

## 2017 Direct Markets Marketing Campaign Project

The Northeast Organic Farming Association of Vermont (NOFA-VT) seeks proposals from consultants to conduct consumer research and develop a statewide marketing campaign to grow direct market sales (farmers markets, CSAs and farm stands) as described below.

### Project Background

A decade ago, direct markets were the primary place where consumers could purchase local foods. Now, we are increasingly seeing competition not only from within direct markets, but from a wide range of retailers too. In order to continue to grow the direct market sales, we need to develop a comprehensive marketing plan with professional materials and well crafted messages that resonate with Vermont consumers. In order to make sure that the messages in the campaign resonate with Vermonters, different messaging options will be tested in interviews/surveys with Vermont consumers. The desired outcome of this statewide campaign will be both to increase the purchases of existing direct market shoppers, and expand the number of consumers who are shopping in direct markets, with the ultimate result of growing direct market sales statewide. We will use a variety of print and media resources, from posters and stickers to radio, newspaper, and social media to try and engage as many consumers as possible. We will also include on-farm events in our marketing campaign.

**Project Activities:** The consultant, working in collaboration with the project team, will act as the project coordinator to:

- Identify the best way to inform campaign messaging (i.e. interviews, surveys, focus groups)
- Develop marketing messages about direct markets that resonate with the target audience, and
- Develop a statewide marketing plan and suggested timeline that will target consumers through a wide variety of print and media channels.

**Project Timeline:** February to December 15, 2017

- Proposals are due by close of business on **Monday, January 16, 2017.**
- We anticipate awarding the contract by the end of January with a first meeting with the contractor in early to mid-February.

A draft marketing plan will be presented to the project team by November 15, 2017, with all work completed by December 15, 2017.

**Please include the following in your proposal response:**

- Overview of your experience (and team, if working with others)
- Proposed scope of work, including detailed timeline, strategies, and outcomes
- Examples and references from relevant experiences
- Any key differentiators about you
- Pricing with optional elements, line-itemed
- Terms & conditions

**The chosen consultant must be available to complete this project within this time period while routinely (every four-six weeks) checking in with the project team.**

**\$14,500 is available for tasks associated with this bid.**

**Bidders will be evaluated based on the following criteria:**

- Experience with local food systems and marketing local food businesses/concepts
- Familiarity with direct markets
- Ability to appropriately represent NOFA-VT
- Capability to accomplish the outlined tasks within the available project budget and timeline
- Clear and well developed proposed scope of work
- Clear writing skills and experience marketing to key audiences

Please respond by email to Erin Buckwalter at [erin@nofavt.org](mailto:erin@nofavt.org) with any questions and your interest in this project. Each bidder must describe their ability to accomplish the above described deliverables and activities within the required budget and timeline. Proposals are due by COB **Monday, January 16, 2017.**