



Request for Proposal:

Development and implementation of a marketing and communications campaign;
including the creation of fundraising tools.

Request for Proposal (RFP): The Agri-Business Council of Oregon (ABC), and its Keeping Ag Viable Committee (KAV), seeks a firm to assist the organization with a planned marketing and communication campaign that will focus on key challenges facing production agriculture.

ABC is seeking a firm with experience in each of the following functional areas:

- Association marketing
- Public relations
- Social media
- Event planning
- Market research
- Program measurement

The firm should have working knowledge of public policies related to issues important to agriculture, such as water resources and pesticide use. The focus of the campaign is to engage urban Oregonians about these two critical tools for production agriculture.

The firm should have at least three years marketing, public relations and/or public affairs experience working on agriculture and/or natural resource issues in Oregon.

Using the following outline, interested firms should submit a statement of qualifications of no more than 8 pages:

- Description of the firm and short biographies of key personnel who support the functional areas noted above.
- A list of current and past agriculture and/or natural resource clients with a short description about the work performed.
- A short description about the firms experience in each of the functional areas noted above.
- A total of three references including name, organization, title, phone and email.
- A brief outline describing your typical campaign methodology.
- A brief synopsis of what a proposed campaign may look like.

About the Keeping Agriculture Viable Initiative

KAV, a committee of the Agri-Business Council of Oregon, was formed in 1998 following a public opinion poll conducted in 1997 by the Raspberry and Blackberry Commission. The goal of the Keeping Agriculture Viable initiative is to motivate Oregonians to actively support Oregon agriculture's ability to remain economically, environmentally and socially sustainable. This state-wide effort combines the diverse and intellectual resources of Oregon agriculture in creating a unified message showcasing the many values agriculture provides to those who live throughout the Northwest.

Keeping Oregon agriculture viable depends on educating Oregonians about the industry's significant contributions to the states economy, environment, labor force, food supply and quality of life.

Over the past 15 months KAV has conducted two public opinion surveys and have identified water quality/quantity and pesticide use/application as two areas to emphasize.

Summary of Project

The selected agency will meet with the ABC staff and KAV Committee to identify key issues and prioritize needs. Based on meetings and a review of existing ABC research and secondary research, the firm will prepare a detailed marketing/communication plan intended to meet objectives to promote and protect agricultural interests in Oregon. More specifically, the campaign should focus on the positive environmental and economic impacts of agriculture, and the importance of water and pesticides for agriculture's ability to provide food and fiber to the world.

Here is some key data obtained through the most recent surveys:

- 53% believe regulations for agriculture are about right or too strong; however, about 33% are unsure.
- Oregonians give agriculture high ratings for irrigation practices and soil conservation; however, they are less impressed with fertilizer and pesticide practices.
- Oregonians are most concerned about the impacts of fertilizers and pesticides on water quality.
- 81% of Oregonians believe farmers and ranchers should be able to capture water to use for irrigation, crop production and livestock use; and 54% favor utilizing state funds to capture said water.
- Tested messages that resonated best include:
 - Farmers and ranchers support environmental protection to maintain soil and water quality for crop production.
 - Oregon farmers have voluntarily returned thousands of farmland acres to natural habitat.
 - Agriculture monitors the use of water to conserve resources.

The firm will support ABC's efforts to generate funding to execute the marketing/communication plan. ABC's annual fundraising dinner is November 20, and at

this event ABC would like to showcase a 3-5 minute video highlighting the upcoming campaign.

The firm will support ABC in the execution and implementation of the marketing/communication plan. Metrics should be used to assess the plan's effectiveness.

Budget

Phase I: Campaign Creation/Development and Production of campaign video to be utilized as a fundraising tool: \$17,500 to \$20,000.

Phase II: The firm will support ABC in the execution and implementation of the marketing/communication plan: Budget TBD.

Phase III: Metrics should be used to assess the plan's effectiveness: Budget TBD.

RFP Submission

Responses should be sent to:

Geoff Horning
Agri-Business Council of Oregon
7230 SW Hunziker St, Suite 100
Portland, OR 97223

Or, email a pdf (preferred) to: geoff@aglink.org

The deadline for submitting a proposal is July 24 at 5 p.m.

If you have questions regarding this RFP and/or need additional information, you may contact Geoff Horning at geoff@aglink.org or by phone at 503-595-9121.