



Request for Proposal (RFP)

CA GROWN Request for Proposal – CA GROWN Blogger and Ambassador

Background

CA GROWN is an association of Golden State Farmers and Ranchers who, along with commodity boards and commissions, are working hard to grow appreciation and demand for CA GROWN products.

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

Agricultural Council of California
California Apple Commission
California Asparagus Commission
California Association of Nurseries and Garden Centers
California Blueberry Commission
California Cattlemen’s Association
California Certified Organic Farmers
California Cherry Board
California Cling Peach Board
California Cut Flower Commission
California Dried Plum Board
California Farm Bureau Federation
California Fig Advisory Board
California Milk Advisory Board
California Olive Committee
California Olive Oil Council
California Pear Advisory Board
California Poultry Federation
California Sheep Commission
California Sweetpotato Council
California Wheat Commission
California Wine Institute
Certified Farmers’ Markets of Sacramento
Kiwifruit Administrative Committee
California Leafy Greens Marketing Agreement



Purpose of this RFP

CA GROWN seeks a contractor to be the CA GROWN blog consultant and ambassador. The selected contractor will create and curate current and relevant recipe, culinary & travel destination and “Do it Yourself” blog content for the CA GROWN blog and CA GROWN weekly newsletter.

CA GROWN Partnerships

CA GROWN has strong partnerships with the Visit CA, the California Grocers Association, Disney and several key retailers. The selected contractor may be requested to make appearances and/or demonstrate how to create recipes, conduct “Do it Yourself” (DIY) tutorials and promote the use of California specialty crop ingredients.

Strategic Objectives

The objective is to create compelling blog 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 fans of craftsmanship. The content will call these audiences to action to go out 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 February 22, 2019. Proposal review and contractor selection will take place the week of February 25, 2019.

Scope of Work:

- Partner with the CA GROWN Social/Digital Media Director and content management team to develop and create 52 recipe/DIY blogs featuring California specialty crops
- Produce and integrate into the blog content step by step photography and/or video
- Post blog content to the CA GROWN blog website (Platform: WordPress)
- Occasional appearances and/or recipe DIY tutorials will be made at select promotional events

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
- Successful track record of managing an online community using social/digital media platforms such as Facebook, Twitter, WordPress, Blogger, Pinterest, Instagram, etc.
- Assist in execution of dedicated promotions with one or a collective of stakeholders highlighting their crops and farmers
- 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
- Knowledge of California agricultural products their seasonality and availability



- Basic understanding of farming and agriculture a plus

NOTE: For interested contractors the CA GROWN management team can be available prior to proposal submissions for a conference call briefing.

Contract Term

The term of the awarded contract is 1 year (Calendar year 2019).

Budget

The budget is \$60,000+, which must include all program expenses and retainers. It's important to note that these funds come predominantly from a program administered by the California Department of Food and Agriculture under the heading of Specialty Crop Block Grant Program.

These 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/2018_Grant_Management_Procedure_Manual.pdf

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

Please direct questions to Nick Matteis – Executive Director of CA GROWN - nick@agamsi.com

Please e-mail your proposals to Nick Matteis nick@agamsi.com.