



Request for Proposal (RFP)

CA GROWN Request for Proposal – Video + Photography and Related Projects

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.

Purpose of this RFP

CA GROWN seeks to develop a list of contractors to develop video and/or photography content on assignment. The selected contractors will create recipe, culinary & "Do it Yourself" content and/or agriculture or agritourism features to be distributed on CA GROWN's website, social channels and in CA GROWN's weekly consumer newsletter or by our partners.

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). Content developers will be selected to create content pieces 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 content that promotes California specialty crops (all featured ingredients/supplies will include 50% or more California specialty crops).

The selected contractors will create 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” upon assignment. 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. The contractors understand this content may be credited to them (byline) or to CA GROWN, or may run white-label (no credit).

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 Director and content management team to create photos, audio recordings and/or videos of recipes, DIY projects, events or highlight agriculture, agritourism or culinary content featuring California specialty crops and related personalities or regions upon assignment.
- Participate in content production and planning and confirm direction with CA GROWN Social + Digital Director.
- Deliver completed photo, audio or video assets in formats required
- Recipe or culinary photos or video shall include styling to CA GROWN brand standards.
- Submit all created assets to CA GROWN database (Platform: Canto) in format directed.
- Collaborate with CA GROWN digital team to incorporate promotions or features into content
- May be asked to 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.
- Hold or catalog raw footage and/or images for at least two years from shoot date, or submit raw assets to CA GROWN database (Platform: Canto).



Requirements:

The selected contractor will have:

- Exceptional photography, audio and/or video creation ability with experience featuring food, wine, flowers or agriculture.
- Exceptional photography, audio and/or video editing skills.
- Ability to understand “brand voice” and multi-channel digital campaigns.
- Knowledge of social/digital media platforms such as Facebook, Twitter, WordPress, Pinterest, Instagram, YouTube, TikTok etc.
- Experience in food styling and/or ongoing collaboration with a styling partner for culinary creators.
- Understanding of SEO driven content strategy and/or trending content strategies
- 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 Blog Manager as needed
- 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
- Ability to work well in a team environment

NOTE: Please contact KC Cornwell, Social + Digital Director of CA GROWN – ((kc@calpom.com))if interested in an informational meeting prior to proposal submission.

Selection Term

Contractors selected will remain on the list for written content production for three years, beginning January, 2026.

Budget

The per project budget is:

Photography: \$250-\$650 for individual recipe or culinary photography, \$1250-\$2750 per photography shoot day, with additional photo editing \$100-\$150 per hour.

Videography: \$750-1,500 per recipe or culinary demonstration video, \$2,500-\$4500 per video shoot day, with additional video editing \$125-\$200 per hour. In most cases, audio work will coincide with video work, but specific audio or sound design projects may be requested.



Rates dependent upon workload, requirements and related parameters, which must include all program expenses and retainers (inclusive of travel, ingredients or related production costs). The rates should include at least two rounds of edits, with video in both horizontal and vertical format if requested. 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/Specialty_Crop_Competitiveness_Grants/pdfs/AdditionalGuidanceSolelyEnhancingCompetitivenessSpecialtyCrops.pdf

Please direct questions to KC Cornwell, Social + Digital Director of California Grown – kc@calpom.com.

Please e-mail your proposals, including examples of writing, photography, and video production, to Cherie Watte, cher@californiagrown.org.

Date Posted: August 1, 2025