

RFP - GORGE FARMER COLLECTIVE

The Gorge Farmer Collective is a cooperative online marketplace created in response to the COVID-19 pandemic. It aims to make shopping for locally grown products easy and serves both direct-to-consumer and wholesale customers. The organization has expanded to include 35 producers (value added products, farm-direct produce, etc.) and is focused on increasing consumer awareness and sales through initiatives such as a new home delivery program in the gorge region, growing our direct-to-consumer market, as well as increased brand recognition.

We look forward to reviewing your proposal and welcome any questions you may have via email, thank you.

Best regards,

Megan Mesloh

megan@gorgefarmers.com

www.gorgefarmers.com

Request for Proposal

Gorge Farmer Collective
DTC Marketing Plan
03/27/2025

- **Point of Contact:** Megan Mesloh (megan@gorgefarmers.com)
- **Contact Instructions:** Email

Gorge Farmer Collective Overview

We aim to increase direct-to-consumer (DTC) sales, brand familiarity in our local market, and launch a new home delivery program to serve both the Oregon and Washington Gorge communities. It's important that our ethos, community programming offerings and DTC services are clear to our audience; this includes the quality of the products offered, and the stories of the farmers and producers that make up our cooperative.

Mission & Values

Our mission is rooted in promoting and fostering local family farmers while providing customers with a diverse selection of some of the finest and freshest foods sustainably grown in the Gorge. The Cooperative strengthens connections between producers and consumers, simplifying the farm-to-table process. We recognize that the Columbia Gorge food system is unique and dynamic, and aim to build its richness, health, equity, and resilience through broad collaboration.

A Cooperative is a business equally owned and controlled by the very members whose needs it is created to serve. Each farmer member involved owns an equal share of the business. We are an organization of farmers, for farmers. A co-op is a democratic and community-oriented organization: our members collaborate and manage the business according to their shared priorities, each with a single vote and an equal ownership share - a truly grassroots, autonomous, and deeply collaborative approach to building our local food system.

We reject the rugged individualist notion that every farmer must fend for themselves - we are stronger together, as a Collective, and we practice that fully through our Cooperative model.

Because there is no outside owner to profit off our labor, the costs of doing business can be kept as low as possible, translating to more money in our farmers' pockets. We believe that those performing the hard work of growing the food that nourishes our community should always be fairly compensated.

Differentiators

Our motto is “making local easy” – by shopping with GFC, you can buy local foods from dozens of local farms with just one order, one pickup or delivery, one payment, and one point of contact. We are proud to offer the highest quality local foods in the Gorge, picked and packed to order. We provide all customers with a diverse selection of some of the finest and freshest foods sustainably grown in the Gorge while promoting and fostering local family farm businesses. Our farmers harvest-to-order, meaning your items were likely picked within 24 hours of you receiving them. The shelf life on these products is unbeatable.

Team Overview

Kiara Kashuba, Executive Director
Megan Mesloh, Program Coordinator

Communication Guidelines

Email only, please.

Project Goals

Increasing direct to consumer sales, launching a new home delivery program, increasing brand familiarity, consumer awareness of our services, direct to consumer sales volume, and creating cohesive marketing materials and strategy for rollout.

Project Budget

\$10,000 - \$20,000

Our Ideal Partner

Local agency, familiarity with local food systems, small team, community-minded.

Project Timeline

- **Deadline to Register Interest:** 2025-04-22
- **Deadline for Questions:** 2025-04-22
- **RFP Submission Deadline:** 2025-04-30
- **Final Interviews Begin:** 2025-05-05
- **RFP Award Date:** 2025-05-12
- **Projected Project Start Date:** 2025-05-12
- **Projected Project End Date:** 2025-11-30

Submission Instructions

Interested parties should register their interest by 2025-04-22.

By 11:59 p.m. Pacific on 2025-04-30, please provide:

- A brief overview of your organization and its relevant experience
- A detailed description of how you would accomplish the stated goals for DTC Marketing Plan
- A rough project plan and timeline for key deliverables
- Bios of team members who will be involved in the project
- Samples of relevant deliverables and finished work
- Relevant associations, certifications, awards or specialized skillsets
- Detailed explanations of how you will handle any potential conflicts of interest or competitive situations (if applicable)
- A project budget, itemized by individual tactics and deliverables

Primary Point of Contact: Megan Mesloh (megan@gorgefarmers.com)

Contact Instructions: email

Terms & Disclaimers

Confidentiality: All information provided in response to this RFP is confidential and intended solely for the purpose of evaluating proposals. Any unauthorized use, disclosure or distribution of this information is strictly prohibited.

Non-Binding Nature: Submission of a proposal in response to this RFP does not constitute a binding agreement or commitment between the requesting party and the proposing party. The requesting party reserves the right to reject any or all proposals received.

No Obligation: Gorge Farmer Collective is under no obligation to select any proposal received in response to this RFP. The selection process is at the sole discretion of the requesting party.

Change or Withdrawal of RFP: Gorge Farmer Collective reserves the right to modify, amend, or withdraw this RFP at any time without prior notice. Proposing parties shall not have any claim against the requesting party for any costs or damages incurred as a result of such changes.

Validity Period: Proposals shall remain valid for a specified period, as outlined in the RFP document. Proposing parties are responsible for ensuring the validity of their proposals for the duration specified.

Assumption of Risk: Proposing parties acknowledge and accept the inherent risks associated with participating in the RFP process, including but not limited to costs incurred in preparing and submitting proposals.

Independent Evaluation: The requesting party will evaluate proposals based on predetermined criteria, which may include but are not limited to cost, quality, experience, and compliance with RFP requirements. The evaluation process will be conducted independently and objectively.

No Guarantees: Gorge Farmer Collective makes no guarantees or assurances regarding the outcome of the selection process, including the award of a contract or agreement.

Legal Compliance: Proposing parties shall ensure compliance with all applicable laws, regulations, and contractual obligations in preparing and submitting proposals.

Dispute Resolution: Any disputes arising from or related to the RFP process shall be resolved in accordance with the dispute resolution mechanisms outlined in the RFP document.

Acceptance of Terms: By submitting a proposal in response to this RFP, proposing parties acknowledge and agree to abide by the terms and conditions set forth herein.

Clarification Requests: Proposing parties may seek clarification on any aspect of the RFP document or requirements within the specified timeframe. The requesting party reserves the right to provide clarification to all participating parties.

Finality of Decision: The decision of the requesting party regarding the selection of a proposal shall be final and binding upon all participating parties.

Modification of Proposal: Proposing parties may be permitted to modify or supplement their proposals after submission, at the discretion of the requesting party and within specified guidelines.

No Liability: Gorge Farmer Collective shall not be liable for any damages, losses, or expenses incurred by proposing parties in connection with the RFP process, regardless of the outcome.