



Request for Proposal (RFP)

California Grown Request for Proposal – Foodservice Partnership Program

Background

California 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:

California Apple Commission	California Olive Committee
California Avocado Commission	California Poultry Federation
California Blueberry Commission	California Prune Board
California Certified Organic Farmers	California State Beekeepers Association
California Farm Bureau Federation	California Sweetpotato Council
California Fig Advisory Board	California Table Grape Commission
California Fresh Fig Growers Association	California Wild Rice Advisory Board
California Milk Advisory Board	Wine Institute

Established in October 2001, California Grown and operates under the authority of the California Food and Agricultural Code. The Agreement is governed by a board of directors and operates under the oversight of the California Department of Food and Agriculture.

Purpose of RFP

California Grown is seeking a consultant with longstanding experience in the foodservice industry, including relationships with (and knowledge of) corporate, institutional and luxury companies to help launch a foodservice partnership program. This new-to-California Grown program is designed to identify foodservice partners and forge collaborative relationships with them to help promote and ultimately sell more California Grown specialty crops. The selected contractor will manage a foodservice promotion program to support reemergence of the foodservice industry in a post-COVID environment. The 2022 foodservice campaign, The Grateful Table, will focus on two foodservice partners.



The California Grown long-term strategic plan identified foodservice as an area of potential partnerships for 2022 with the goal of confirming at least two partnerships in this inaugural activation with the vision of growing the length of the program and the number of partnerships each year thereafter. This program “mirrors” a successful and longstanding program that California Grown conducts with retail partners throughout the West.

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 foodservice contractor will be selected to develop and execute two foodservice promotions as outlined in Specialty Crop Block Grant #21-0433-001-SF.

Timelines and Proposal Submission Details

Written proposals are due by 5:00 p.m. (PST), April 4, 2022. Proposal review and contractor selections will take place by April 8, 2022.

Proposals should include, but not be limited to, the following:

- experience and qualifications

Proposals may be submitted electronically to BCMA Executive Director Cherie Watte at cher@californiagrown.org.

Scope of Work

- Partner with CA GROWN to identify and develop at least two foodservice partnerships in 2022 with a vision to more partnerships in the years ahead.
- Network with potential, future foodservice partners to explain CA GROWN expectations and the requirement of working within the grant requirements while maximizing the sales potential for as many specialty crops as possible during each promotion.

Requirements

- Foodservice experience specific to developing and deploying promotion partnerships
- Experience managing foodservice events such as trade shows
- Basic knowledge of California agricultural products, seasonality and availability
- Experience working with Specialty Crop Block Grants a plus
- Ability to work well in a team environment



Contracted Term

The term of the awarded contract is April, 2022 to March 2023 and/or completion of two foodservice partnerships.

Budget

The selected contractor will manage a foodservice promotion program, The Grateful Table, focusing on two foodservice partners. The Budget is \$20,000 for development and execution of two foodservice promotions.

It is 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.

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2021_scbg_farm_bill_grant_management_procedures_manual.pdf

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

Please direct questions and submit proposals to BCMA Executive Director Cherie Watte at cher@californiagrown.org.

Date Posted: March 21, 2022