



Request for Proposals June 7, 2019

Project Name: Studio and Field Photography of Fresh BC Cherries

Company Name: BC Cherry Association

Mailing Address: BCCA, Box 21059 Orchard Park P.O., Kelowna BC, V1Y 9N8

Physical Address: Suite #800, 1631 Dickson Ave. ("Landmark 6"), Kelowna BC

Procurement Contact Person: Beth Cavers

Telephone Number of PCP: 250-317-8529

Email Address of PCP: admin@bccherry.com

1. Background/Introduction

This RFP is being issued by the BC Cherry Association (BCCA).

The BCCA is a member-driven agency that represents the British Columbia cherry industry in issues of access to foreign markets, export of fresh BC cherries, access to labour, and support of research projects to enhance our industry as a whole. We work to promote BC cherries around the planet, and support growers, packing facilities, and marketers in their efforts to produce the best cherries in the world. Our members hold approximately 90% of the sweet cherry commercial acreage in BC.

2. Project Goals and Scope of Services

The BCCA is seeking the services of an experienced photographer to provide high-resolution studio and field photographs of cherries that will be used for promotional purposes in print and in digital media.

We require approximately 20 high-key studio photos taken with a seamless white background, and an additional series of 'cherry portraits' taken of a selection of ripe



cherry varieties on the tree, along with some 'action shots' featuring the picking and packing process.

The award will be made to a responsive and responsible firm based on the best value and professional capability.

Studio Photography

Studio photographs should be primarily high-key images taken on a seamless white background that can be easily edited for incorporation into various publications.

In particular, the BCCA requires one photo of shiny cherries with green stems and no broken fruit to replace the photo currently on the bottom of the main page of their website at www.bccherry.com.

Additional photos should show cherries in different configurations on a seamless white background, possibly using a few simple props such as bowls or other containers. Some examples include various groupings (single, pair with a leaf, trio, larger group) of cherries in various configurations – piled, staggered, from above etc.

Field Photographs

The BCCA also requires field photographs, including some photographs of specific named cherry varieties as shown below, with approximate ripening dates indicated:

- Cristalina (July 6)
- Rainier (July 17)
- Kordia (July 22)
- Lapins (July 24)
- Skeena (July 24)
- Regina (July 28)
- Sweetheart (Aug 5)
- Staccato (Aug 8)
- Sovereign (Aug 10)
- Sentennial (Aug 12)

BCCA staff can provide locations for the cherry varieties in the Kelowna area, and make any necessary phone calls to secure access.



Cherries should be looking their best with groups of cherries shown that highlight key characteristics of the variety. For examples, see:

https://www.summerlandvarieties.com/varieties/category/1/Select_Cheries/

Other desired field shots include approximately a dozen photos of the cherry-picking process, including clean, attractive, friendly pickers in the orchard, and the packing process including generic “Canada” branding on any packaging shown.

Additional Requirements

All cherries should be at perfect ripeness, with green stems, and without blemishes, dust or water spots on the fruit. Although water spray on fruit on the tree may look attractive, for a cherry grower it signals a risk for splitting, so photos of fruit on trees should not have water beading on the fruit surface.

3. Anticipated Selection Schedule

Request for Proposals Issued: Friday June 7, 2019

Deadline for Bidders to Submit Questions: Wednesday June 12, 2019

BCCA Responds to Bidder Questions: Thursday June 13, 2019

Deadline for Submission of Proposals: Tuesday June 18, 2019

Selection of Top Bidder / Notification to Unsuccessful Bidders: Friday June 21, 2019

4. Time and Place for Submission of Proposals

The RFP will be posted on the BCCA website, www.bccherry.com, and can be downloaded from there directly as of 4 p.m. on June 7, 2019.

Respondents to this RFP may submit proposals by email or drop them off in person, at the contact information listed at the top of this document. Responses must be received no later than June 18, 2019. Responses should be clearly marked “RFP – Cherry Photography” and mailed or delivered to the contact person listed above.



5. Timeline

Cherry ripening and harvest peaks between early July and mid August, and BCCA and SVC staff will support the photographer to gain access to orchard locations and fresh cherries, as required.

6. Elements of Proposal

A submission must, at a minimum, include the following elements:

- A description of the photographer's strengths and distinguishing skills, capabilities, or equipment as it might relate to this project
- A portfolio of representative work, provided as an attachment, or link to an online gallery
- A description of work to be conducted and cost breakdown for services provided
- A final cost for photography provided, exclusive of GST.

7. Evaluation Criteria

We will consider:

- The education, experience, knowledge, skills, and qualifications of the proponent.
- The proponent's body of work, specifically with respect to quality and relevance
- The competitive cost of services.