

October 1, 2022

Request for Proposal

Organization: [California Agriculture Export Council](#) (CAEC)

Solicitation: Contractor(s)

Activity: Professional Services in CANADA

CAEC seeks proposals from qualified partners (consultant or agency) to develop and execute in market activities in CANADA, specifically to create a California Grown Campaign to create demand and purchase intent in a post COVID-19 environment. Targeted California products include avocados, blueberries, dairy, dates, figs, grapes, olive oil, pistachios, poultry, pomegranates, prunes and wine.

Scope of Work

Proposal should include recommended tactics and budget to create a California Grown PR Campaign. In this effort, focus should be on leveraging California's brand equity, communicating to trade and consumers what makes California so special and providing assurances to them that products from this great state remain plentiful and available while touting the many positive attributes.

Activities may include, but are not limited to (please include specific recommendations with your proposal):

- **MATERIALS.** Leverage/refresh existing and develop new digital assets and materials to promote California agriculture products to consumers and trade. In this effort, repackage and create recipes, photography, and videos suitable for digital platforms highlighting country of origin and the many benefits of California Grown.
- **MEDIA/NUTRITION INFLUENCERS** (Social, Print, Broadcast). Planning and coordination of activities in a targeted effort (paid and/or earned) to reach consumers and trade, including recipes and content development for digital execution and print with amplification through influencers from their respective social media channels.
- **EVENTS/TRADESHOW PARTICIPATION.** Provide coordination and logistical support at the Canadian Produce Marketing Association event in Toronto (2023).
- **SUPERMARKET / RETAIL PARTNERSHIPS.** Conduct retail outreach with goal of securing in-store promotions, including development of a custom toolkit (digital and print) customized to specific needs of retailers.
- **MEASURE SUCCESS** – Create and implement a pre- post- campaign survey to establish benchmark and awareness of and intent to purchase California grown products.

Qualifications

- Experience in promotions of California/USA products to Canada, with high knowledge of California Grown.
- Contacts in the Canadian food industry.
- Contacts with traditional and social media.
- Background in food science, culinary, food service, public relations or allied field.
- Understanding of USDA/FAS Market Access rules and compliance regulations.

Funding

- \$100,000 – \$150,000 plus (please provide itemized budget)

Timing

- October 2022 – December 2023

Selected consultant or agency will work closely with the California Agriculture Export team and management on overall process. Multiple contractors may be hired.

Proposals should be submitted electronically to the California Agriculture Export Council: karla.stockli@kjsplus.com. Written proposals are due by 5 p.m. (PST), October 16, 2022. The successful contractor(s) will be notified of selection within five days of the closing date.

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