

Request for Proposal for American Pecan Council

Project: Unified Export Strategy 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 the 2020 Market Access Program (MAP) funding year. The UES is required to be submitted to FAS prior to May 2019. The APC has identified the European Union (United Kingdom, Germany, Spain and France), as well as Canada, as the targeted countries to be included in the UES.

The APC is prepared to support the UES with \$1.5 million (matching and in-kind matching dollars). The APC is focused on consumer driven programs in the above mentioned 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

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.

