



**Pacific Northwest  
Canned Pears**

Always ripe. Always ready.

## **REQUEST FOR PROPOSAL**

### **RFP NO. 2025 - CMA**

The Pacific Northwest Canned Pear Service, hereafter “PNCPS”, is initiating this Request for Proposals (RFP) to solicit proposals from firms interested in participating in the project titled “PNCPS – Creative Marketing Agency”.

#### **PROPOSAL GUIDELINES:**

This RFP represents the requirement for an open and competitive process. Proposals will be accepted until 11:59 p.m. PST on **6/6/2025**. Any proposals received after this date and time will be rejected. **Proposals must be submitted electronically with “Reply to RFP – 2025 CMA” in the subject.**

#### **Please include the following specific items when submitting your proposal:**

- What sets you apart
- Experience creating programs for agriculture marketing organizations
- Strategic approach to creative results and digital marketing success
- Work history, including samples
- Current clients with scope of work
- Financial: hourly rate, travel rate, expense policy
- Any conflict of interest
- Two references

The PNCPS will conduct a fair and extensive evaluation based on criteria listed herein; and select the candidate who best fits the requirements. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Costs included in proposals must be all-inclusive to include any outsourced or contracted work. All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the PNCPS and will include scope, budget, schedule, and other necessary items pertaining to the project.

**RFP PROJECT COORDINATOR:**

The RFP Coordinator is the sole point of contact at the PNCPS for this procurement. All communication between the bidder and the PNCPS upon release of this RFP shall be with the RFP Coordinator, as follows:

Name	Susan Renke
E-mail Address	<a href="mailto:susan@eatcannedpears.com">susan@eatcannedpears.com</a>
Mailing Address	105 S. 18 <sup>th</sup> St., Suite 205, Yakima, WA 98901
Phone	(831) 818-5491 <i>**no phone calls please**</i>

**PROJECT PURPOSE AND DESCRIPTION:**

The purpose of the project is as follows:

PNCPS seeks a Creative Marketing Agency to support the PNCPS marketing program and work closely with the PNCPS teams and Promotion Director.

**TARGET AUDIENCE AND OBJECTIVE:**

The target audience for PNCPS marketing and promotion activities is K-12 schools, healthcare, college/university, military, and contract management companies, and registered dieticians working in these segments.

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

**PROJECT SCOPE:**

The Creative Marketing Agency will:

- Collaborate as needed with PNCPS marketing consultant, social media consultant, and web development agency
- Create content for quarterly newsletter and social media needs
- Create strategic design for PNCPS projects, as needed, such as advertising, video, merchandising materials, contests, etc.

**BUDGET:**

Approximately \$38,000 per year in fees, plus expenses.

**EVALUATION:**

**Procedure**

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. The evaluation of proposals shall be accomplished by an evaluation team(s), to be designated by the PNCPS, which will determine the ranking of the proposals.

## **Weighting and Scoring**

The following weighting and points will be assigned to the proposal for evaluation purposes:

1. Experience creating print and digital communication programs for agriculture marketing organizations 30 Points
2. Proven success working with small budgets 30 Points

## **COMPLAINT PROCESS Prior to RFP Response Deadline:**

A vendor may submit a complaint to the PNCPS at any time prior to five (5) business days before the proposal response deadline. The complaint must meet the following requirements:

1. The complaint must be in writing;
2. The complaint must be sent to the RFP Coordinator;
3. The complaint must clearly articulate the basis for the complaint; and,
4. The complaint should include a proposed remedy.

A vendor may submit a complaint regarding this RFP to PNCPS based on any of the following:

1. The solicitation unnecessarily restricts competition;
2. The solicitation evaluation or scoring process is unfair; or,
3. The solicitation requirements are inadequate or insufficient to prepare a response.

The RFP Coordinator will respond to the complaint in writing before the bid response deadline. The response to the complaint and any changes to the solicitation will be sent to vendor. The complaint may not be raised again during the protest period. PNCPS's action or inaction in response to the complaint will be final. There will be no appeal process.

## **DEBRIEFING / PROTEST PROCESS After Announcement:**

### **Debriefing**

After the announcement of an Apparent Successful Bidder (ASB), a debriefing may be requested by a bidder by submitting in writing to the PNCPS RFP Coordinator within three (3) business days of announcement. The RFP Coordinator will acknowledge receipt of a debriefing request and then provide a written response to the debriefing request within three (3) business days.

### **Protest**

If the bidder is not satisfied with the debriefing response, within five (5) business days they may submit a protest to the PNCPS, but only if they have followed the debriefing process above. The protest must meet the following requirements:

1. The protest must be in writing;
2. The protest must be sent to the RFP Coordinator; and,
3. The protest must clearly articulate the basis for the protest.

The PNCPS RFP Coordinator will acknowledge receipt of the protest in writing and provide the protest to a neutral party "Protest Officer" (PT) who had no involvement in the evaluation and award process. The PT will review the protest and issue a written response no more than (10) business days after receipt of the protest, unless additional time is needed. Protesting bidder will be notified in writing if PT requires additional time. The PT's decision may include, but is not limited to, PNCPS canceling the procurement, PNCPS standing by its ASB decision, etc. The PT's decision is final, and no appeal process will be offered.

## **Withdrawal of ASB**

After the announcement of an Apparent Successful Bidder (ASB) and the debriefing and/or protest periods above expire, in the event the PNCPS determines for any reason, with good cause, the ASB should not be awarded the contract (eg. inadequate references, work product, qualifications, etc.), the PNCPS may withdraw their initial award and reissue the award to a new bidder provided the second choice has the qualifications necessary to complete the scope of work set out in the proposed contract. The original ASB and all potential bidders will be notified. The PNCPS's decision will be final and there will be no appeal process.

## **TIMELINE:**

### **Request for Proposal Timeline**

- All proposals in response to the RFP are due no later than 11:59 p.m. PST on **6/6/2025**.
- Evaluations of proposals will be conducted from **6/7/2025** to **6/13/2025**.
- If additional information or discussions are needed with any bidders during this evaluation period, the bidder(s) will be notified.
- An Apparent Successful Bidder will be chosen no later than **6/16/2025**. If no protest is received or change is made, the ASB decision will be considered final after four (4) business days.
- Upon notification, the contract negotiation with the winning bidder will begin immediately.
- Notification to bidders who were not selected will be completed by **6/27/2025**.

### **Project Timeline**

Estimated project start date is **7/01/2025**.

Estimated project completion date is **6/30/2026**, to coincide with the PNCPS fiscal year.

## **SPECIAL NOTES:**

***NO phone calls*** ... please email all questions to RFP Project Coordinator above.

***NO*** confidential information should be shared. Any and all materials submitted in response to this RFP may be requested through a public records request.

### **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 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)

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the State or local Agency that administers the program or contact USDA through the Telecommunications Relay Service at 711 (voice and TTY). Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

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