



Request for Proposal (RFP)

CA GROWN Request for Proposal – Social-Digital Director

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/signatory 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	

CA GROWN Partnerships

In addition to the above signatory members, CA GROWN has strong partnerships with the California Department of Food and Agriculture (CDFA), Visit CA, retailers and other marketing organizations. The content created will ideally have application as shared-content on these partners' media channels or through promotional events where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

Purpose of this RFP

CA GROWN seeks a contractor to create and execute, in partnership with the CA GROWN management team, a social/digital media program reaching consumers interested in food, cooking and healthy eating with inspiring stories celebrating the exceptional agricultural bounty of California.

The contractor will produce social/digital media content to build a community of: Californians, travel and experience enthusiasts, food and “locally grown” food fans, avid gardeners and “Do it yourselfers”, and fans of craftsmanship. The content will call this



community experience their favorite California agricultural products while supporting the well-being of California agriculture.

Contractor will manage the daily content and consumer programming for CA GROWN and work in conjunction with other contractors to ensure content remains focused on the promotion of California specialty crops and specialty crop producers.

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 Social-Digital Director will be selected to implement the social-digital campaign beginning the calendar year 2026 as outlined in the most recent Specialty Crop Block Grant. In summary, the social media program will offer recipes along with specialty crop producer blog content with insights on where the produce came from, adding interesting facts to the recipes, and will focus on interacting and commenting with influencers and social media pages that reach the targeted audience. The Social-Digital Director also responsible for coordination of consumer communication including oversight of the blog program, production of weekly consumer newsletter and social media content, and execution of additional promotions with specialty crop stakeholders and social media advertising.

Strategic Objectives

The objective is to create a community of California agriculture fans. The social/digital media content will highlight the year-round growing season in California, its diversity of specialty crops/growing regions, as well as the food experiences that are uniquely Californian.

Timelines, Budget and Proposal Submission Details

Written proposals are due by 5:00 p.m. (PST), February 7, 2025. Proposal review and contractor selection will take place by February 21, 2025.

Scope of Work

- Partner with the CA GROWN management team and paid digital advertising agencies to develop and execute the organic and paid social/digital media strategy as well as, coordinating with stakeholders across the membership to ensure its effectiveness and encourage adoption of relevant social/digital media techniques
- Manage CA GROWN social/digital media campaigns and activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc.
- Manage presence in social networking sites including: Facebook, Instagram, Pinterest, YouTube, and other similar platforms, posting on relevant blogs, and seeding content into social/digital applications as needed.
- Execute dedicated promotions with one or a collective of stakeholders highlighting their crops and farmers.



- Work with other team members on social-digital media associated with special activities like Ag Day, California Wine Month, Farmer & Farmworker Month, and partner activities.
- Interact with and update CA GROWN Board of Directors
- Provide regular performance reports (at minimum monthly) to Executive Director and Board of Directors upon request including social media analytics, blog performance, and social media advertisement performance.
- Annual reports due January 31 of the next year.
- Manage CA GROWN library of digital assets as well as determine when new content is needed and secure permission on curated content.
- Manage weekly email newsletter campaign and manage CA GROWN blogger program to create weekly content featuring California specialty crops
- Coordinate with graphic designer on signage, collateral or digital graphic needs for trade shows, events, etc.
- Coordinate consumer marketing campaigns among the social-digital marketing, blog and influencer team members.
- Coordinate asset development requests for other contractors, including the retail and foodservice contractors, to produce graphics, photography, and messaging in support of CA GROWN initiated promotions.

Requirements:

- The selected contractor will have:
 - Public relations, brand management, marketing, sales and community management experience
 - Successful track record of managing an online community using social/digital media platforms such as Facebook, WordPress, Blogger, Pinterest, Instagram, etc.
 - Ability to effectively outline ideas and plans in a written and verbal format for Board of Directors and stakeholders
 - Ability to work well in a team environment
 - Basic understanding of farming and agriculture, a plus

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

Contract Term

The term of the awarded contract is 1 year (Calendar year 2026). Provided funding is available, BCMA may utilize the selected contractor for a period of three years.

Budget

The budget is \$125,000+, which must include all program expenses and retainers (inclusive of travel associated with project implementation). 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.

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 Cherie Watte, Executive Director of CA GROWN – cher@californiagrown.org

Please e-mail your proposals to Cherie Watte, cher@californiagrown.org

Date Posted: January 23, 2025

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.