



U.S. Highbush Blueberry Council

REQUEST FOR PROPOSALS for Strategic Framework for Marketing and Promotion

Background

The U.S. Highbush Blueberry Council (USHBC) is a federal agriculture research and promotion program representing blueberry growers, producers and importers, and supporting them through promotions, research and education, while increasing awareness and consumption. The USHBC's 2020 budget is approximately \$12.5 million, of which nearly \$4 million is spent on domestic promotion and marketing.

Global blueberry production has grown and changed dramatically since the USHBC was created in 2000. However, overall consumer demand in the United States has not kept pace with the industry's investment in supply.

In order to identify new opportunities to drive volume, increase demand and address current and future market conditions, the USHBC's Promotion Committee is seeking a qualified individual or firm to develop a strategic framework (or plan) that helps inform all future priorities for spending on promotion and marketing.

The selected individual or firm will incorporate feedback from industry growers, packers, marketers and key stakeholders to create consensus for a comprehensive plan to drive blueberry consumption, engage the industry, and provide a method to measure the success of the plan's goals and objectives.

Marketing Framework Development

USHBC is in its second year of a five-year strategic plan. However, support and consensus for the marketing component of the plan needs to be re-addressed. Therefore, the council is looking for a facilitator to redefine goals, objectives and measures for its domestic consumer and business audience programs.

The facilitator hired will seek input from the USHBC's 20-member Promotion Committee and key stakeholders to identify consensus-building priorities in the development of the plan. Meetings can be held with the Promotion Committee and key stakeholders by video conference in advance of the committee's next face-to-face meetings scheduled for March 5-6, 2020.

Scope of Proposal

The facilitator/firm should detail the proposed activities of plan development and the timeline to finalize it, including:

- Overview of their understanding of the industry, including agriculture, consumer, retail and foodservice marketing and operations.
- Comprehensive analysis and understanding of what USHBC has done and accomplished to date in promotion and marketing.
- Project personnel: Recommend facilitator and team, including primary day-to-day contact and brief bios of team members with related experience.
- Capabilities, including successful case studies that illustrate ability and experience in creating strategic marketing plans.
- List of references and contact information.
- Final report on a consensus-driven strategy for a two-year marketing framework that includes: agreed upon priorities, goals and objectives, budget recommendations, work plan and key performance indicators.

Project Timeline

- Dec. 16, 2019 – Agency proposals submitted to USHBC.
- Dec. 17-18, 2019 – Calls held with firms to answer additional questions.
- Dec.18, 2019 – Facilitator/firm selected.
- Dec. 19-31, 2019 – Agency orientation calls with USHBC.
- January-February 2020 – Conference calls with USHBC staff, Promotion Committee and key stakeholders.
- March 5 or 6, 2020 – Present first draft of plan development during the Promotion Committee meeting scheduled in March. Meet with representatives at Spring Meetings in Washington, D.C.
- May 1, 2020 – Deliver final plan.

Budget

The facilitator/firm should propose a budget for facilitating the plan's development that includes all out-of-pocket expenses and professional fees. The activities should take place Jan.1-May 1, 2020.

All costs for materials developed for this proposal will be the firm's responsibility.

Selection Criteria

Proposals will be evaluated on the following criteria:

- Expertise in developing strategic marketing plans.

- Activities and deliverables to accomplish the plan.
- Budget to complete the plan.
- Knowledge of the challenges and opportunities within the agriculture, commodities and/or the blueberry industry.
- Background and competency of team: Capacity and experience to undertake the project and provide strategic planning; marketing expertise; and ability to synthesize key stakeholder input in making plan recommendations.

Resources

- 2018-2022 Strategic Plan
- [Annual Report](#) and [Big Wins](#)

Proposal Submission Deadline: 5 p.m. PST on Dec. 16, 2019

Please submit proposal by email or by mail to:

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