

F O O D W O R K S

Local, sustainable food systems development for Southern Illinois

P.O. Box 3855, Carbondale, Illinois 62902 (618)370-3287 www.eatsouthernillinois.org

Request for Proposals-Photography

July 22, 2016

RE: Farm Images

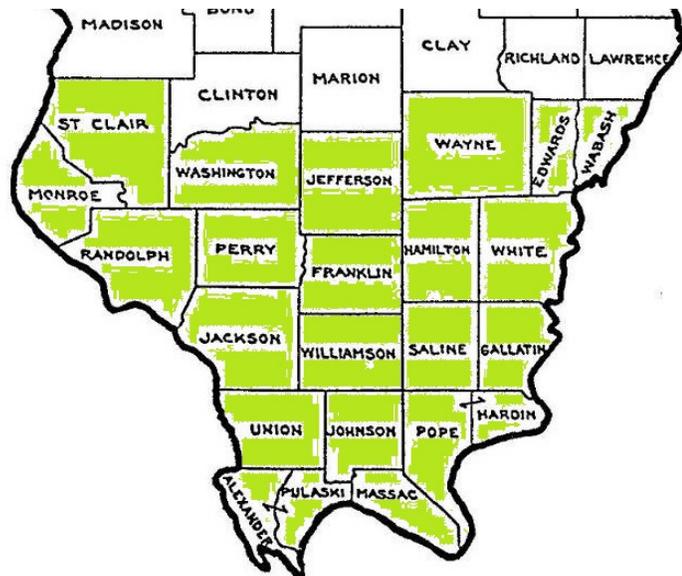
Dear Photographers:

Food Works is seeking some images of Southern Illinois sustainable farms to use in our communications. We need your help.

We are focused on small, diversified farms. Farms that grow fruit, vegetables, wine grapes, and livestock on pasture (not in buildings or confinement or feedlots). Southern Illinois has many of these growers – you can find many of them at local farmers markets. Many are members of our Southern Illinois Farming Alliance. Some farmers sell directly off farm (common for orchards, berry patches, dairies, and livestock). In any case, images help us tell their stories. We want photos of farmers from the 23 counties in southernmost Illinois. See following.

We are looking for 30-50 high quality, positive, and beautiful farm images with a variety of subject matter from these categories:

1. Farmers (showing the diversity of gender, color, and age of today's small farmers)
2. Farm Families (ideally, interacting with farm goods)
3. Farmers at Markets
4. Farm Fields/Orchards
5. Livestock (cattle, pigs, sheep, goats, rabbits etc. NO HORSES*)
6. Poultry (chickens, ducks, geese, turkey, Guinea fowl, etc.)
7. Farm Products (eggs, meat, produce)
8. Value-Added Farm Products (jams, jellies, pickles, baked goods, pies, jerky, etc.)
9. Farm Markets & Farm Stands



We will use these in communications of all kinds so we will be sensitive to what is in the background. Sometimes we need close ups; other times scenic landscapes. In any case, we need print-quality images that we can scale down for the internet. We'd like the images electronically- ideally in the cloud. Every image must be saved in a way that identifies the date and the subject matter. Because we are all about farmers, we want to try and identify every farm associated with an image.

Sample File Name: 2016-Eggplant-AllSeasonsFarm.jpg

**unless the horses are being used in farm work to pull equipment because the IRS does not considers horses farm animals.*

Logistics: We would like you to accompany Field Works staff to visit farms during the 2016 Farm Crawl sponsored by the Neighborhood Coop Grocery in Carbondale, IL, Sept. 17 & 18th because we know that farmers will have their operations looking their best for this event.

Rights: We will also require all rights to the images and will credit the photographer.

Permissions: We will require a photo release from all human subjects and all farms, except for images captured from the road. We have samples of those.

Deadlines: We must have all images in our possession by Sept. 25th, 2016

To Bid on This Project

1. Please submit or share a sample of your work. kathleen@eatsouthernillinois.org
2. Please answers the following questions:
 - a) Why is this a job for you?
 - b) What is your relationship with the region's farm community?
 - c) Do you have adequate transportation to visit farm sites?
 - d) What are the images you'll capture that will serve Food Works best?
 - e) Can you submit images on line (cloud) or on a USB drive?
 - f) How much will you charge in total? (include mileage etc.)
3. Send your bid and samples of your work by July 31 to: kathleen@eatsouthernillinois.org, or mail to P.O. Box 3855, Carbondale, IL 62902, or arrange for an in-person meeting.