



## **REQUEST FOR PROPOSAL**

The Apple Processors Association (APA) seeks proposals from firms or individuals qualified in nutrition and public health (Contractor) to perform regulatory and legislative contract duties for the association. The APA Board of Directors (Board) will choose the proposal which best meets our objectives.

The Apple Processors Association represents the companies that make processed apple products and the suppliers who support their efforts. From orchard to table, APA members are committed to quality production and "appealing" apple products. APA members produce a majority of the nation's applesauce, and are major producers of apple juice and specialty products. Members are apple grower/processor cooperatives and companies and suppliers to the industry. Processor members each grow a portion of the apples that they process. APA is actively involved in monitoring regulatory and legislative issues that affect our membership, the food industry, and the public.

## **BACKGROUND**

The Apple Processors Association was founded on July 20, 1987 and is a national association of companies that manufacture quality apple products from whole apples. All members of APA stress quality, safety, and innovation in their food processing operations. They pasteurize their juice products and hot-fill their food containers, reinforcing their commitment to quality and safety during their food processing operations.

APA has its headquarters in the heart of the Nation's Capital, providing a highly visible and effective voice for the apple products industry. Its experienced staff works daily with Congress, federal regulatory agencies -- such as FDA, EPA, and USDA -- and major allied food and industry organizations. More information on the Apple Processors Association can be found at [www.appleprocessors.org](http://www.appleprocessors.org).

## **OUR GOALS**

- To stress the importance, quality, safety, and innovation in food processing operations.
- To educate on the health benefits of consuming apple products as part of a healthy diet.
- To be recognized as the primary resource for information about the apple processing industry.
- To host meetings and events that allow education and networking within the industry and its suppliers.

## **SCOPE OF SERVICES**

The following includes a general overview of services that APA wishes the selected person or firm to provide. The Scope of Services includes five major components:

- Monitor regulatory and legislative issues impacting the industry. (Congress, FDA, USDA, EPA)
- Seek collaborations with like-minded organizations. (U.S. Apple Association, Juice Products Association, GMA, etc.)
- Assist with programming for meetings and events. (Identifying speakers and topics)
- Draft articles to be used in APA communications efforts. (newsletter, social media and emails)
- Report to the APA board on ongoing issues (monthly updates and bi-annual board meetings). The selected person or firm will be expected to attend the APA Annual Meeting in June and Washington Seminar in November.
- 

The APA requests a comprehensive action plan for how each of the five categories would be approached. While APA expects the winning Contractor to take the lead on these, APA will work with the Contractor and share its knowledge and background.

## **TERM OF CONTRACT AND PROPOSAL INSTRUCTIONS**

APA intends to enter into a contract with a Contractor for an initial one-year term, with a possible subsequent ongoing renewal. Proposals should include answers to the following questions, to provide an understanding of the Contractor's capabilities and the likelihood that the services that APA seeks can be offered. Supporting material is welcome.

## **GENERAL BACKGROUND**

- Is the Contractor familiar with the APA, human nutrition, and the federal regulatory/legislative process?
- Is the Contractor a registered lobbyist? A list of current clients and a short description the services should be provided.
- Experience and any applicable designations (MPH, RD, MD, RN, etc.) should be provided, along with any professional resumes of principal staff.
- Include experience in providing similar services to an organization similar to the APA. If yes, please explain. If no, please detail how the qualifications match the outlined duties.
- List methods or software products that are used to monitor legislative and regulatory actions?

## **COMPANY BACKGROUND**

- Name of firm, incorporation status (LLC, etc.), year founded, and Tax ID number.
- Business address, website, and phone number.
- Brief description of the operation as it services prospective clients. Including the number of years the firm has experience in providing services similar to those in this RFP's defined scope.
- A list of all services offered by the firm, excluding those that are sub-contracted. A list of sub-contractors that may be used for this account.
- Name(s) and biographies of the key personnel who will be assigned to work with the APA.
- Three client and/or professional references, preferably accounts with a similar scope as in this RFP, and provide a client name, a reference contact, email address and telephone number for each.

## **ACTION PLAN**

Provide a project narrative describing the Contractor's overall approach, including strategies for accomplishing the Scope of Services and rationale for the Contractor's approach. For each service requested, provide an overview of the approach, including rationale for proposing any alternative strategies, and how the services requested could be successfully implemented.

