



# **Request for Proposals:**

## **Photography & Videography Services**

**Deadline: May 18, 2026**

# Request for Proposal

## Photography and Videography Services

**Issued by:** Newfoundland and Labrador Federation of Agriculture (NLFA)

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### 1. Overview

The Newfoundland and Labrador Federation of Agriculture (NLFA) is seeking proposals from experienced professional photographers and videographers to produce a **series of high-quality videos and supporting photography** highlighting multiple NLFA-led and NLFA-supported initiatives.

The intent of this RFP is to establish a vendor (or vendors) capable of working across **several projects over the contract period**, capturing authentic, experience-oriented visual content that showcases Newfoundland and Labrador agriculture, farmers, youth, researchers, extension staff and more on farms.

The visual content will be used for promotional, educational, and communications purposes, including but not limited to:

- Websites
  - Social media platforms
  - Digital and print publications
  - Presentations and reports
  - Outreach and engagement activities at the provincial and national levels
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### 2. Projects to Be Featured

The scope of work will include videography and photography associated with the following initiatives:

#### a) Agriculture in the Classroom Newfoundland and Labrador (AITC-NL)

Educational programming and resources that connect students, teachers, and communities with local agriculture, food systems, and farmers.

#### b) NL Living Lab

A multi-year, farmer-led initiative focused on testing and demonstrating beneficial management practices that enhance soil health, reduce greenhouse gas emissions, and strengthen climate resilience on farms across the province.

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## c) NL Young Farmers

Initiatives and programming that support young and beginning farmers, leadership development, peer networking, and showcasing the next generation of agricultural producers in the province.

## d) On-Farm Climate Action Fund – NL

A program supporting farmers in adopting on-farm climate solutions, including beneficial management practices such as nitrogen management, cover cropping, rotational grazing, knowledge technology transfer, demos and farmers facing resources.

## 3. Project Objectives

The primary objectives of this project are to:

- Produce engaging and professional video content that tells the stories of NL agriculture and NLFA-supported initiatives
  - Highlight farmers, educators, youth, researchers, and partners in real-world settings
  - Capture the diversity, innovation, and regional uniqueness of agriculture across Newfoundland and Labrador
  - Develop content that can be repurposed across multiple platforms and audiences
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## 4. Scope of Work

The successful proponent will be expected to collaborate closely with NLFA staff to plan, capture, and produce a **series of videos and photographs** over the duration of the contract.

The scope may include, but is not limited to:

- On-farm video and photo shoots across multiple regions of the province
- Filming farmers, project participants, educators, students, and researchers in action
- Capturing seasonal agricultural activities, events, workshops, and demonstrations
- Interviews (formal and informal) with farmers and project leads
- A mix of:
  - Short-form videos (30–90 seconds) suitable for social media

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- Medium-length project feature videos (2–5 minutes)
- Occasional longer overview or summary videos (5–10 minutes), where required
- Still photography to support video projects and general communications needs

Locations, timing, and specific subjects will vary by project and season, and will be coordinated with NLFA. A detailed list can be found in Appendix A.

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## 5. Deliverables

Expected deliverables may include:

- Professionally edited video files in high-resolution digital formats
- Optimized versions for web and social media use
- High-resolution still photographs (minimum 300 dpi for print use)
- A mix of horizontal and vertical formats, as appropriate
- Delivery of both final edited products and raw footage/images, upon request

Final deliverables will be provided electronically via secure file transfer, cloud-based sharing, or portable storage devices.

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## 6. Timeline and Locations

Work is anticipated to begin in **late spring /summer/early fall**, with filming occurring throughout the growing season and into fall, depending on weather, project activities, and program needs.

Specific shoot dates, milestones, and delivery timelines will be agreed upon in advance for each project component.

Filming locations will typically take place on farms, or at an agriculture-related event. Please refer to Appendix A for additional details.

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## 7. Target Audiences

Content produced under this RFP will be intended for a broad range of audiences, including:

- Farmers and agricultural producers
- Youth and young farmers
- Educators and students

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- Research and academic partners
  - Government of Newfoundland and Labrador (Department of Forestry, Agriculture & Lands)
  - Agriculture and Agri-Food Canada
  - Agricultural organizations and commodity groups
  - Rural communities, municipalities, and the general public
  - Environmental and sustainability-focused audiences
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## 8. Budget

Proposals should include a detailed budget outlining all anticipated costs, including but not limited to:

- Professional fees
- Equipment rental fees
- Travel within Newfoundland and Labrador (or any particular area only such as Central only?)
- Accommodation and meals, where required
- Post-production and editing costs

Proponents may propose:

- A per-video rate
- A day rate
- Or a blended model suitable for multi-project work

NLFA anticipates engaging a proponent who can provide **cost-effective, flexible services** across multiple projects.

