



## Request for Proposal (RFP)

California Grown Request for Proposal – Public Relations/Communications Contractor

### California Grown 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:

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

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 (CDFA).

### Purpose of this RFP

California Grown seeks qualified partners (consultant or agency) to assist in the development and execution of a public relations, public affairs, education outreach, and communication strategy for a grant-funded campaign. Selected consultant(s) or agency(ies) will work closely with the California Grown team on overall process. California Grown seeks to develop a list of contractors to implement earned media campaign projects and media events on assignment. The list of preauthorized, preferred contractors will be utilized for public relations/communications projects for three years.



The source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the CDFA. The public relations/communication contractor(s) will be selected to develop and execute activities outlined in SCBG #21-0433-001-SF and #22-0001-001-SF.

#### California Grown Partnerships, Strategic Objectives

California Grown has a strong partnership with Visit CA, the California Grocers Association, and other organizations and marketing entities. The selected contractor will maintain communications and engagement with these partners to identify public relations and communication partnership opportunities and event activations where it is mutually beneficial and fits the creative/promotional objectives of relevant partners. The selected contractor(s) will work with existing and potential partners to organize campaigns which promote California Grown specialty crops. The objective of California Grown promotion and communication activities is to create a community of California agriculture fans. The selected contractor(s) will create projects which call target audiences to action to select and experience their favorite California specialty crop agricultural products while supporting the well-being of California agriculture.

#### Scope of Work

Earned media promotion contractors will be utilized for special events, partnerships and select promotions, including but not limited to Ag Day, agritours, and Farmer and Farmworker Month.

Specific duties may include:

- Provide strategic guidance on the execution of a public affairs strategy and implementation of the public outreach and engagement.
- Develop media messaging including draft press materials and press releases.
- Conduct media outreach and negotiate media vendor partnerships.
- Plan and execute earned media and marketing campaigns around seasonal anchor events including California Ag Day and California Grown Farmer and Farmworker Month. Contractor(s) will be responsible for print and digital promotion of scheduled activities by booking interviews on behalf of BCMA team members, partners, and specialty crop producers.
- Partner with California Grown management and creative team to develop and execute events and marketing activities.
- Conduct campaign coordination, budget maintenance, and logistics management.
- Maintain communications and engagement with current California Grown partners to identify earned media and public relations opportunities and execute planned activities.



- Develop pre- and post-campaign benchmarks to measure campaign message success.

### Requirements

Selected contractor(s) will have:

- Agency and brand management, marketing, sales, and negotiation experience.
- Relationships with traditional and digital media.
- Strong written and oral communication skills.
- Ability to work quickly and efficiently.
- Proven track record delivering results on time and on budget.
- Previous experience with commodity or agricultural organizations.
- Basic knowledge of California agricultural products, seasonality, and availability.
- Ability to develop pre and post campaign benchmarks to measure campaign message success.
- Experience with integrating multiple stakeholders into a collaborative promotion effort.
- Ability to effectively outline ideas and plans in written and verbal format.
- Experience working with grants, and Specialty Crop Block Grants in particular, a plus.
- Ability to work in a team environment.

### Contracted Term

Contracts awarded by project. Project timelines vary throughout each fiscal year. The list of preauthorized, preferred contractors will be utilized for public relations/communications projects for three years.

### Proposal Submission Timeline/Details

Written proposals are due by 5:00 p.m. (PST), February 28, 2023. Proposal review and contractor selections will take place by March 3, 2023. Proposals may be submitted electronically to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

Proposal may include:

- Statement of qualifications including information regarding senior personnel and project staff to complete project activities.



- Detailed proposal of media project implementation including sample work plan or samples of prior project work plan/results.
- Experience in food and agriculture accounts and/or grant projects, including sample work.
- Demonstration of how applicant intends to measure the success of media promotion efforts.
- Budget proposal including rate information, both method and amount.
- References

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.

### Budget

California Grown will compensate contractors with a flat fee (inclusive of travel) for individual media projects or events.

It's important to note the source of program funds predominantly comes from the SCBG Program administered by the CDFG. 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/recipientresources.html](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/recipientresources.html)

Please direct questions and submit proposals to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

Date Posted: February 14, 2023