



## Request for Proposal (RFP)

### California Grown Request for Proposal – Graphic Design

#### 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	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

CA GROWN seeks to develop a list of graphic design contractors. Selected contractors will work with the California Grown Executive Director, Social + Digital Director and/or content management team to create graphic assets for digital, print, video and other platforms.

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). Contractors will be selected to create graphic design associated with Specialty Crop Block Grant #21-0433-001-SF.



The objective of the grant activity is to create a community of California agriculture fans through the creation of compelling content that promotes California specialty crops (all materials will include 50% or more California specialty crops). The selected contractors will create, upon assignment, 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. The contractors understand this content may be credited to CA GROWN, or may run white-label (no credit) unless specifically outlined in project scope.

### 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
- sample work

Proposals may be submitted electronically to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

### Scope of Work

- Partner with the CA GROWN Executive Director, Social + Digital Director and/or content management team to create graphic assets for digital, print, video and any other platforms
- Participate in content production and planning and confirm direction with CA GROWN Executive Director or Social + Digital Director
- Deliver completed assets in formats and sizes required
- Graphic assets 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 assets, materials and/or images for at least two years from production date, or submit raw assets to CA GROWN database (Platform: Canto).



## Requirements

- The selected contractors will have:
  - Exceptional graphic/art creation ability with experience featuring food, wine, flowers or agriculture.
  - Exceptional photography editing skills
  - Ability to understand “brand voice”
  - Basic knowledge of social/digital media platforms such as Facebook, Twitter, WordPress, Pinterest, Instagram, YouTube, etc.
  - 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 and/or Social + Digital Director as needed
  - Knowledge of California agricultural products, their seasonality, and availability a plus
  - Basic understanding of farming and agriculture a plus
  - Ability to work well in a team environment
  - Experience working with Specialty Crop Block Grants a plus

## Contracted Term

Contractors selected from this proposal will remain on the vendor list for graphic design for three years, beginning April, 2022.

## Budget

The per hour budget is \$85-\$125 for graphic design of digital or print assets including reports, marketing materials, advertisements, social media or web materials, logos, and other related assets. Projects requiring hand-drawn assets, original photography, or other original artwork may be budgeted on a per project basis ranging from \$500-\$4000 per project, with rates dependent upon scope, workload, requirements and related parameters, and publication rights. If clip art, stock imagery or other materials are needed, they may be billed in addition to production rates if both 1) expense is pre-approved by CA GROWN/BCMA and 2) purchased materials are delivered along with finished project, including proof of purchase and rights of usage details. The rates should include at least two rounds of edits.

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.

[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/2021_scbg_farm_bill_grant_management_procedures_manual.pdf)

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

Note

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

Submit proposals to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

Date Posted: March 21, 2022