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## 9. Proposal Submission

Proposals should be clearly outlined:

- Relevant experience and examples of previous work (links encouraged)
- Proposed approach to storytelling and visual style
- Experience working in agricultural, rural, or outdoor settings
- Availability and capacity to travel within the province
- Demo reel of completed work
- Proposed budget and fee structure



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Please complete this Microsoft form to include details mentioned above:

[Photography and Videography Proposal Submission](#)

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## 10. Contact

All inquiries and proposals related to this RFP should be directed to:

**Sara Power**

[info@nlfa.ca](mailto:info@nlfa.ca)

**709-747-4874**

Newfoundland and Labrador Federation of Agriculture

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*NLFA reserves the right to accept or reject any or all proposals and to negotiate scope and deliverables with the successful proponent.*

## Appendix A:

It is anticipated that portions of the project work will be conducted during the scheduled events, providing hands-on opportunities for participants to engage directly in field activities and demonstrations. Each event offers the potential to capture valuable footage and create multiple opportunities for documentation, training content, and promotional materials. These interactive sessions will allow for real-time learning and collaboration, further enriching the outcomes for local producers.

## Growing the North

The following outlines the preliminary agendas for the 2026 Pathways agricultural event series in Happy Valley-Goose Bay, developed to support and advance Labrador's agricultural sector. Spanning a strategic session in May and an applied techniques workshop in July, these events will equip local producers with actionable skills in sustainable land development, beneficial management practices, and precision agriculture.

### 1. Pathways to Profitability: Planning your Season

**Location:** Multiple farms, Happy Valley- Goose Bay

**Date:** May 7-8, 2026

**Projects:** NL Young Farmers and On Farm Climate Action Fund-NL

1. Pasture walk
2. Calibrating seeders and spreaders
3. Fertigation in Horticulture Systems
4. Beneficial management practices
  - a. Nitrogen management: Fertigation, split N application
  - b. Cover cropping: Bringing new land into production, species selection tool
  - c. Rotational grazing: Bale grazing, electric fencing, managing expectations.

### 2. Pathways to Innovation: Practical Tools and Techniques for Labrador Growers

**Location:** Multiple farms, Happy Valley- Goose Bay

**Date:** July 21-24, 2026

**Projects:** AgricareNL, NL Living Lab, On Farm Climate Action Fund-NL

1. Pasture walk
2. Calibrating seeders and spreaders
3. Fertigation in Horticulture Systems

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4. Research in Action
5. Cover Crops: Bringing new land in production
6. Professional Agrologist at a KTT event
7. AgriCare NL (Mental health, wellness and farm safety)
  - (a) Mental Health First Aid Essentials Workshop
  - (b) AgriCare NL Low-cost ROPS Program Information Session
  - (c) Labrador Farm Connect

## Growing on the Rock

The following outlines the preliminary agendas for our upcoming 2026 regional extension events across St. John's, Central, and Western Newfoundland. These hands-on sessions are designed to equip producers with practical, field-level skills. Our ultimate goal is to bridge the gap between foundational soil and water dynamics and the application of advanced, data-driven precision agriculture.

### 1. Smart Foundations – Soil, Water and On-Farm Precision

**Location:** O'Brien Farm, St. John's

**Date:** June 05, 2026

**Projects:** NL Living Lab, NL Young Farmers, On Farm Climate Action Fund-NL

1. Pasture walk
2. Calibrating seeders and spreaders
3. Fertigation in Horticulture Systems
4. Research in Action, Drought and Water Management
5. Cover Crops: Bringing new land in production
6. Professional Agrologist at a KTT event
7. Grazing stubble in cover crops
8. Soil Amendments (Compost, etc.)

