

# Request for Proposal for American Pecan Council

## Project: Automated Reporting Platform

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:

Handlers as defined in the Federal marketing order must submit monthly reporting forms to the APC by the tenth of each month. The APC is currently revising the current form package with the USDA. The revisions will reduce the total number of required forms from 7 to 5. Currently, handlers complete the forms and either fax, email, or mail them with any assessments due to the APC. To ease the burden on handlers and to eliminate confusion, the APC is looking to create a portal that will allow forms to be filled out and submitted online. The portal would then process the data and compile reports that APC management can in turn distribute to the pecan industry. The APC would like the form filling process to be more intuitive using prompts to assist handlers in providing the proper information. Not all forms need to be provided on a monthly basis. Prompts can help identify what forms are needed for that specific month and would also help ensure that information is accurately provided.

Once the information is filed by the respective handler, the data will be compiled into specific reports that are in turn reported out back to industry. Data to be reported includes total industry inventory, committed inventory to be shipped, pecan exports to be shipped internationally, Pecans shipped to Mexico for further processing, pecans transferred between handlers, as well as pecans imported into the United States from other countries.

## **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 developing online commercial databases and reporting portals
2. Experience and ability to adapt to unique industry needs
3. Proven timely deliverables (on time, on budget)
4. Maintenance and troubleshooting track record
5. Creating portals that securely host proprietary information.

**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