



## Request for Proposal (RFP)

### California Grown Request for Proposal – Strategic Planning Facilitation & Development

#### 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.

California Grown celebrates its 25<sup>th</sup> Anniversary in 2026, the final year implementing the organization's current strategic plan. The organization is engaging in a strategic planning process to evaluate and outline California Grown's current and future organizational objectives as well as marketing and communication strategies.

Current California agricultural organization/signatory membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

Alameda County Fair	California Olive Oil Council
American Pistachio Growers	California Poultry Federation
California Apple Commission	California Prune Board
California Avocado Commission	California State Beekeepers Association
California Blueberry Commission	California Sweetpotato Council
California Certified Organic Farmers	California Table Grape Commission
California Cantaloupe Advisory Board	California Walnut Commission
California Farm Bureau Federation	California Wild Rice Advisory Board
California Fig Advisory Board	Del Mar Fair, 22 <sup>nd</sup> DAA
California Fresh Fig Growers Association	Raisin Administrative Committee
California Milk Advisory Board	Wine Institute
California Olive Committee	

#### California Grown Partnerships

In addition to the above signatory members, California Grown has strong partnerships with the California Department of Food and Agriculture (CDFA), Visit CA, University of California, retailers and other marketing organizations.

#### Purpose of this RFP

California Grown seeks a qualified strategic planning partner to facilitate and develop the organization's strategic plan for 2027-2032. The purpose of the BCMA strategic evaluation and planning process is to improve organizational focus on enhancing California Grown agriculture competitiveness and consumer awareness. Primary



organization objectives include membership development and resource diversification as well as focused marketing strategies and consumer communication.

Strategic evaluation and plan development is expected to occur throughout calendar year 2026 with the anticipated release of a 2027-2032 organizational strategic plan January 1, 2027.

#### Timelines, Proposal Submission and Evaluation Details

Written proposals are due by 5:00 p.m. (PST), January 21, 2026. Proposal review and contractor selections will take place by January 30, 2026.

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

Proposals may also be delivered to:

Buy California Marketing Agreement  
Request for Proposals- Consumer Research  
P.O. Box 1604  
El Centro, CA 92244

The contract commencement date is expected to be February 16, 2026.

#### Timeline

Activity	Date
Deadline for interested parties to submit proposals	Wednesday, January 21, 2026
BCMA evaluation of proposals	January 22-30, 2026
Contractor Selection	Friday, January, 30, 2026
Contract Negotiation/On-boarding	February 2-13, 2026
Contracted Agency to commence work	Monday, February 16, 2026

Eligible contractors include those with experience facilitating and developing strategic plans for marketing organizations and/or non-profits. Experience with agricultural or food product organizations, agricultural marketing commissions and boards preferred.

Proposals should include the following:

- Capabilities of contractor to facilitate an inclusive strategic planning process for diverse stakeholders groups.



- Details regarding technical approach to strategic planning including methodology, engagement strategy, and project approach
- Budget estimate with detailed breakdown of fee for services, including travel.
- Schedule outlining proposed project development timeline

Proposals will be evaluated according to experience, cost effectiveness, and demonstrated capabilities.

NOTE: The California Grown management team is available prior to proposal submissions to answer questions regarding this request. Proposers requesting clarification of this RFP or a copy of current strategic plan should submit via email to [cher@californiagrown.org](mailto:cher@californiagrown.org).

### Scope of Work

- Discovery & Analysis: Facilitate stakeholder engagement through member and partner interviews, surveys, workshops;
- Conduct an analysis (SWOT or other preferred method) focusing on California's current agricultural industry market and production conditions. Desired outcome includes plan for membership development and resource diversification as well as focused marketing strategies and consumer communication.
- Facilitation: facilitate planning session with BCMA Executive Committee to define values and strategic priorities, measurable indicators, outcomes and milestones to annually track progress
- Develop a five-year strategic plan which aligns with organizational priorities and includes metrics and potential risks
- Provide actionable roadmap including timelines, vendor and/or partner responsibilities, resource needs and criteria for budget integration
- Develop a plan to report on progress and milestones for major deliverables to the Executive Director and communicate rollout strategy
- Present strategic plan with defined KPIs, reporting frameworks and mechanisms for tracking progress to California Grown Board of Directors, management, and creative team.

### Skills, Deliverables and Knowledge Base

Selected contractor will have:

- At least five years of strategic planning experience.
- Proven ability to lead inclusive planning processes for boards and diverse stakeholder groups.
- Expertise in aligning organizational strategy with digital marketing methods
- Ability to work quickly and efficiently.
- Proven track record of delivering results on time and on budget.



- Basic knowledge of California agricultural products, seasonality, and availability.
- Ability to develop pre- and post-project benchmarks.
- Previous experience with commodity or agricultural organizations, a plus.
- Ability to provide sufficient staff and administrative resources.
- Ability to adhere to strict financial management and fraud prevention procedures.
- Provide detailed invoices with back up.
- Provide detailed quarterly reporting.
- Ability to work in a team environment with multiple stakeholders.

#### Contracted Term

Contract will outline flat rate fee for service. The term of the awarded contract is calendar year 2026. California Grown may utilize the selected contractor for a period of three years provided funding to do so is appropriate.

#### Budget

California Grown's budget for strategic planning facilitation and development varies according to services outlined in agreed upon scope of work. Budget must include all program expenses including travel. The detailed level of budget and staffing resources for strategic planning activities will be mutually agreed upon by the appointed contractor and the Buy California Marketing Agreement in a contractual format.

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

*Disclaimer: The Buy California Marketing Board reserves the right to modify or withdraw this RFP at any time, and to accept or reject any or all proposals in whole or in part. BCMA is not responsible for any costs incurred by the submitting PR agency in connection with this RFP.*

Date Posted: January 7, 2026