



REQUEST FOR PROPOSALS

THE PROJECT: RFP #1 BC Farmers' Market Trail
DEADLINE TO APPLY: April 16th, 2018

ABOUT BC ASSOCIATION OF FARMERS' MARKETS

Founded in 2000, the BC Association of Farmers' Markets (BCAFM) is a non-profit, sector association representing 145+ member farmers' markets across British Columbia. The mission of the BCAFM is to support, develop and promote farmers' markets in BC.

Our story is one of passion – we are passionate about local food and helping farmers' markets thrive. Farming is part of our heritage, a powerful catalyst and a reminder of simpler days when we knew where our food came from and who grew it. Today, consumers are returning to a local food system where people buy and sell fresh fruits and vegetables, local cheese and meat, baked goods, artisan chocolate and even flowers indigenous to the region. This is what our farmers' markets look like today. People seek quality, variety and freshness, and farmers' markets capture the feeling of a traditional marketplace, directly connecting farmer to customer.

At the BCAFM, we treasure the farm-to-table lifestyle and we are committed to connecting communities through farmers' markets, shifting perceptions and shaping the experience of what it means to attend a farmers' market in BC. For more info visit: bcfarmersmarket.org

THE PROJECT

The opportunity to maximize the potential of BC farmers' markets has arrived!

The vision for this project is to leverage the provincial scope and strength of the BC Association of Farmers' Markets and its 145+ farmers' market members to create the definitive provincial BC Farmers' Market Trail, representing all regions of BC where our market members currently operate. To launch and begin this exciting initiative, there will be a deep focus on one specific region in 2018 - Kootenay Rockies (approx. 22 farmers' markets). In the years to follow, pending additional resources and interest, the remaining 9 regions will be incorporated and celebrated including: Cariboo Chilcotin, Vancouver Island & Gulf Islands, Northern BC, Thompson Okanagan, Sea to Sky, Sunshine Coast, Fraser Valley, Metro Vancouver and City of Vancouver. For 2018, farmers' markets in those other 9 regions will also be included as a general listing in the BC Farmers' Market Trail marketing and campaign assets, which will serve as the definitive consumer facing farmers' market finder in BC.

The BC Farmers' Market Trail will promote and bundle the rich farmers' market experience in each community and featured region, showcasing and celebrating local BC farmers and farms, food, beverages (including craft beer, spirits and wine) and value added prepared foods found at each community farmers' market. The BC Farmers' Market Trail will be a cornerstone, a catalyst and serve as a hub for agri-tourism and culinary destination tourism in BC, celebrating

the diverse people who ‘Grow, Make, Bake BC’ on the ground in every corner of the province. More and more, BC is recognized for its unique and diverse farming and food mix among local tourists and foodies alike. A vast network of existing BC farmers’ markets are established tourism assets. The BC Farmers’ Market Trail will increase integration, regional collaboration and stronger marketing and promotions of farmers’ markets. More cohesive branding and bundling of marketing activities will better tell the story of each farmers’ market, farmers and food at the local and regional level to attract more shoppers and visitors. This will increase sales at farmers’ markets and generate economic activity in adjacent communities. The creation of the BC Farmers’ Market Trail and associated marketing materials and assets will be an essential and practical organizing tool to realize this vision and a force in building a powerful marketing network.

PROJECT OBJECTIVES

BC Farmers’ Markets and the agri-food businesses they support in communities across BC are shopping destinations for locals and tourists alike. The key objectives of the BC Farmers’ Market Trail project are:

1. To increase the following outcomes at farmers’ markets in the 110 BC communities in which our 145+ BCAFM member farmers’ markets operate, especially remote and rural areas, across the province:
 - a) direct sales revenue for agri-food businesses at member farmers’ markets
 - b) tourism revenue
 - c) number of shoppers, locals and tourists at member farmers’ markets
2. To differentiate and elevate the brand equity of BC Farmers’ Markets members along with the 1,000s of small scale farmers, food and beverage agri-food businesses who sell at farmers’ markets to local, regional, provincial (BC) and adjacent areas (AB, WA) and elsewhere to positively impact provincial tourism.
3. To further leverage the strong reputation and reach of the BC Association of Farmers’ Markets and its members across the province; to build new relationships and bring more private and public funds to strengthen and promote farmers’ markets, agri-food vendors and the communities in which they operate as tourism destinations.
4. Amplify and strengthen BC’s worldwide reputation. BC is home to 1,000s of diverse farms of all shapes and sizes and a vast network of 145 + farmers’ markets of all shapes and sizes. BC is uniquely positioned to amplify its global reputation as a culinary tourism destination and as *the* place to visit some of the best farmers’ markets in the world.
5. Strengthen BC’s brand health and resonance - Super, Natural British Columbia. Tourists from within and outside BC value the abundant natural resources offered by our province, which is also a necessity for growing and cultivating fresh, healthy local food across our province. This is a natural connection in the minds of many, which will strengthen and amplify the BC message and brand here and elsewhere.
6. Increase brand engagement and traveller advocacy. BC farmers’ markets deepen tourist engagement, pushing travellers to not only *see and feel* the natural beauty of BC but to also *taste* our province and meet the people who grow, make and bake BC. The long-term vision is that the BC Farmers’ Market Trail will cover all regions and entice and

encourage travelers to visit and taste all corners of the province, including the most remote and rural communities.

