



Request for Proposal (RFP)

CA GROWN Request for Proposal – Membership & Business Development Director

Background

CA GROWN is an association of Golden State Farmers and Ranchers who, along with commodity boards and commissions, are working hard to grow appreciation and demand for CA GROWN products.

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

Agricultural Council of California
California Apple Commission
California Asparagus Commission
California Association of Nurseries and Garden Centers
California Blueberry Commission
California Cattlemen's Association
California Certified Organic Farmers
California Cherry Board
California Cling Peach Board
California Cut Flower Commission
California Dried Plum Board
California Farm Bureau Federation
California Fig Advisory Board
California Milk Advisory Board
California Olive Committee
California Olive Oil Council
California Pear Advisory Board
California Poultry Federation
California Sheep Commission
California Sweetpotato Council
California Wheat Commission
California Wine Institute
Certified Farmers' Markets of Sacramento
Kiwifruit Administrative Committee
California Leafy Greens Marketing Agreement



Purpose of this RFP

CA GROWN seeks a contractor to conduct stakeholder outreach and develop partnerships with media outlets, retailers, and foodservice to participate in promotions and event activations. Duties include engagement with specialty crop stakeholders through ongoing meetings and engagement with partners, media outlets, retailers, and foodservice.

CA GROWN Partnerships

CA GROWN has strong partnerships with the Visit CA, the California Grocers Association, Disney and several key retailers. The selected contractor will maintain communications and engagement with these partners to identify promotional partnership opportunities and event activations where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

Strategic Objectives

The objective is to maximize stakeholder participation in CA GROWN marketing and promotion programs. The selected contractor will maintain and develop promotional opportunities and partnerships.

Timelines, Budget and Proposal Submission Details

Written proposals are due by February 22, 2019. Proposal review and contractor selection will take place the week of February 25, 2019.

Scope of Work:

- Partner with the CA GROWN management team to develop and execute a stakeholder outreach strategy to ensure broad based inclusion of relevant agricultural promotion organizations and producers. Outreach can be conducted through formal presentations to boards of directors and/or organization management teams, email and telephone communications and event participation.
- Maintain communications and engagement with current CA GROWN partners to identify promotional opportunities and execute planned activities. Duties include outreach efforts via electronic communications and in-person meetings, event attendance and formal presentations, new opportunity development, etc.

Requirements:

- The selected contractor will have:
- Business development, event activation experience, agency management, brand management, marketing, sales and negotiation experience
- Ability to effectively outline ideas and plans in a written and verbal format for Board of Directors and stakeholders
- Experience in non-profit membership development and California agriculture, a plus

NOTE: For interested contractors the CA GROWN management team can be available prior to proposal submissions for a conference call briefing.

Contract Term

The term of the awarded contract is 1 year (Calendar year 2019).



Budget

The budget is \$48,000+, which must include all program expenses and retainers. It's important to note that these funds come predominantly from a program administered by the California Department of Food and Agriculture under the heading of Specialty Crop Block Grant Program.

These funds are awarded on an annual basis and come with a required list of accounting and administrative expectations as well as creative and program mandates that will involve support from the agency chosen for this business. Please see the links below for more information on the SCBG program.

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2018_Grant_Management_Procedure_Manual.pdf

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/USDA_AdditionalGuidance.pdf

Please direct questions to Nick Matteis – Executive Director of CA GROWN - nick@agamsi.com

Please e-mail your proposals to Nick Matteis nick@agamsi.com.