



## **Request for Proposal (RFP)**

### **CA GROWN Request for Proposal – Social-Digital Media Community 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 create and execute, in partnership with the CA GROWN management team, a social/digital media effort that relays inspiring stories that celebrate and share with people the exceptional agricultural bounty of California. These stories will reveal the enjoyment and nourishment that one can experience as a result of the hard work, dedication and passion of California's farmers and ranchers to produce their absolute best.

The contractor will produce social/digital media content project to build a community of: Californians, travel and experience enthusiasts, food and "locally grown" food fans, avid gardeners and "Do it yourselfers", and fans of craftsmanship. The content will call this community to action to go out and experience their favorite California agricultural products while supporting the well-being of California agriculture.

### **CA GROWN Partnerships**

CA GROWN has strong partnerships with the Visit CA, the California Grocers Association, Disney and several key retailers. The content created will ideally have application as shared content on these partners' media channels or through promotional events where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

### **Strategic Objectives**

The objective is to create a community of California agriculture fans. The social/digital media content will highlight the year-round growing season in California its diversity of specialty crops/growing regions, as well as the food experiences that are uniquely Californian.

### **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 management team to develop and execute the social/digital media strategy, coordinating with stakeholders across the membership to ensure its effectiveness and encourage adoption of relevant social/digital media techniques
- Manage CA GROWN social/digital media campaigns and activities. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc.
- Manage presence in social networking sites including: Facebook, Twitter, Instagram, Pinterest and other similar community sites, posting on relevant blogs, and seeding content into social/digital applications as needed
- 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
- Manage influencer program with lifestyle and food writers



- Manage weekly email newsletter campaign and work with food blogger to create weekly content featuring California specialty crops
- Coordinate with graphic designer on signage, collateral or digital graphic needs for trade shows, events, etc.

**Requirements:**

- The selected contractor will have:
- Public relations, brand management, marketing, sales and community management experience
- Successful track record of managing an online community using social/digital media platforms such as Facebook, Twitter, WordPress, Blogger, Pinterest, Instagram, etc.
- Ability to effectively outline ideas and plans in a written and verbal format for 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 \$96,000+, 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/2018_Grant_Management_Procedure_Manual.pdf)

[https://www.cdfa.ca.gov/Specialty\\_Crop\\_Competitiveness\\_Grants/pdfs/USDA\\_AdditionalGuidance.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](mailto:nick@agamsi.com)

Please e-mail your proposals to Nick Matteis [nick@agamsi.com](mailto:nick@agamsi.com).