

# REQUEST FOR PROPOSAL FOR AMERICAN PECAN COUNCIL

In an effort to ensure that industry resources are being utilized in an efficient and effective manner, the American Pecan Council has established a policy to seek proposals from outside companies that will assist the industry in its research programs. Specifically, the Council requests proposals from qualified companies to demonstrate their capabilities in assisting in the development and execution of comprehensive, integrated research programs to ultimately assist the American Pecan industry in demand and value.

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

Companies or individuals wishing to apply for the Council's programs must entirely complete the Request for Proposals (RFP) application. Once the application is completed, please return the application to the Council office where staff will gather all applications and present the proposals to the respective Committee for review. Proposals will be evaluated in no more than two phases. **ALL APPLICATIONS ARE TO BE POSTMARKED ON OR BEFORE OCTOBER 12 OF THE CURRENT YEAR. APPLICATIONS RECEIVED AFTER OCTOBER 12 WILL NOT BE ACCEPTED OR CONSIDERED.** Phase-one will be the evaluation of written proposals. It is possible that an applicant may be selected at that point, however it is also likely that the Committee may reduce the proposals to three candidates. Finalists would be contacted by October 24 and then be asked to make a presentation before the Council for selection for the contract in October. If there is to be an oral proposal phase, it will take place via conference call.

## **Background of the American Pecan Council**

The American Pecan Council is a Federal marketing order established in November 2016. The purpose of the order assists the American pecan industry in the promotion, research, standardization and consumer information of U.S. pecans. The order provides the pecan industry a means to develop a coordinated program designed to strengthen the American pecan industry's position in the market place. It also maintains existing markets, while pursuing potential new markets and uses for American pecans.

The federal marketing program has oversight by the US Department of Agriculture (USDA) making it a governmental program. In fact, in May 2005 a Supreme Court ruling upheld the constitutionality of the Beef Promotion and Research Act of 1985. The Supreme Court cites in their decision that Federal marketing orders are extensions of government speech and thus must adhere to USDA rules and regulations. The result is an industry run program with the full protection and oversight of the USDA.

## **Proposal Requirements**

Proposals should include the vision, direction and execution of the research program. For this proposal, the American Pecan Council (APC) seeks a research proposal that will provide an economic bench mark study and include the position of U.S. pecans. Factors included in the study should factor:

- The industry prior and after the tariff issues;
- Demand Curve;
- Factors that influence demand and supply;
- Trade and international issues; and
- Imports from Mexico.

Other factors that should be factored, include a comprehensive supply and demand structure for American pecans. Regional factors should also be considered as American Pecans grown in the western region are different than the central region and different than the eastern portion of the U.S. It should be noted that the study should establish a baseline and may be repeatable overtime.

Lastly, it should be noted that the American Pecan Council has budgeted \$25,000 for this project. Applicants should mention their backgrounds and how their knowledge will be applied to assist the industry in moving the industry forward.

## **Questions**

For questions regarding the RFP process or application, please do not hesitate to contact the Council office at (817) 916-0020.

Additionally, applications should be addressed to:

**The American Pecan Council  
RFP For Economic Study  
3880 Hulen Street, Ste. 105  
Fort Worth, TX 76107**

Again, all applications must be postmarked by October 12 of the current Calendar year.  
**APPLICATIONS DATED AFTER OCTOBER 12 WILL NOT BE ACCEPTED OR CONSIDERED.**

# APPLICATION FOR REQUEST FOR PROPOSAL (RFP) FOR THE AMERICAN PECAN COUNCIL

## COMPANY BACKGROUND

Name of Company: \_\_\_\_\_

Applicant Contact: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: ( ) - \_\_\_\_\_

Phone2: ( ) - \_\_\_\_\_

Fax: ( ) - \_\_\_\_\_

How long has your company been in existence? \_\_\_\_\_

Please describe your company's services (Attach additional pages if necessary):

Staff Background: Please list your staff and/or sub-contractors that will be assisting you on this project, their experience and which program of the proposal they will be working on (Attach additional pages if necessary).

Company Background: What sets your company apart from other similar research companies?  
(Attach additional pages if necessary).

**CLIENT LISTS**

Please list some of your clients that may be relevant to your experience and your proposal.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**FEES**

Please list your percentage of your fee schedule for staff versus project. Attach additional pages if necessary.

**PROPOSAL**

Please describe your proposal in 1000 words or less. Answers should include the following criteria (not ranked in any order):

1. Solid evidence of success in food product research;
2. Commodity group or even pecan experience may be of value, but is NOT a requirement; Success in moving the needle is the most important criteria we shall consider;
3. Experience and ability:
  - a. A proposal will be more favorably considered if experience with economic modeling can be demonstrated.
  - b. Creativity in developing cost-efficient programs is a plus.
  - c. Experience and ability to deliver all the research options
  - d. Experience of the individuals who will be assigned (not the agency overall) to the account is important.
4. Quality (creativity and results) of past research programs executed; and
5. References from clients will be required.

**ACKNOWLEDGEMENT**

I acknowledge that the American Pecan Council is an equal opportunity employer and that the proposal submitted to the American Pecan Council is to the best of my ability factual and accurate. I understand that I am the appropriate and authorized person of this company to submit a proposal to the American Pecan Council. Furthermore, I also understand that the proposal may be modified before final approval of the American Pecan Council. Lastly, I understand that if approved, I will submit the necessary reports and documentation needed and or requested by USDA and/or the American Pecan Council to fulfill the reporting requirements.

\_\_\_\_\_  
Name of Authorized Applicant (Print)

\_\_\_\_\_  
Signature of Authorized Applicant

\_\_\_\_\_  
Date