



California Cut Flower Commission Request for Proposal Marketing & Public Relations Program

Executive Overview

The California Cut Flower Commission (CCFC) is seeking a Public Relations firm to assist in the organization, implementation and execution of their Promotion and Public Relations program for the 2011 through 2013 marketing years.

Established in 1990, the CCFC is a state agency that represents approximately 225 cut flower growers in the state of California. The Commission's management consists of two full time staff members and contracted administrative staff.

Firm Requirements

The qualified firm would be expected to work alongside the staff to gather the organizational information necessary to develop and present a finalized plan to the Promotion Committee and the Board of Commissioners in the first quarter of 2011.

The firm would work with staff to assist in the development of collateral and assist in the execution of related efforts.

The firm will have experience working within the agriculture community and the promotion of agriculture.

The firm will work to incorporate the goals and objectives of the CCFC's Governmental Affairs program through this PR plan.

The firm will work to incorporate the goals and objectives of the CCFC's New Model Network program through this PR plan.

The firm will work to incorporate the goals and objectives of the CCFC's Grower Research and Economic Development program through this PR plan.

The firm would have experience in creating and executing a multi-year Promotion and Public Relations plan that is measures success.

The firm is required to submit its proposal to the California Cut Flower Commission by **October 20, 2010 at 5 p.m. pdt. Please forward your proposal by email to kcronquist@ccfc.org for consideration.** Interested firms are encouraged to contact the Commission's CEO/Ambassador Kasey Cronquist for a briefing on past, current and future promotion and industry outreach efforts and answer any questions.



The General Plan: CCFC Marketing and Public Relations Program – 2010

Positioning: California is America's best source for high quality flowers. Approximately eighty percent of all flowers sold in the U.S. are imported from South America. Of the remaining twenty percent, fifteen to twenty percent are grown in California. A nationwide survey in 2008 found that eighty-five percent of people did not know where their flowers came from, but that fifty-five percent would choose CA Grown Flowers, if given the choice. The CCFC's promotion and public relations efforts must work towards growing our market share, from the current twenty percent of all flowers sold in the U.S., towards the fifty-five percent of people (consumers) who would prefer to otherwise buy CA Grown flowers.

Objective: INCREASE CA GROWN AWARENESS WITH RETAILERS AND CONSUMERS TO DRIVE CALIFORNIA FLOWER SALES AND INDUSTRY MARKETSHARE BY 2013 - The California Cut Flower Industry must promote the points of differentiation that make California America's best source for high quality flowers. By leveraging the Buy California Marketing Agreement's CA Grown campaign and encouraging retailers to focus on our farmers, we must develop an aggressive and targeted public relations and promotion campaign that reaches a broad spectrum of market segments, customers, key decision makers and internal stakeholders.

Goal 1: Develop a three-year strategic plan that measures the increased demand for California Cut Flowers and the increased support for the California Cut Flower Commission.

Goal 2: Develop an effective communication outreach and promotion campaign that regularly engages retailers and consumers and establishes a strong and vocal base of California Grown Flower fans.

- 1.) Organize and coordinate the future use of CCFC's print, web, social media and video assets to better communicate the unique position of the California Grown flowers to a wide range of audiences that will assist in driving consumer purchase preference.

Assets include: [CA Grown campaign](#), [GrowTube](#), [Hint Cards](#), [Facebook Fan Page](#), [CCFC Website](#), [VoteForFlowers.com](#), [FLICKR photo library](#), [CCFC YouTube](#)

- 2.) Assist in the qualification, organization and coordination of the Commission's annual tradeshow/event participation.
Tradeshows include: Wholesale Florists & Floral Supply Association (Wholesale), Produce Marketing Association (MassMarket), Society of American Florists (Florists/Retail), International Floriculture Expo, etc.

- 3.) Develop the necessary resources for the CCFC and its flower farms to coordinate a "united front" of communication and promotion of the California Grown Flower story.

- 4.) Leverage and coordinate the California Cut Flower Farmer's position in the "buy local," "locavore" and "know your farmer" movements.

Goal 3: Organize, qualify and coordinate the CCFC's current promotion program and activities with the development of a new program and campaign for the 2011-2013 marketing years.

- 1.) Continue to integrate and support the Buy California Marketing Agreement (CA Grown), the CCFC "Hint Card" campaign, GrowTube, etc. where applicable.