



## Request for Proposal (RFP)

### CA GROWN Request for Proposal – Blog Manager

#### 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 Industry Federation
California Artichoke Advisory Board	California Prune Board
California Avocado Commission	California State Beekeepers Association
California Blueberry Commission	California Sweetpotato Council
California Cantaloupe Advisory Board	California Table Grape Commission
California Certified Organic Farmers	California Walnut Commission
California Farm Bureau Federation	California Wild Rice Advisory Board
California Fig Advisory Board	Olive Oil Commission of California
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. When working with partners, the selected contractor may be requested to coordinate or generate content or conduct demonstrations to promote the use of California specialty crop ingredients.

#### Purpose of this RFP

CA GROWN seeks a contractor to be the CA GROWN Blog Manager. The selected contractor will create and curate current and relevant recipe, culinary & "Do it Yourself" blog content for the CA GROWN blog to be distributed on all California Grown digital properties which currently include californiagrown.org and



visitcaliforniagrown.com, as well as social channels/platforms, and CA GROWN's weekly consumer newsletter.

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 Blog Manager will be selected to implement the social-digital media campaign beginning in calendar year 2026 as outlined in the most recent Specialty Crop Block Grant.

#### Strategic Objectives

The objective is to create a community of California agriculture fans through the creation of compelling blog content and optimization of existing content that promotes California specialty crops (all featured ingredients/supplies will include 50% or more California specialty crops).

The selected contractor will create content for target audiences including: Californians, travel and experience enthusiasts, food and "locally grown" food fans, avid gardeners and "Do it yourselves", 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, Budget and Proposal Submission Details

Written proposals are due by August 15, 2025. Proposal review and contractor selection will take place by August 31, 2025.

#### Scope of Work:

- Partner with the CA GROWN Social/Digital Media Director and content management team to develop and create weekly blog posts to include original recipes and DIY content, grower or crop features, recipe roundups, and/or other content highlighting California specialty crops. Produce and integrate into the blog content step by step photography and/or video for original recipes and DIY content, and/or integrate photo and video content when relevant.
- Videos are to be produced in both formats (horizontal and vertical) for original recipes and retail cuts as requested.
- Post blog content to the CA GROWN websites (Platform: WordPress) and submit all created photography/video assets to CA GROWN database (Platform: Canto) and platform posts for other vendors on the websites for uniformity.
- Collaborate with CA GROWN digital team to incorporate promotions or features into blog content as well as participate in brand direction and campaign conceptualization/ideation to include storyboarding, marketing concepts, asset and platform planning, campaign strategy, performance, refinement as directed by the Executive and Marketing and Communication Committee and strategic plan.
- Content delivery timelines and work are outlined in the blog manager's contract



## Requirements:

The selected contractor will have:

- Experience in creating blog content in the culinary and DIY space with a distinct compelling and fun “voice”
- Exceptional photography and video creation ability
- Experience optimizing digital content, including title and keyword selection, photography labeling, writing optimized blog posts or articles and Google algorithm/page ranking.
- Successful track record of managing an online community using social/digital media platforms such as Facebook, Twitter, WordPress, Blogger, Pinterest, Instagram, etc.
- Record 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, Social/Digital Media Director and Board of Directors as needed
- Provide regular performance reports (at minimum monthly) to Executive Director and Social/Digital Media Director upon request
- Knowledge of California agricultural products, their seasonality, and availability
- Basic understanding of farming and agriculture a plus
- Experience working with specialty crop grant a plus
- Public relations, brand management, marketing, sales and online community management experience
- Ability to work well in a team environment

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

## Contract Term

The term of the awarded contract is January-December, 2026.

## Budget

The budget is \$5,000+ per month, which must include all program expenses including ingredient costs 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.



[https://www.cdfa.ca.gov/Specialty Crop Competitiveness Grants/pdfs/2024\\_scbgp\\_grant\\_management\\_procedures\\_manual.pdf](https://www.cdfa.ca.gov/SpecialtyCropCompetitivenessGrants/pdfs/2024_scbgp_grant_management_procedures_manual.pdf)

[https://www.cdfa.ca.gov/Specialty Crop Competitiveness Grants/pdfs/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf](https://www.cdfa.ca.gov/SpecialtyCropCompetitivenessGrants/pdfs/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf)

Please direct questions to Cherie Watte, Executive Director of CA GROWN – [cher@californiagrown.org](mailto:cher@californiagrown.org)

Please e-mail your proposals, including examples of writing, photography, and video production, to Cherie Watte, [cher@californiagrown.org](mailto:cher@californiagrown.org).

Date Posted: August 1, 2025