



## Request for Proposal (RFP)

Buy California Marketing Agreement Request for Proposal – Audit Services

### Background

Buy California Marketing Agreement (BCMA and also referred to as California Grown) 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	

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

BCMA is seeking proposals from qualified partners (firms, agency, or consultant) to assist with the annual Financial Audit and Agreed Upon Procedures related to Buy California Marketing agreement Fiscal Year 2023-2024 financial statements.

BCMA is a state marketing agreement participating in federal and state grant programs as well as non-grant marketing and public relations activities. Revenue is derived from signatory and licensee membership, federal/state grants, and marketing opportunities. The predominant source of program funds comes from the Specialty Crop Block Grant (SCBG) Program administered by the California



Department of Food and Agriculture (CDFA). SCBG program funds typically range from \$2,000,000 to \$2,500,000 annually.

BCMA's fiscal year is July 1 – June 30.

Audited FY22-23 financial statements with related reports will be confidentially provided if requested. The audited financial statements may contain additional information that would be useful in providing a reasonable proposal.

### Scope of Work

- Selected firm, agency, or consultant will work closely with BCMA staff and management to develop a process and timeline for conducting the annual audits.
- Perform an annual Financial Audit for Fiscal Year ending June 30, 2024.
- Perform Agreed Upon Procedures as related to the CDFA Accounting Guidelines and General Rules for the Fiscal Year ending June 30, 2024.

Note: BCMA Management will provide the trial balance and draft financial statements including financial statement notes and related supporting documentation.

### Timelines and Proposal Submission Details

Written proposals are due by 5:00 p.m. (PST), February 7, 2025. Proposal review and contractor selections will take place within three weeks of the closing date.

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

- Experience and qualifications
- Budget proposal for executing the following:
  - Financial Audit – Auditor will perform annual Financial Audit for Fiscal Year ending June 30, 2024.
  - Agreed Upon Procedures – Auditor will perform Agreed Upon Procedures as related to the CDFA Accounting Guidelines and General Rules for the Fiscal Year ending June 30, 2024.

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

### Qualifications

- CPA credentials



- Expertise in financial audits related to marketing orders or related government entities
- Familiarity with Federal and State government funded grants, including Specialty Crop Block Grant policies and procedures.
- Previous experience with commodity or agricultural organization
- Excellent organizational skills with proven record of working efficiently and accurately.
- Experience with remote auditing procedures.

### Contracted Term

The term of the awarded contract is one year. BCMA may utilize the selected contractor for a period of three years.

### Budget

The Budget is \$15,000 - \$22,500 (inclusive of travel and expenses) per fiscal year audit services.

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. 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/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf)

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