



RFP Information for 2021 Produce Safety Rule Messaging Campaign

The Iowa Dept. of Agriculture is seeking a proposal for PSA advertisements throughout Iowa. This Promotional and Outreach Campaign will promote awareness of the Food Safety Modernization Act Produce Safety Rule and opportunities to producers for web-based training events. The targeted audience for this program is the state's fruit and vegetable growers. Campaign will also alert growers on where to go to learn about and register for FDA-approved (and Produce Safety Alliance-sanctioned) formal PSA producer-training events that will be held during the fall and winter of 2020-2021.

Scope of Work

If you are interested in this project, please provide details for a project that would:

- Use a mix of print and digital ads
 - The ads should be targeted to Iowa produce growers to create awareness of where they can go to learn more about the FSMA Produce Safety Rule providing at least one sample script for consideration.
 - The ads should focus on website promotion, accessing Produce Safety Rule assistance, information on four Produce Safety Rule training sessions in December 2021, January/February/and March 2022, and opportunities for on farm "On Farm Readiness Reviews" held during the summer months of 2022.
- Estimates the size of the target audience, potential media outlets that may be used, and the potential reach of the campaign.
- Includes the designs of the print and digital ads.
 - IDALS will provide brand guidelines
- Includes weekly performance reports and a full performance report after the campaign ends.
 - Print and digital ad reach
 - Print and digital ad impressions
 - Digital ad engagement (clicks, likes, shares and views)
 - IDALS will own this data.
- Summarizes the marketing campaign's performance after it concludes
- Campaign will have two phases
 - Phase 1 will run from the end of November 2021 through early-February 2022 and focus on winter training events, website awareness, Produce Safety Rule farm categories, and farm inventory promotion
 - Phase 2 will run from mid-April through Mid-June and focus on "On Farm Readiness Reviews," website awareness, Produce Safety Rule farm categories, and farm inventory promotion
 - Due to the length of the campaign, IDALS requests ideas to keep campaign fresh
- Has a campaign budget that **shall be between** \$39,000 - \$41,000
- Other requirements
 - The Respondent should have extensive experience in branding and marketing related to agriculture/crops in the State of Iowa.
 - The Iowa Department of Agriculture and Land Stewardship shall provide approval of all materials prior to placement
 - The selected vendor must produce the materials and production costs should be included in the cost proposal.
 - The selected vendor should provide contracting and invoicing through one contact.

Specifications

Technical Proposal- The following will be considered in the technical evaluation and scoring

- Please provide an example(s) of a previously produced campaign by your organization.
 - Provide past print and digital advertisements
 - Provide past campaign performance reports
 - Provide at least one reference from a previous campaign
- Please provide a proposed sample ad for consideration.
- Please provide a proposed strategy for this project.
 - Provide a one page narrative on how your strategy and how you will optimize the campaign's performance to maximize impressions.
 - What type of monitoring and adjustments will you do?
- Name the primary people who will be working on the campaign and include their professional credentials.

Cost Proposal - The respondent shall provide its Cost Proposal in a separate attachment or envelope than the technical proposal

- Please provide the estimated itemized total cost of the proposal.

	Cost
Administrative Costs	\$
Advertising Placements	\$
Total Cost	\$

Written questions, requests for clarification, and suggested changes from respondents are due by November 1st at 10:00 am. Answers should be posted by 5:00 pm on November 1st.

Submit proposal by November 8th at 1:00 pm to:

Jonathan Koele

Wallace State Office Building

502 E. 9th St. Des Moines, IA 50319

(515) 281.6877

Jonathan.Koele@IowaAgriculture.gov

Attachment #1

Form 22 – Request for Confidentiality

SUBMISSION OF THIS FORM 22 IS REQUIRED

THIS FORM 22 (FORM) MUST BE COMPLETED AND INCLUDED WITH YOUR PROPOSAL. THIS FORM 22 IS REQUIRED WHETHER THE PROPOSAL DOES OR DOES NOT CONTAIN INFORMATION FOR WHICH CONFIDENTIAL TREATMENT WILL BE REQUESTED. FAILURE TO SUBMIT A COMPLETED FORM 22 WILL RESULT IN THE PROPOSAL TO BE CONSIDERED NON-RESPONSIVE AND ELIMINATED FROM EVALUATION. COMPLETE PART 1 OF THIS FORM 22 IF PROPOSAL DOES NOT CONTAIN CONFIDENTIAL INFORMATION. COMPLETE PART 2 OF THIS FORM 22 IF PROPOSAL DOES CONTAIN CONFIDENTIAL INFORMATION.

1. Confidential Treatment Is Not Requested

A Respondent not requesting confidential treatment of information contained in its Proposal shall complete Part 1 of Form 22 and submit a signed Form 22 Part 1 with the Proposal.

