



Request for Proposal Agency Representation for Industry Communications California Walnut Board

Overview

The California Walnut industry is made up of over 4,500 growers and about 90 handlers (processors). The growers and handlers are represented by two entities, the California Walnut Board (CWB) and the California Walnut Commission (CWC). The CWB is governed by a Federal Walnut Marketing Order and funded by mandatory assessments of walnut handlers. The Commission is an agency of the State of California that works in concurrence with the Secretary of the California Department of Food and Agriculture (CDFA) and is funded by a grower assessment. Both entities conduct domestic marketing, among other functions, in support of the industry.

Objective

The CWB/CWC are seeking proposals from public relations and/or marketing agencies with experience in the agriculture industry interested in bidding on the project as defined below.

Industry Communications Program

The CWB conducts a communications program to reach out to our industry members including growers, handlers, and others associated with the California walnut industry. The goal of the communications program is to educate our target audiences about the activities conducted by the CWB and CWC and to inform growers about important information regarding food safety, regulations or other key issues in a timely manner. Previous activities have included: tradeshow attendance, advertising in industry magazines and websites, print and electronic newsletters, industry public relations, and speaking at UC Extension meetings.

Scope of the Project:

This RFP is limited to the United States and initially to the marketing year beginning September 1, 2020 and ending August 31, 2021. The initial contract can be extended for two marketing years beyond the first year based upon mutual agreement between all parties. After a total of three years the project must be re-bid.

Budget:

The budget for this entire program for 20/21 is \$750,000.

Scope of the Proposal:

All proposals must include the following:

- 1) Agency introduction and philosophy.
- 2) An overview section describing the current market situation and SWOT for California walnuts as it pertains to this program.
- 3) Proposed strategy and activities for the 2020-21 year targeting the California walnut industry.
- 4) Recommended account team, along with a brief description of each member's experience.
- 5) List of references, along with complete contact information.
- 6) Budget recommendations, including estimated fees and out-of-pocket expenses.
- 7) Primary agency contact and contact information.
- 8) Successful case studies, including benchmark(s)/measured successes.
- 9) Additional information that would be of assistance.

These proposals will be scored on the selection criteria below.

Selection Criteria:

All proposals will be judged against the following selection criteria. Each criterion is weighted by the percentage indicated to be used in developing an overall score.

- 1) Expertise in creating and executing ag-based marketing programs targeting farmers and agriculture related audiences including the ability to plan, develop and implement programs/activities, efficient and effective program ROI, and timing of programs, etc. Strong proficiency in federal communications requirements is preferred. (35%)
- 2) Knowledge of the agriculture industry, specifically commodities with demonstrable experience in sustainability communication. Experience in issues management and crisis communication. (30%)
- 3) Creative and executable campaign ideas in line with California walnuts messaging, including case studies of past successful programs. (15%)
- 4) Completeness and thoroughness of proposal. (10%)
- 5) Suggested fee schedule (e.g., planning fees, agency rates, etc.). (10%)

Timing and Submission of Proposals:

Two hard copies should be submitted in English and received in Folsom no later than Friday, May 8, 2020 at 5:00 pm Pacific. Email and fax copies are not acceptable, so approximate delivery time should be factored into the deadline.

All proposals must be submitted to:
Jennifer Williams, Marketing Director
California Walnut Board
101 Parkshore Drive, Suite 250
Folsom, CA 95630
Phone: 916-932-7070
Fax: 916-932-7071
Email: rfp@walnuts.org

Any questions or requests for additional information should be directed to the email address above.

Firms with the best overall scores may be invited to formally present their concept of proposed activities for California walnuts in the United States.

All costs for materials developed for this presentation will be the agency's responsibility. Presentations for finalists will be made via interviews with the CWB in May 2020.

All companies submitting proposals will be notified in writing of the selection results.

"The CWB / CWC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance programs. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). WMB / CWC is an equal opportunity employer and provider."