



**Pacific Northwest  
Canned Pears**

Always ripe. Always ready.

**Pacific Northwest Canned Pear Service  
REQUEST FOR PROPOSALS – Foodservice Consultant  
May 4, 2020**

**BACKGROUND**

The Pacific Northwest Canned Pear Service (PNCPS) is seeking a Foodservice Consultant to support the PNCPS marketing program and work closely with the Promotion Director.

The foodservice consultant will:

- Provide strategic counsel which furthers PNCPS marketing objectives
- Participate in program planning, budgeting and evaluation
- Oversee activities of social media agency, work closely with creative marketing agency
- Provide content for website updates, including recipe development
- Execute public relations including media contact, pitching, writing, and reporting
- Provide content and manage production for PNCPS newsletter
- Plan and manage advertising campaigns
- Provide support and attend two to three tradeshow, if needed
- Research and execute special projects

**TARGET AUDIENCE AND OBJECTIVE**

The target audience: foodservice menu development and supply chain, with primary emphasis on K-12 schools, healthcare, college/university, military, and contract management companies; registered dietitians working in these segments.

Our marketing program objective is to raise awareness and create demand for Pacific Northwest canned pears in targeted foodservice segments.

**REQUEST FOR PROPOSAL**

Please provide the following information:

- Years working in foodservice
- What sets you apart
- Experience in agriculture marketing
- Strategic approach to foodservice marketing and public relations
- Work history, including work samples
- Industry participation
- Current clients with scope of work and budget
- Financial: hourly rate, travel rate, expense policy
- Any other professionals or subcontractors who would work on the business
- Any conflict of interest
- Two references



## **EVALUATION CRITERIA**

Proposals will be evaluated using the following criteria:

- Experience within the foodservice industry, particularly non-commercial segments, and agriculture marketing – 30 points
- Established relationships with foodservice media and foodservice operators – 30 points
- Proven success working with small budgets – 30 points

## **CONTRACT LENGTH**

The contract will be assigned from July 1, 2020, through June 30, 2021, to coincide with the PNCPS fiscal year.

## **BUDGET**

Approximately \$30,000 to \$35,000 in fees, plus expenses.

## **TIMING & HOW TO SUBMIT PROPOSAL**

Please direct any questions and email your proposal by June 5, 2020, to:

[susan@eatcannedpears.com](mailto:susan@eatcannedpears.com)

Susan Renke

Promotion Director

Pacific Northwest Canned Pear Service

707-346-5056

Please submit all questions by email.

Proposals will be evaluated beginning June 5, 2020, and the winner notified by June 15, 2020.

## **About Pacific Northwest Canned Pears Service**

In 1954, Bartlett pear growers and processors in Oregon, Washington, and California created the Pacific Coast Canned Pear Service for the purpose of promoting market development for the consumption of canned Bartlett pears in the U.S. The commitment to fund marketing programs continued, and in 1996, the Pacific Northwest Canned Pear Service (PNCPS) was formed to promote Bartlett pears grown and processed in Oregon and Washington.

After generations of nurturing their orchards, today more than 1,400 family farms across Washington and Oregon provide pears to local processors and fund the PNCPS marketing programs.

The administrative operations of PNCPS are managed by the Washington State Fruit Commission. <https://www.wastatefruit.com/>

PNCPS is one of many USDA Agricultural Marketing Service (AMS) research and promotion oversight programs funded through assessments per ton on fruit delivered to local processors. AMS programs establish a framework for farmers to pool resources to develop new markets, strengthen existing markets, and conduct research and promotion activities.

For more information visit [eatcannedpears.com](http://eatcannedpears.com).