track of their sales information. This can be anonymous and we don't have to have exact sales numbers. We would appreciate actual sales numbers if vendors are willing to share that information. Please keep track of weather on market days and general attendance numbers. This has been given as a potential explanation for why Chef at the Market (CATM) days have yielded smaller sales vs non-CATM days.

### Example Sheet

Thank you for participating in the **YOUR MARKET NAME**. This season we will be hosting Chef at the Market demonstrations. These are cooking demonstrations that feature Alaska Grown specialty crops. Specialty crops include vegetables, fruits, honey, and syrup. If you sell any of these items, please take the time to keep track of your sales information this season. For the Chef at the Market grant, we need to track if Chef at the Market demonstrations impacts your sales. If you are comfortable giving actual sales amounts, please fill out the amount of sales and whether that is above average, average, or below average for your normal market sales. If you are not comfortable giving actual sales, please just fill out if your sales were above average, average, or below average for your normal market sales. This information is anonymous, we do not need your farm name. Let us know if you enjoy the Chef at the Market demonstrations and how you think we can improve the program.

What do you sell:

**NAME OF MARKET**

Date	Amount of Sales (\$)	Above Average, Average, or Below Average
05/09/2015	\$100	Average
05/16/2015*	\$150	Above Average
05/23/2015	\$50	Below Average

\*Indicates dates for scheduled Chef at the Market Events

Comments: