



Request for Proposal (RFP)

CA GROWN Request for Proposal – Retail Promotion and Program Manager

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 provide marketing and promotion development services. The contractor will build awareness for California Grown products among California retailers of the season and availability of California Grown products and a premium image. The contractor will, in partnership with the CA GROWN management team, coordinate execution of at least 3 retail promotions with a diverse set of retail partners.

CA GROWN Partnerships

CA GROWN has a strong partnership with the California Grocers Association and several key retailers. Additionally, the contractor may work in coordination with CA GROWN members to leverage their 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.

Strategic Objectives

The objective is to create a preference of retailers and consumers for a premium “locally grown” and seasonal California Grown product. By creating a preference for California Grown products through retail promotional efforts, an increase in sales of California Grown products will be achieved.

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:

Promotions Management

- Work with CA GROWN marketing team creative/media agencies to Develop creative promotions that appeal to retailers and increase sales and awareness of California Grown products to consumers.
- Provide direction to creative/media agencies as to retailer needs for development of custom effective promotional communication assets relevant to their format and promotion objectives.
- Conduct the initial and/or on-going communications with selected retail partners to establish/maintain relationships to plan and execute consumer advertising events.
- Execute 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.



Retail Account Management -- California Region

- Develop custom promotion programs with CA GROWN target retailers.
- Contact retail marketing executives, account category managers and buyers to develop at least three CA GROWN cross-member promotions.
- 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 to provide CA GROWN management.
- 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:

- The selected contractor will have:
- Retail: 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 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 \$145,700+, 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 -
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Please e-mail your proposals to Nick Matteis nick@agamsi.com.