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## 2. Rooted in Place: Technology, Land, and Local Food

**Location:** Exploit Meadows & multiple farms, Bishop Falls area

**Date:** August 13, 2026

**Projects:** NL Living Lab, NL Young Farmers, On Farm Climate Action Fund-NL

1. Pasture walk
  - a. Rotational Grazing
2. Agriculture Community Connect
3. Calibrating seeders and spreaders
4. Equipment Demonstrations
5. Fertigation in Horticulture Systems
6. Research in Action
  - a. Potato Fertility
  - b. Water Management – Data Loggers
7. Cover Crops: Bringing new land in production
  - a. Put a demo of cover crops in place – Two separate farms
8. Drone operation
  - a. Seeding (cover crop) – Farmer’s field
  - b. Split N application on Corn – Farmer’s field
  - c. Legumes in Rotation – Farmer's field
  - d. Drone trailer

## 3. Building Soil, Skills & Community

**Location:** Western NL – Pynn’s Brook and multiple farms, Cormack Area

**Date:** August 19-22, 2026

**Projects:** NL Living Lab, On Farm Climate Action Fund-NL

1. Pasture walk
2. Calibrating seeders and spreaders
3. Fertigation in Horticulture Systems
4. Research in Action, Drought and Water Management
5. Cover Crops: Bringing new land in production
6. Building organics in soil
7. Drone operation - Seeding (cover crop/ frost seeding) + Split N application on Corn

## 4. Soil, Water & Controlled Environment Innovations

**Location:** Eastern NL, St John's area multiple farms

**Date:** October 23, 2026

**Projects:** AITC-NL, NL Living Lab, On Farm Climate Action Fund-NL

1. Pasture walk
2. Agriculture Community Connect
3. Calibrating seeders and spreaders
4. Fertigation in Horticulture Systems
5. Research in Action
6. Cover Crops: Bringing new land in production
7. P. Ag at a KTT event
8. Drought, water management and Growing in controlled environments
9. Grazing stubble in cover crops

## Appendix B:

### Indicative Content Plan – Photography and Videography

This table provides an indicative overview of anticipated video volumes and scope by project. Quantities may be refined in consultation with the selected proponent based on budget, seasonality, and program priorities.

Project	Indicative Number of Videos	Video Types & Length	Scope / Focus	Expected Filming Locations	Photography Included
NL Living Lab	3	2–3 min feature videos; 1–2 short social clips per feature	On-farm research activities, BMPs, farmer and researcher stories, regional diversity	Farms and research sites across NL (multiple regions)	Yes – on-farm, action, portraits
OFCAF–NL	3	2–3 min project spotlights ; short explainer clips	Climate practice adoption, farmer experiences, outcomes and benefits	Participating farms across NL	Yes – practice-specific imagery
NL Young Farmers	2	2 x 5 min Farm Walk Series; 2 x 30 sec teasers	Young farmer stories, leadership, peer learning, sector engagement	Farms, farmers’ market on the Avalon Peninsula	N/A
Agriculture in the Classroom NL	2	1 x 8-10 min Women in Ag 1 x 8-10 min Farm Tour	Classroom delivery, connect farm-to-school, educational	Participants locations (Farms or research center)	Yes – 1-2 images: BTS for promo
AgriCare NL	1 or 2?	1-2 min reels for mental	Mental health and	Farms across NL	No budget

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		health, short 5-min safety videos	wellness, farm safety		
NLFA	2-4 (if applicable )	1-2 short social clips per feature	Membership testimonials (Raw footage OK)	Varies	No
Optional / Cross-Program Content	As needed	30-60 sec highlight reels	Events, conferences , seasonal highlights, recap videos	Varies	Yes

## Appendix C:

### AgriCare NL – Potential Interview Questions for Farmers

This list provides interview-style questions that can be used on site when filming with farmers, for use in potential future content for AgriCare NL mental health, wellness and safety resource development and delivery.

1. How did you get into farming?
2. What is your favorite part of the job?
3. What is the most challenging aspect of the job?
4. What advice do you wish you had at the beginning?
5. What is it like farming in Newfoundland and Labrador?
6. What are your hopes for the future of agriculture in Newfoundland and Labrador?
7. How do you define wellness?
8. What do you wish farmers knew about mental health?
9. What kind of personal characteristics do you need to be a successful farmer in Newfoundland and Labrador?
10. How do you care for your mental health?
11. What would you say to a farmer out there who is struggling right now?
12. How can programs like AgriCare NL better support farmers in Newfoundland and Labrador?
13. What's one thing that would make farming easier in Newfoundland and Labrador?
14. What would you say to a farmer who is unsure about asking for help?
15. Is there anything you wish to say to young farmers and those just starting out farming in Newfoundland and Labrador?