2. Confidential Treatment of Information is Requested

A Respondent requesting confidential treatment of specific information shall: (1) fully complete and sign Part 2 of Form 22, (2) conspicuously mark the outside of its Proposal as containing confidential information, (3) mark each page upon which the Respondent believes confidential information appears **and CLEARLY IDENTIFY EACH ITEM for which confidential treatment is requested; MARKING A PAGE IN THE PAGE MARGIN IS NOT SUFFICIENT IDENTIFICATION**, and (4) submit a “Public Copy” from which the confidential information has been excised.

Form 22 will not be considered fully complete unless, for each confidentiality request, the Respondent: (1) enumerates the specific grounds in Iowa Code Chapter 22 or other applicable law that supports treatment of the information as confidential, (2) justifies why the information should be maintained in confidence, (3) explains why disclosure of the information would not be in the best interest of the public, and (4) sets forth the name, address, telephone, and e-mail for the person authorized by Respondent to respond to inquiries by the Agency concerning the confidential status of such information.

The Public Copy from which confidential information has been excised is in addition to the number of copies requested in Section 3 of this RFP. The confidential information must be excised in such a way as to allow the public to determine the general nature of the information removed and to retain as much of the Proposal as possible.

Failure to request information be treated as confidential as specified herein shall relieve Agency and State personnel from any responsibility for maintaining the information in confidence. Respondents may not request confidential treatment with respect to pricing information and transmittal letters. A Respondent’s request for confidentiality that does not comply with this form or a Respondent’s request for confidentiality on information or material that cannot be held in confidence as set forth herein are grounds for rejecting Respondent’s Proposal as non-responsive. Requests to maintain an entire Proposal as confidential will be rejected as non-responsive.

If Agency receives a request for information that Respondent has marked as confidential and if a judicial or administrative proceeding is initiated to compel the release of such information, Respondent shall, at its sole expense, appear in such action and defend its request for confidentiality. If Respondent fails to do so, Agency may release the information or material with or without providing advance notice to Respondent and with or without affording Respondent the opportunity to obtain an order restraining its release from a court possessing competent jurisdiction. Additionally, if Respondent fails to comply with the request process set forth herein, if Respondent’s request for confidentiality is unreasonable, or if Respondent rescinds its request for confidential treatment, Agency may release such information or material with or without providing advance notice to Respondent and with or without affording Respondent the opportunity to obtain an order restraining its release from a court possessing competent jurisdiction.

Part 1 – No Confidential Information Provided

Confidential Treatment Is Not Requested

Respondent acknowledges that proposal response contains no confidential, secret, privileged, or proprietary information. There is no request for confidential treatment of information contained in this proposal response.

This Form must be signed by the individual who signed the Respondent's Proposal. The Respondent shall place this Form completed and signed in its Proposal.

- ***Fill in and sign the following if you have provided no confidential information. If signing this Part 1, do not complete Part 2.***

_____	_____	_____
Company	RFP Number	RFP Title
_____	_____	_____
Signature (required)	Title	Date

(Proceed to the next page only if Confidential Treatment is requested.)

Part 2 - Confidential Treatment is Requested

The below information is to be completed and signed ONLY if Respondent is requesting confidential treatment of any information submitted in its Proposal.

NOTE:

- Completion of this Form is the sole means of requesting confidential treatment.
- A RESPONDENT MAY NOT REQUEST PRICING INFORMATION IN PROPOSALS BE HELD IN CONFIDENCE.

Completion of the Form and Agency’s acceptance of Respondent’s submission does not guarantee the agency will grant Respondent’s request for confidentiality. The Agency may reject Respondent’s Proposal entirely in the event Respondent requests confidentiality and does not submit a fully completed Form or requests confidentiality for portions of its Proposal that are improper under the RFP.

Please provide the information in the table below. Respondent may add additional lines if necessary or add additional pages using the same format as the table below.

RFP Section:	Respondent must cite the specific grounds in <i>Iowa Code Chapter 22</i> or other applicable law which supports treatment of the information as confidential.	Respondent must justify why the information should be kept in confidence.	Respondent must explain why disclosure of the information would not be in the best interest of the public.	Respondent must provide the name, address, telephone, and email for the person at Respondent’s organization authorized to respond to inquiries by the Agency concerning the status of confidential information.

This Form must be signed by the individual who signed the Respondent’s Proposal. The Respondent shall place this Form completed and signed in its Proposal. A copy of this document shall be placed in all Proposals submitted including the Public Copy.

- *If confidentiality is requested, failure to provide the information required on this Form may result in rejection of Respondent’s submittal to request confidentiality or rejection of the Proposal as being non-responsive.*
- *Please note that this Form is to be completed and signed only if you are submitting a request for confidential treatment of any information submitted in your Proposal. If signing this Part 2, do not complete Part 1.*

Company

RFP Number

RFP Title

Signature (required)

Title

Date