



## Request for Proposal (RFP)

CA GROWN Request for Proposal – Blog Manager

### Background

CA GROWN (also legally known as the Buy California Marketing Agreement) is a membership-based, consumer-focused marketing association with the expressed purpose of building awareness and sales of California Grown agricultural products and appreciation for the people that produce them.

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

- American Pistachio Growers
- California Apple Commission
- California Avocado Commission
- California Blueberry Commission
- California Cantaloupe Advisory Board
- California Certified Organic Farmers
- California Cherry Board
- California Cling Peach Board
- California Cut Flower Commission
- California Farm Bureau Federation
- California Fig Advisory Board
- California Fresh Fig Growers Association
- California Milk Advisory Board
- California Olive Committee
- California Olive Oil Council
- California Pear Advisory Board
- California Poultry Federation
- California Prune Board
- California State Beekeepers Association
- California Sweetpotato Council
- California Table Grape Commission
- California Wild Rice Advisory Board
- Kiwifruit Administrative Committee
- Olive Oil Commission of California
- Plant California Alliance
- Wine Institute



### Purpose of this RFP

CA GROWN seeks a contractor to be the CA GROWN Blog Manager. The selected contractor will create and curate current and relevant recipe, culinary & “Do it Yourself” blog content for the CA GROWN blog to be distributed on CA GROWN, website, social channels and in CA GROWN’s weekly consumer newsletter.

The source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the California Department of Food and Agriculture (CDFA). The Blog Manager will be selected to implement the 2021 social-digital media campaign as outlined in the most recent Specialty Crop Block Grant.

### CA GROWN Partnerships

CA GROWN has strong partnerships with the Visit CA, the California Grocers Association, Disney and several key retailers. The content created will ideally have application as shared-content on these partners’ media channels or through promotional events where it is mutually beneficial and fits the creative/promotional objectives of relevant partners. When working with partners, the selected contractor may be requested to coordinate or generate content or conduct demonstrations to promote the use of California specialty crop ingredients.

### Strategic Objectives

The objective is to create a community of California agriculture fans through the creation of compelling blog content and optimization of existing content that promotes California specialty crops (all featured ingredients/supplies will include 50% or more California specialty crops).

The selected contractor will create content for target audiences including: Californians, travel and experience enthusiasts, food and “locally grown” food fans, avid gardeners and “Do it yourselfers”, and "Joyful Cooks". The content will call these audiences to action to select and experience their favorite California agricultural products while supporting the well-being of California agriculture.

### Timelines, Budget and Proposal Submission Details

Written proposals are due by February 25, 2021. Proposal review and contractor selection will take place by March 1, 2021.

### Scope of Work:

- Partner with the CA GROWN Social/Digital Media Director and content management team to develop and create three recipe/DIY blogs featuring California specialty crops, one farmer feature or recipe round up, and select and update 4-5 pieces of existing content per month.
- Produce a minimum of 8 how-to videos demonstrating content on the CA GROWNblog.
- Produce and integrate into the blog content step by step photography and/or video



- Post blog content to the CA GROWN blog website (Platform: WordPress) and submit all created photography/video assets to CA GROWN database (Platform: Canto)
- Collaborate with CA GROWN digital team to incorporate promotions or features into blog content

#### Requirements:

The selected contractor will have:

- Experience in creating blog content in the culinary and DIY space with a distinct compelling and fun “voice”
- Exceptional photography and video creation ability
- Experience optimizing digital content, including title and keyword selection, photography labeling, writing optimized blog posts or articles and Google algorithm/page ranking.
- Successful track record of managing an online community using social/digital media platforms such as Facebook, Twitter, WordPress, Blogger, Pinterest, Instagram, etc.
- Record and/or willingness to assist in execution of dedicated promotions with one or a collective of stakeholders highlighting their crops and farmers
- Interact with and update CA GROWN Executive Director, Social/Digital Media Director and Board of Directors as needed
- Provide regular performance reports (at minimum monthly) to Executive Director and Social/Digital Media Director upon request
- Knowledge of California agricultural products, their seasonality, and availability
- Basic understanding of farming and agriculture a plus
- Experience working with specialty crop grant a plus
- Public relations, brand management, marketing, sales and online community management experience
- Ability to work well in a team environment

NOTE: Please contact CA GROWN Executive Director Cherie Watte ([cher@californiagrown.org](mailto:cher@californiagrown.org)) if interested in an informational meeting prior to proposal submission.

#### Contract Term

The term of the awarded contract is March – October, 2021.

#### Budget

The budget is \$5,000+ per month, which must include all program expenses and retainers (inclusive of travel associated with project implementation). It's important to note the source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the California Department of Food and Agriculture (CDFA).



SCBG 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.

[http://www.cdfa.ca.gov/Specialty\\_Crop\\_Competitiveness\\_Grants/pdfs/2020\\_Grant\\_Management\\_Procedure\\_Manual.pdf](http://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2020_Grant_Management_Procedure_Manual.pdf)

[https://www.cdfa.ca.gov/Specialty\\_Crop\\_Competitiveness\\_Grants/pdfs/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf)

Please direct questions to Cherie Watte, Executive Director of CA GROWN – [cher@californiagrown.org](mailto:cher@californiagrown.org)

Please e-mail your proposals, including examples of writing, photography, and video production, to Cherie Watte, [cher@californiagrown.org](mailto:cher@californiagrown.org).

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