## **PROPOSED BUDGET AND COMPENSATION**

- APA anticipates this contract will take approximately 10-20 hours per month
- APA requests a comprehensive budget page detailing the compensation to the contractor, any additional costs as a separate item for each component, and how the Contractor desires to charge: (by project, monthly retainer, etc.). All travel expenses to out-of-town meetings will be paid by the association.
- Proposed compensation should be stated for each of the following contract periods: (1) an initial contract running from September 15, 2014 through August 31, 2015; and (2) a potential bi-annual renewal period from September 1, 2015 through August 31, 2016.
- As with most non-profit organizations, the APA has limited resources and is interested in ideas that maximize the value of the dollars spent. Please outline your plan (which would include all associated costs, such as compensation, travel, administration, etc.).
- If there are specific recommendations that would exceed the above annual budget targets, outline the additional value that APA could gain with the additional investment.

## **MISCELLANEOUS**

- Provide details of any litigation or other legal proceedings action taken against your firm or any of its owners, principals, or personnel, in the three preceding years.
- The APA is interested in providing flexibility to all Contractors in their responses to this RFP. Provide any additional comments or information relevant to your proposal that have not already been included in your responses to the preceding questions.

## **TIMETABLE**

The APA plans to select a firm to assume legislative and regulatory operations by *October 1, 2014*. Interested parties must submit proposals by *September 15, 2014*. The Selection Committee will contact qualified candidates for interviews in Washington, D.C. or via phone.

## **SUBMISSION OF BID PROPOSALS**

To respond to this Request for Proposal, *email* your proposal and cover letter to [aball@agriwashington.org](mailto:aball@agriwashington.org), with "APA Proposal" as the subject, and send one (1) hard copy with any additional reference information to:

Andrea Ball  
Apple Processors Association  
1701 K Street, NW, Ste. 650  
Washington, DC 20006

Electronic and hard copy proposals must be received before 5:00 pm EDT on *September 15, 2014* to be considered. Any bid proposal received after this deadline will be rejected at the discretion of the Apple Processors Association Board of Directors.

Contractors must furnish all information necessary to evaluate the bid proposal. Proposals that fail to meet the mandatory requirements of the RFP will be disqualified.

## **SELECTION CRITERIA**

APA will select the Contractor that the APA determines, in its sole discretion, to be fully qualified and best suited among those submitting proposals to fulfill the purposes of the RFP in a cost effective manner.

- Experience working with non-profits.
- Pricing and cost breakdown clear and reasonable.
- Proposal that gives confidence that the Contractor has the capability to fulfill APA's needs.
- Scope of corporate or individual Information.

- Evidence of corporate maturity, fiscal stability, and staff resources to provide the services outlined in the Scope of Services.
- Past, current, and prospective services demonstrating capabilities to mount and execute duties outlined in the Scope of Services.
- Professional qualifications and work experience on similar project engagements of the team members who will be primarily responsible for the majority of the work performed in the Scope of Services.
- An understanding of the Scope of Services to be performed and evidence of the capabilities and qualifications necessary to perform the Scope of Services in a manner that is the most advantageous to the APA.
- Evidence that services will be reasonably priced and provide a good value to the APA.

## **STANDARD TERMS AND CONDITIONS**

Any and all information provided to Contractors is considered proprietary information and is to be used solely for the purpose of responding to this RFP. Such information is not to be released to any party outside the Contractor's organization without the explicit written consent of the APA. Contractors may amend their bid proposal, if requested. The amendment must be in writing, signed by the Contractor, and received via email by the time set for the receipt of proposals, if requested. Contractors must notify the APA selection committee via email if they wish to withdraw their proposals.

## **REFERENCE CHECKS**

APA reserves the right to contact any reference to assist in the evaluation of the bid proposal, to verify information contained in the bid proposal, and to discuss the Contractor's qualifications.

APA reserves the right to obtain and consider information from other sources concerning a Contractor, such as the Contractor's capability and performance under other contracts

.  
Verification of Bid Proposal Contents

## **CERTIFICATION OF INDEPENDENCE AND NO CONFLICT OF INTEREST**

The Contractor shall certify that it developed the bid proposal independently. The Contractor shall also certify that no relationship exists or will exist during the contract period between the Contractor and the APA that interferes with fair competition or is a conflict of interest. The APA reserves the right to reject a bid proposal or cancel the award if, in their discretion, any relationship exists that could interfere with fair competition or conflict with the interests of the APA.