Farmers' markets, farms and food create a deep emotional connection and bring people together. BC farmers' markets are uniquely positioned as a force of the presence economy, the heritage economy, the alternative economy. This is a powerful combination which captivates hearts and taste buds, and showcases agri-food entrepreneurs with an independent spirit in an overly industrialized and commercial world. We believe that telling the story of BC farmers' markets and their farmers better, more deeply, more intimately and experiencing their food, will enhance, strengthen and amplify BC's reputation as a culinary tourism destination, creating desire and urgency to visit all corners of BC. More visitors to farmers' markets and the communities in which they operate, will increase business, expose farmers and unique prepared food businesses to a wider audience in both BC and beyond. The exposure to new customers and tourists with the potential to increase BC agri-food business revenues through farmers' markets is exciting!

PROJECT SCOPE

- Developing a provincial 'go to' consumer focused micro-website for the 'BC Farmers' Market Trail'. In 2018, this website will include:
 - Deep focus on the Kootenay Rockies region and its member farmers' markets (approx. 22 markets)
 - General contact listings for all other BCAFm member farmers' markets in 9 other regions
- In 2018, we will focus on bundling and telling the story of Kootenay Rockies farmers' markets and highlight farmers, farm and food sold at those markets and other unique elements through a combination of stunning digital graphic assets (photography, social media, narrative content, videos) along with printed assets (signage, promo cards, brochures) We will develop a robust social media presence, animated locally and regionally, and activities to connect and collaborate.
- Creative, marketing and promotional work of the BC Farmers' Market Trail will be led by the BCAFm in collaboration with focused marketing expertise of an external creative services firm. Together, our work will be animated and deeply informed 'from the ground up' by a network of marketing animators, connected to each farmers' market in the Kootenays and supported by the project budget. Marketing animators will provide authentic and frequent social media and narrative content, while at the same time building the marketing and promotions capacity of each of their farmers' markets throughout the Kootenay Rockies region.
- Marketing and promotions will primarily target locals in the region and BC residents (ie; BC tourists) from other regions. Visitors will be encouraged to discover, shop and stay in different communities where farmers' market operate and to taste and experience those communities in person. This will also capitalize on BC tourists who travel to different areas in the core summer season and encourage them to shop for food at those farmers' markets while on vacation.

PROJECT TIMELINE

April 25th, 2018 to December 31st, 2018

**end date to be confirmed in consultation with creative services partner*

BUDGET & KEY DELIVERABLES

Paid Advertising	
Print	\$2,000
Digital Advertising	
Paid Search/Search Engine Marketing	\$500
Paid Social Media	\$1,500
Display (image/video)	\$3,000
Social Media	\$15,000
Print/Online Collateral	
Brochures	*\$1,632
Rack Cards	\$3,000
Maps (integrated in microsite)	*\$0
Consumer Focused Asset Development	
Written Content	\$6,000
Photography	\$8,000
BC Farmers' Market Trail Microsite	\$10,000
Travel Media Relations	\$2,000
Additional Marketing & Promotions Activities TBD in consultation with Kootenay Rockies Tourism, BCAFM + Creative Firm	\$10,000
External Marketing Coordination	\$9,288
PROJECT TOTAL	\$71,920

Use of funds and choice of product and services suppliers will be collaborative and determined in consultation with BC Association of Farmers' Markets.

The BC Association of Farmers' Markets will provide additional in kind leadership and management support and work as a team with the chosen creative services firm.

WHAT TO SUBMIT

1. Description of your team and business: Why you and your team are the group to do complete this project.
2. Describe the operating capacity of your firm and scope of creative services you offer and how you will deliver the key deliverables outlined above.
3. Describe your interest and ability to grow with this project as it expands to other regions and increases in complexity.

4. Portfolio: Links to 3 to 5 branding and marketing projects with a *brief* description of a) your role in the projects and b) project impacts and outcomes for your clients.
5. 2 to 3 customer/client testimonials or references + contact info.
6. Written acknowledgment and confirmation that you fully understand and can deliver the needs described in this Request for Proposal:
 - a) project objectives
 - b) key deliverables
 - c) timelines and
 - d) budget
7. Statement on ownership of Product & Intellectual Property developed under this project.

As you may know, the BCAFM has issued 2 separate Request for Proposals: RFP#1 BC Farmers' Market Trail and RFP#2 Brand & Website Refresh. We encourage interested creative firms to respond to both or just one RFP if they choose to do so. The BCAFM will assess each independently and each project will be awarded accordingly.

DEADLINE FOR SUBMISSIONS **Monday, April 16th, 2018**

Please email your submission to:

**Heather O'Hara – Executive Director
BC Association of Farmers' Markets**

heather.ohara@bcfarmersmarket.org

SCHEDULE

RFP Issued:	April 4 th , 2018
RFP Response Deadline:	Monday, April 16 th , 2018 (on or before Midnight)
Interview Finalists:	April 18 th , 2018
Notify Finalist & Award Contract:	April 20 th , 2018
Start of Project:	April 25 th , 2018
Completion of Project:	December 31 st , 2018 (to be confirmed)

OTHER

- **Additional Information:** BC Association of Farmers' Markets reserves the right to request any additional information deemed necessary to assist with the review and contract award process.
- **Cancellation:** BC Association of Farmers' Markets reserves the right to cancel this RFP at any time, to elect not to award the work outlined above, to reject any or all of the

response submissions, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the responses received. While the BCAFM intends to award all tasks included in this RFP to one firm, the BCAFM reserves the right to contract any task or portion of this work separately.

**Thank you for your interest in promoting and strengthening
local farmers and BC Farmers' Markets!**