



Request for Proposal (RFP)

California Grown Request for Proposal – Translation Services

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 Cantaloupe Advisory Board	California Sweetpotato Council
California Farm Bureau	California Table Grape Commission
California Fig Advisory Board	California Wild Rice Advisory Board
California Fresh Fig Growers Association	Wine Institute
California Milk Advisory Board	American Pistachio Growers

Established in October 2001, California Grown 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 a contractor to translate marketing materials from English to Spanish. Selected contractors will work with the California Grown Executive Director, Social + Digital Director and/or content management team to prioritize marketing resources for translation.

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 translate specialty crop marketing materials 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 translate, 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

Timelines and Proposal Submission Details

Written proposals are due by 5:00 p.m. (PST), September 26, 2022. Proposal review and contractor selections will take place by September 30, 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.

Scope of Work

- Coordinate with the CA GROWN Executive Director, Social + Digital Director and/or content management team to prioritize specialty crop marketing materials for translation.
- Translate specialty crop marketing materials from English to Spanish.
- Deliver completed assets in formats requested

Requirements

- The selected contractors will have:
 - Professional Experience translating commercial and technical materials from English to Spanish
 - Professional translation certification a plus
 - Knowledge of food and agriculture terminology in both English and Spanish
 - Ability to review and provide direction regarding cultural relevance of Spanish translation
 - Basic knowledge of computer programs such as Word and online apps such as Google docs
 - Basic knowledge of California agricultural products and understanding of farming and agriculture 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 October, 2022.

Budget

The per hour budget is \$30-\$35 for translation services. Flat rate by project will also be considered.

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 mandatories 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

Note

Please contact Cherie Watte, Executive Director of CA GROWN – (cher@californiagrown.org) if interested in an informational meeting prior to proposal submission.

Submit proposals to BCMA Executive Director Cherie Watte at cher@californiagrown.org.

Date Posted: September 12, 2022