

CALIFORNIA WILD RICE ADVISORY BOARD
REQUEST FOR PROPOSALS
Management Services
Posted: December 16, 2019

Basis for Request for Proposals

The California Wild Rice Advisory Board (Board) is recruiting a firm to serve under contract to provide management services to the program as authorized by the marketing order.

The Board was established in June of 1986 and operates under authority of California state law. The Board is composed of California wild rice growers and funded by assessments paid by all wild rice growers in the state. The Board is seeking proposals from California management service firms to carry out the day-to-day administration of Board activities.

Scope of Work to be Performed

The contractor is expected to oversee the administration and management of the Board's operations including education programs about California wild rice targeted toward consumers and the retail/wholesale trade, research and dissemination of information to media channels, management of contractors providing domestic and foreign promotion programming, scheduling meetings, budget preparation and many other activities.

- Develop and manage an annual work program under direction of the Board of Directors. This includes serving as the industry's representative at various functions and maintaining communications with wild rice growers and marketers.
- Manage and administer an assessment collection program, Board finances, and an annual budget.
- Provide strategic business and organizational guidance for the day-to-day operation of the Board.
- Serve as liaison with the CDFR and other public agencies whose laws and regulations affect the California wild rice industry.
- Facilitate Board and committee business by preparing and distributing notices, agendas, and minutes; preparing annual or interim reports; collecting statistics and preparing statistical reports, processing proposals and contracts; conducting correspondence and maintaining Board records.
- Oversee the Board's contractors for domestic and international programs, facilitate advertising, sales promotion and research plans, monitor and recommend action regarding pests and disease issues affecting California wild rice.
- Perform other administrative duties as appropriate.
- Produce an annual seed survey.
- Facilitate domestic and international promotion activities by working effectively with the USA Rice Federation on developing and executing promotions of California wild rice.

Minimum Qualifications

- Experience in the management of California marketing programs is necessary.
- Excellent communication (both written and verbal) and collaborative skills are required.
- Organizational planning and supervision experience would be helpful.
- The ability to take initiative, work with minimum guidance, and be adaptable to working with a variety of people and personalities is necessary.

Proposed Fees for Service

Firms submitting proposals in response to this Request for Proposals should provide a breakdown of its fees for providing the services described above. Compensation will depend on the firm's qualifications.

Also include a list of at least **three references** from past clients/employers that the California Wild Rice Advisory Board may contact as part of our evaluation process.

Proposals should include, but not be limited to, the following:

- Overview of your current organization
- List of staff, including their qualifications, who would be involved in providing management services
- Location of office used to provide management services
- Experience managing agricultural commodity programs
- Method and amount of compensation requested to manage organization and its activities

Submit your proposal electronically to David Hillis at: dhillis@cdfa.ca.gov. **All Proposals are due by 5:00 PM on Wednesday, January 15, 2020.** All proposals will be reviewed by the Wild Rice Board Management Committee and finalists will be invited to a full Board meeting to provide a presentation on or before Friday, February 14, 2020.

For additional information regarding the Wild Rice Advisory Board bid process, please contact David Hillis, Senior Ag Economist, CDFA Marketing Branch, 916-900-5269. For questions regarding the wild rice industry in California, please contact Ted DeBraga, 530-335-2219.

Background Information

Wild Rice Advisory Board Budget and Activities

The Wild Rice Advisory Board represents wild rice growers throughout the state of California. Activities are centered in advertising and sales promotion, public relations and international retail marketing, research, statistics and acreage surveys.

The Wild Rice Advisory Board is funded through assessments paid by California wild rice growers at a rate of \$9.00 per harvested acre. This assessment generates over \$100,000 per year for the annual budget.

Board of Directors

The California Wild Rice Advisory Board has a board of directors composed of 9 growers from three districts throughout the north state. The California Wild Rice Advisory Board operates under the oversight of the Secretary of Food and Agriculture. All actions taken by the California Wild Rice Advisory Board, including the selection of a contractor to provide management services to the Board, are subject to approval by the Secretary.