

# Request for Proposal for American Pecan Council

## Project: Emerging Markets Proposal

To ensure that industry resources are being utilized in an efficient and effective manner, the American Pecan Council (APC) has established a policy to seek proposals from outside companies that will assist the industry in its research, marketing and development projects. Specifically, the APC requests proposals from qualified companies to demonstrate their capabilities in assisting in the development and execution of comprehensive, integrated projects to ultimately assist the 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 Proposal (RFP) application. Once the application is completed, please return the application to the APC 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 MARCH 08, 2019. APPLICATIONS RECEIVED AFTER MARCH 08, 2019, 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 March 18, 2019, and then be asked to make a presentation before the Committee for selection for the contract in March, with approval by the APC in April. If there is to be an oral proposal phase, it will take place via conference call.

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

The APC 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 American 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 order 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 project. Please fill out the APPLICATION FOR REQUEST FOR PROPOSAL (RFP) FOR THE AMERICAN PECAN COUNCIL. Under the FEES section, please list your total anticipated project cost to the APC for you to complete the project and provide a fee schedule. For this proposal, the APC has established the following:

Project:

The APC has the authority to conduct marketing efforts globally. The APC currently finished conducting a strategic plan which identified targeted international markets. The APC will submit a Unified Export Strategy (UES) to the United States Department of Agriculture's Foreign Agricultural Service (FAS) for its Emerging Markets Program (EMP). The UES is required to be submitted to FAS in order to receive EMP funds to designated markets. The APC has identified India as the targeted country to be included in its UES for the EMP.

## **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 Forms reporting  
3880 Hulen Street, Ste. 105  
Fort Worth, TX 76107**

**Or can be emailed to [jmutny@americanpecan.com](mailto:jmutny@americanpecan.com)**

***Again, all applications must be postmarked by March 8, 2019. Applications dated after March 8, 2019, 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. Evidence of submitting successful UES for other commodity programs through EMP
2. Experience with India programs
3. Proven timely deliverables (on time, on budget)
4. Capability to react swiftly based on changes to EMP allocations
5. Proven ability to complete the entire EMP cycle from UES submission to completion and final report.

**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 for 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.

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Name of Authorized Applicant (Print)

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Signature of Authorized Applicant

Date