Request for Proposal (RFP)

Buy California Marketing Agreement Request for Proposal –
Grant Administrative and Professional Services

Background

Buy California Marketing Agreement (BCMA), 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 Apple Commission
California Artichoke Advisory Board
California Avocado Commission
California Blueberry Commission
California Certified Organic Farmers
California Cantaloupe Advisory Board
California Farm Bureau Federation
California Fig Advisory Board
California Fresh Fig Growers Association
California Milk Advisory Board
California Olive Committee
California Olive Oil Council
California Poultry Federation
California Prune Board
California State Beekeepers Association
California Sweetpotato Council
California Table Grape Commission
California Walnut Commission
California Wild Rice Advisory Board
Olive Oil Commission of California
Raisin Administrative Committee
Wine Institute

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, consultant or contractor) to manage grant activities including application, administration and other professional services.

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 marketing 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.

Scope of Work

The professional administration/management firm/consultant/contractor to be hired is to provide contract-related management services including but not limited to the following areas:

- Grant application preparation and submission
- Grant Implementation and Scope of Work Management
- Grant Contractor Procurement and Contractor Management
- Grant Marketing Project Management
- Grant Financial Management
- Grant Audit Responsibilities

Timelines and Proposal Submission Details

Written proposals are due by 5:00 p.m. (PST), November 5, 2026. Proposal review and contractor selections will take place within two weeks of the closing date.

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

- Experience and qualifications
- Budget proposal for executing duties outlined in scope of work

Proposals may be submitted electronically to info@californiagrown.org.

Qualifications

- Expertise in grant fiscal and marketing program management
- 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 management of marketing contractors

Contracted Term

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

Budget

The grant management budget is 4-7% grant program funding. Contractor and consultant compensation may not exceed the GS-15 step 10 rate.

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 require a 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/

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2025_scbgp_grant_management_procedures_manual.pdf

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

Please direct questions to BCMA Executive Director Cherie Watte at cher@californiagrown.org.

Date Posted: October 19, 2026

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.