

## **Request for Proposals (RFP)**

**RFP Release date: September 1, 2022**

**Questions deadline: September 9, 2022**

**Deadline for RFP Submission: September 16, 2022**

**samantha@georgiapecan.org**

### **Summary**

The Georgia Pecan Growers Association (GPGA) is soliciting bids for the complete development, design, management, and execution of a **Georgia Pecan Tour** as a buyers' workshop and trade event. The selected firm must have significant experience in farm to table work, culinary expertise, specialty crop promotion, and working with a diverse audience. This interactive Georgia Pecan tour will become an annual event to be held for the first time in August 2023 and for a second time in August 2024.

#### **A) Work would include:**

- 1) Identification and solicitation of buyers and food industry professionals to attend the event;
- 2) Development of the itinerary and program agenda;
- 3) Coordination of the logistics of the tour;
- 4) Development and execution of the key messaging/marketing campaign for the Georgia Pecan Farm Tour.

**B) Furthermore, the successful bidder will provide take-away information and event evaluation to GPGA after the event and to “close the loop” in connecting participants with growers after the event by serving as the follow-up point of contact for interested participants.**

**C) Those suppliers who solicit bids for this proposal should discuss how they can address and facilitate the following required aspects of the tour:**

- 1) On-farm Georgia pecan farm tours to highlight the safety and health of Georgia pecan products;
- 2) Product tastings and cooking demonstrations to show the superior flavor and versatility of use in cooking of Georgia Pecans;
- 3) Educational workshops to emphasize pecan health benefits and product availability
- 4) Sales-focused networking sessions to facilitate increased sales by linking Georgia growers directly to buyers.

The successful bidder will work with GPGA to develop the concept, secure venues, secure transportation, and equipment needed, provide guidance for the development of marketing and publicity pieces, and serve as the key recruiter for bringing in buyers, chefs, and other attendees for the event.

### **Qualifications of Bidders**

Bidder must have **at least five years'** experience executing buyer-trade events and/or marketing promotions that include significant farm tour or farm-to-table events within the food/hospitality sector.

Bidder must provide three references of such events executed.

**Contact**

The sole point of contact for this solicitation, in writing per email, is:

Samantha McLeod, Executive Director, GPGA at [samantha@georgiapecan.org](mailto:samantha@georgiapecan.org)