

# THE CALIFORNIA CATTLE COUNCIL

## Request for Proposals – Project Funding Opportunity

The California Cattle Council (Council) is seeking proposals for the full or partial funding of short term “shovel ready” projects that are ongoing or ready to begin and can be initiated during the first quarter of 2020.

### Background Information

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 20 producer members appointed by the Secretary and representing the range, cattle feeder, dairy and processing sectors of the industry. In addition, a public member and alternate nominated by the Council and approved by the Secretary are also members of the board.

The Council was formed to promote the interests of California cattle producers through the execution of education, research and advocacy efforts directly related to beef and dairy cattle production. Other organizations currently exist to promote the consumption of beef and dairy products. In turn, the Council seeks to target environmental, animal health and welfare, regulatory matters and other issues that are of critical importance to California cattle producers. The Council is in the process of developing and adopting a strategic plan that will help guide funding decisions for long term projects and initiatives. Annual revenues are expected to exceed \$3 million and the majority of the funds collected in 2019 and 2020 will be spent to advance the mission of the Council as defined by the strategic plan.

To demonstrate the Council is active and seeking to promote the interests of California cattle producers immediately, the board will be entertaining proposals for funding short term “shovel ready” projects that are ongoing or ready to begin and can be initiated during the first quarter of 2020. The amount of money set aside by the board for this purpose will be limited and a specific dollar amount will be determined at the next board meeting tentatively scheduled for January 13, 2020.

### Scope of Work to be Performed

In order to facilitate the immediate support of California cattle producers, the Council is requesting interested parties to apply for funding to implement projects, research, educational or advocacy initiatives that can be conducted and completed during the first quarter of 2020. Although no limit will be placed on a specific funding request, applicants should recognize this RFP is not intended to fulfill funding requirements for long-term comprehensive research projects, public relations or educational campaigns. Although a specific date has yet to be determined, the Council is working to schedule a meeting in the Spring of 2020 to finalize a strategic plan, refine the Council's mission and identify key funding priorities. Projects not selected for funding under this RFP may be asked to apply again following the development of a strategic plan and the adoption of a formal budget next year. Proposals that provide a financial match or cost share by the applicant along with trials that may result in further work being funded by the Council in the future are welcome.

### Minimum RFP Requirements

- Proposals should highlight the role the project will have in promoting, defending or enhancing California cattle production

- Proposals should clearly state the objective of the project and how the applicant intends to demonstrate the project's success
- Proposals should outline what specific steps the applicant will take to recognize and endorse the involvement of the Council in project outreach efforts
- Proposals should provide a schedule for the project's implementation, work performed and the submission of relevant deliverables
- Proposals should provide a detailed budget that accurately categorizes project expenses
- Proposals should be limited to one page
- Projects should be prepared to commence immediately, and at the very least scheduled to be initiated the first quarter of 2020
- Applicants should be available and prepared to answer questions regarding their proposal prior to January 13, 2020.

## **Submission**

Submit your proposal electronically to Justin Oldfield at: [justin@calcattlecouncil.org](mailto:justin@calcattlecouncil.org). All Proposals are due by **5:00 PM on January 7, 2020**. Project applicants will be notified of the funding status of their proposal no later than January 29, 2019, but most likely earlier.

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).