

**EDGE DAIRY FARMER COOPERATIVE
REQUEST FOR PROPOSALS**

**Edge Dairy Farmer Cooperative Farmer-Led Climate Smart Commodities Initiative:
Building Success from the Ground Up Project**

Issued November 29, 2023

Due December 18, 2023

Managed and administered by Edge Dairy Farmer Cooperative

OVERVIEW

Edge Dairy Farmer Cooperative is requesting proposals from a well-qualified organization or individual to provide communication support for the *Edge Dairy Farmer Cooperative Farmer-Led Climate Smart Commodities Initiative: Building Success from the Ground Up Project*. This project is funded by a U.S. Department of Agriculture (USDA) Partnerships for Climate-Smart Commodities award. This Request for Proposals is open to all qualified organizations and individuals. Once a relationship with a qualified organization or individual is established, future opportunities may be available.

BACKGROUND

Edge is seeking support for efforts to develop outreach materials and reports directly connected to the outcomes and deliverables of this project. This will support communication to the supply chain and to the public about project activities and outcomes.

Edge intends to establish a contract with the successful applicant. Edge will select the successful applicant based upon their expertise and plans for providing the services below. In addition to providing the services described below, the successful applicant must also be able to abide to the terms and conditions of the overall USDA award, insurance requirements, and outcome deliverables described herein.

Scope of Work

Edge seeks a qualified applicant to provide the following services for a contract maximum not to exceed \$100,000.

Deliverables:

We are seeking bids for marketing communication contractors to support our Climate-Smart initiative. Since we are in the initial stages of the project, we do not have a fully comprehensive list of needs at this point, but will look to the contractor to help establish an effective communications plan incorporating critical points throughout the project. Deliverables will include:

1. Creation of landing page hosted on current website to house project information.
2. Development of project outreach plan including identifying prospective partners for the project
3. Development of an integrated communication plan that reaches intended audiences with project outcomes Execution of communications plan including but not limited to: drafting key messages, media outreach and development of promotional materials.

REQUIRED EXPERTISE

The successful applicant will have significant expertise in the following areas, with preference given to an individual or organization that can provide all of the expertise required:

- At least five years of experience in agriculture, sustainability or food related marketing and communications.

- Documented experience developing a comprehensive communication plan.
- Knowledgeable on current sustainability initiatives
- Demonstrated ability in communicating sustainability stories

Selection Criteria

Submittals will be evaluated based upon the following criteria:

1. Demonstrated experience in developing and executing successful marketing and communications plans. Weight 40%
2. Demonstrated experience creating a coordinated marketing outreach including online presence and printed deliverables 40%
3. Project budget. Weight 20%

SUBMISSION REQUIREMENTS

- Format: Proposals must be provided in Word format or searchable PDF with a font size no smaller than 11 pt.
- Contact Information: Primary contact person, company name, address, phone, email, website, UEI number, and EIN/Taxpayer ID#.
- Past experience and qualifications: A description of your qualifications that aligns with past experience of the project team in your submittal (not to exceed one page).
- Biographies: Resumes of key staff and their role in the proposed work (not to exceed three pages).
- Work Examples: Summaries of past projects that demonstrate your experience and qualifications to complete the services described in this request (not to exceed five pages).
- References: Provide three client references (name, organization, title, phone number, email) that are connected to work examples and experience needed to complete the services described in this request.
- Budget: Provide an estimate of the total cost needed to complete the deliverables in the scope of services described above. The budget estimate should not exceed one page.

SELECTION PROCEDURES

A panel of Edge staff and external reviewers will review the proposal. Only one award will be made for this request. Subcontractors are discouraged. Selection does not guarantee that a contract will be executed for completion of the work. Edge reserves the right to negotiate an acceptable contract with the chosen applicant. If a contract cannot be negotiated, Edge reserves the right to move on to the next best qualified applicant.

SUBMISSION DEADLINES

Please submit your proposal to: climate-smart@voiceofmilk.com.

Due Date: December 18, 2023

Notice of Selection: December 20, 2023

Anticipated Start Date of Project: December 21, 2023

Notice to Non-Selected Applicants: December 22, 2023