



Request for Proposal (RFP)

CA GROWN Request for Proposal – Video + Photography

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 Farm Bureau Federation
- California Fig Advisory Board
- California Fresh Fig Growers Association
- California Milk Advisory Board
- California Olive Committee
- California Poultry Federation
- California Prune Board
- California State Beekeepers Association
- California Sweetpotato Council
- California Table Grape Commission
- California Wild Rice Advisory Board
- Wine Institute

Purpose of this RFP

CA GROWN seeks to develop a list of contractors to develop video and/or photography content on assignment. The selected contractors will create recipe, culinary & “Do it Yourself” content and/or agriculture or agritourism features to be distributed on CA GROWN’s website, social channels and in CA GROWN’s weekly consumer newsletter or by our partners.



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). Content developers will be selected to create content pieces for the 2022-2024 social-digital media program 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, and several key retailers in addition to our members. The content created will ideally have application as shared-content on 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 media 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 content that promotes California specialty crops (all featured ingredients/supplies will include 50% or more California specialty crops).

The selected contractors 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" upon assignment. 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. The contractors understand this content may be credited to them (byline) or to CA GROWN, or may run white-label (no credit).

Timelines, Budget and Proposal Submission Details

Written proposals are due by November 11, 2021. Proposal review and contractor selections will take place by November 17, 2021.

Scope of Work:

- Partner with the CA GROWN Social + Digital Director and content management team to create photos and/or videos of recipes, DIY projects, events or highlight agriculture, agritourism or culinary content featuring California specialty crops and related personalities or regions upon assignment.
- Participate in content production and planning and confirm direction with CA GROWN Social + Digital Director.
- Deliver completed photo or video assets in formats required.
- Recipe or culinary photos or video shall include styling to CA GROWN brand standards.
- Submit all created assets to CA GROWN database (Platform: Canto) in format directed.
- Collaborate with CA GROWN digital team to incorporate promotions or features into content.



- Hold or catalog raw footage and/or images for at least two years from shoot date, or submit raw assets to CA GROWN database (Platform: Canto).

Requirements:

The selected contractor will have:

- Exceptional photography and/or video creation ability with experience featuring food, wine, flowers or agriculture.
- Exceptional photography and/or video editing skills.
- Ability to understand “brand voice” and multi-channel digital campaigns.
- Knowledge of social/digital media platforms such as Facebook, Twitter, WordPress, Pinterest, Instagram, YouTube, etc.
- Experience in food styling and/or ongoing collaboration with a styling partner for culinary creators.
- Record of 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 Director and Blog Manager as needed
- 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
- Ability to work well in a team environment

NOTE: Please contact KC Cornwell, Social + Digital Director of CA GROWN – (kcloquaci@gmail.com) if interested in an informational meeting prior to proposal submission.

Selection Term

Contractors selected will remain on the list for written content production for three years, beginning November 2021.

Budget

The per project budget is \$250-\$400 for individual recipe or culinary photography, \$1250-\$2500 per photography shoot day, \$750-\$1000 per recipe or culinary demonstration video, \$2500-\$4000 per video shoot day, with additional photo editing \$100-\$125 per hour, video editing \$125-\$175 per hour, with rates dependent upon workload, requirements and related parameters, which must include all program expenses and retainers (inclusive of travel, ingredients or related production costs). The rates should include at least two rounds of edits, with video in both horizontal and vertical format if requested. 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 requirements that will involve support from the contractors 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

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

Please direct questions to KC Cornwell, Social + Digital Director of CA GROWN – kcloquaci@gmail.com

Please e-mail your proposals, including examples of projects, photography, and video production, to Cherie Watte, cher@californiagrown.org.

Date Posted: October 26, 2021