Request for Proposal (RFP)

California Grown Request for Proposal – Retail Promotion and Program Manager

California Grown 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

California Grown seeks a contractor to provide retail marketing and promotion development services. The contractor will build awareness of the seasonality and availability of California Grown products among retailers. The contractor will, in partnership with the California Grown management team, coordinate the execution of at least a dozen retail promotions with a diverse set of retail 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). The retail promotion and program manager will be selected to develop and execute promotions for the 2027 retail program as outlined in Specialty Crop Block Grant #26-0001-001-SF.

California Grown Retail Partnerships, Strategic Objectives

California Grown has a strong partnership with the California Grocers Association and key retailers. The retail contractor will work with existing and potential retail partners. Additionally, the contractor may work in coordination with California Grown members to leverage existing promotional programs and integrate promotional efforts when it is opportune for all partners. The contractor will work with these partners to execute promotion of California Grown products.

The objective of California Grown retail promotions is to create a preference among retailers and consumers for a premium "locally grown" and seasonal California Grown product. The desired outcome of creating a preference for California Grown products through retail promotion efforts is increased sales of California Grown products.

Scope of Work

Promotions Management

- Work with California Grown management and creative team to develop innovative promotions that appeal to retailers and increase consumer awareness and demand for California Grown products.
- Conduct the initial and/or on-going communications with selected retail partners to establish/maintain relationships to plan and execute retail promotions.
- Execute dedicated commodity promotions with one or a collective of stakeholders highlighting their crops and farmers.
- Work collaboratively with the California Grown creative team to utilize existing creative assets within retail campaigns, and to communicate requests for development of new and/or custom promotional assets.
- Coordinate paid media support on California Grown owned channels with California Grown creative team.
- Manage retail media opportunities
- Coordinate and attend retail trade events
- Interact with and update CA GROWN Board of Directors.
- Provide regular performance reports (at minimum monthly) to Executive Director and Board of Directors upon request.

Retail Account Management

- Develop custom promotion programs with California Grown target retailers.

- Maintain on-going merchandising support for selected partners.
- Manage execution of promotion programs, follow-up and fulfillment to retailers.
- Conduct store audits during promotion timeframe.
- Maintain regular relationships with CA GROWN stakeholders and provide information on merchandising programs.
- Assist in developing program materials (i.e., manuals, promotion newsletters) as required.
- Plan and implement daily work and travel schedules.
- Maintain a database of up-to-date listing of accounts, ranked by potential support.

Requirements/Qualifications:

The selected contractor will have:

- Retail experience: communication/relationship building, promotion and merchandising,brand management, marketing and sales experience
- Successful track record of developing and managing multiple retail promotion events across several categories
- Experience in integrating multiple stakeholders into a collaborative promotion effort
- Ability to effectively outline ideas and plans in a written and verbal format for retailers, Board of Directors and stakeholders
- Basic knowledge of California agricultural products, seasonality and availability
- Experience with Microsoft Office suite, including excel spreadsheet and document management
- Experience working with Specialty Crop Block Grants a plus
- Understanding of social and digital platforms and digital assets a plus
- Ability to work well in a team environment

Contracted Term

The term of the awarded contract is one year (Calendar Year 2027). BCMA may utilize the selected contractor for a period of three to five years.

Budget

The retail contractor budget is $100,000-$125,000 (inclusive of travel). A separate budget exists for retail promotions and program support activities.

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 mandatories 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/

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.

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 may be submitted electronically to BCMA Executive Director Cherie Watte at cher@californiagrown.org.

Proposal may include:

- Statement of qualifications including information regarding senior personnel and project staff to complete project activities.
- Detailed proposal of retail promotion implementation including sample work plan or samples of prior project work plan/results.
- Experience in food and agriculture accounts and/or grant projects, including sample work.
- Demonstration of how applicant intends to measure the success of retail promotion efforts.
- Budget proposal, including rate information, both method and amount.
- References

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.

Date Posted: October 19, 2026