



REQUEST FOR PROPOSAL

Sustainability Road Map – Phase 1

July 2020

1. SUMMARY AND BACKGROUND

The Institute for Feed Education and Research (IFEEDER) is currently accepting proposals to develop and conduct an analysis of sustainability issues, opportunities and needs of the American animal feed industry. We anticipate this project to consist of two phases, with this Request for Proposal (RFP) addressing the first phase of the work. The phase one analysis will better inform industry leaders on the future direction, strategy and execution of work related to sustainability in the feed industry. It will provide a framework for both IFEEDER and the American Feed Industry Association's (AFIA) sustainability road map.

The purpose of this RFP is to solicit proposals from various organizations, conduct a fair and extensive evaluation based on the criteria listed herein, and select the candidate which best represents the direction in which IFEEDER chooses to proceed.

Founded in 2009 by the AFIA, IFEEDER is a 501(c)(3) public charity and a critical link in the ever-evolving food supply chain. IFEEDER conducts sustainability research, shares the animal feed industry's sustainability story and communicates those values to various consumer audiences, helping them better understand and appreciate the significant progress the animal feed industry continues to make in protecting the environment, safeguarding animal health and providing dietary choices in which they can have confidence.

Our partner in this project, the AFIA, is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization's membership is comprised of nearly 700 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA's members manufacture more than 75% of the feed and 70% of the non-whole grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments, and holds membership in the International Feed Industry Federation.

2. PROPOSAL GUIDELINES

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 5 p.m. ET Monday, August 31, 2020. Any proposals received after this date and time will not be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal. Electronic submission of proposals is required.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, the costs shown in the proposal must be comprehensive and include the cost of any and all outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name, experience in the field and description of each of the organizations being contracted.

All costs must be itemized and include an explanation for the expenditure.

Please note: IFEEDER is a public charity and as such, does not pay any indirect, administrative or overhead costs included in any proposal submitted as part of this RFP.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. Regular interim reports on progress will be required.

Upon acceptance of a proposal, a final agreement will be executed between the principal investigator's organization and IFEEDER. Such agreement will incorporate the proposal requested herein.

The format for any proposals submitted is outlined in the attached document entitled, "Format for Submitting Research Proposals to IFEEDER."

Also accompanying this RFP is an "IFEEDER Research Proposal Scoring Template," which will be used by reviewers that evaluate submitted proposals.

IFEEDER reserves the right to break this project into component pieces if the proposals warrant such. Vendors may wish to suggest specific components that they are suited to assist with.

3. PROJECT PURPOSE AND SCOPE

The animal feed industry is a major player in the production of a safe, affordable and abundant food supply. There are more than 6,200 feed mills in the U.S. producing over 236 million tons of ready-to-eat or finished feed each year.^[1] Feed represents roughly 60% – the number one expense – of the total production costs for farmers and ranchers raising livestock

^[1] American Feed Industry Association. [Feed Industry Statistics](#).

and poultry.^[2]

IFEEDER is looking to conduct a thorough analysis of opportunities that can help shape and inform its overall sustainability strategy for the animal feed industry. This RFP represents phase one of the industry's sustainability efforts and seeks to develop a sustainability roadmap that will prepare the animal feed industry to begin addressing sustainability in a comprehensive, consistent and strategic way.

Phase two of the industry's efforts will focus on implementation of a sustainability roadmap initiative. This work will be based on the results of Phase one to be addressed under a separate RFP at a later date.

Specifically, IFEEDER is seeking a contractor that can help the feed industry:

1. Clearly understand the sustainability risks and needs of AFIA's members by segment type (e.g., feed manufacturer, ingredient manufacturer, integrated feed manufacturer, equipment).
2. Assist IFEEDER in developing tools that AFIA's members can use in developing or enhancing their own sustainability programs.
3. Consistently and clearly communicate sustainability for the American animal feed sector.
4. Target specific sustainability research topics to fill gaps in understanding.
5. Develop a roadmap that helps IFEEDER and AFIA connect the American feed industry sustainability story with the values of its stakeholders, promoting trust in the feed industry as a partner in bringing forward sustainable protein and dairy products to the marketplace.

4. DELIVERABLES

Once the evaluation is complete, the contractor should provide IFEEDER with a roadmap to use its data, including developing a white paper, data sheet, message map and/or other informational materials as needed.

Deliverables should include:

1. A message map for how the American feed industry talks about sustainability internally and with extended industry partners, including an analysis of the industry's sustainability strengths or advantages as well as its risks and opportunities for change.
2. Recommended approaches to understanding the sustainability needs of AFIA's members, by segment type.
3. Suggest proven tools that individual companies can utilize to begin or enhance their corporate sustainability programs, such as how to conduct a materiality study, standard processes to explore company-specific sustainability initiatives, templates, etc.
4. A meta-analysis or summary of sustainability research relevant to the animal feed industry with noted gaps in research that, if completed, would strengthen the overall sustainability story of the industry.

^[2] Feed Strategy Magazine. "[New year, new publication.](#)" January 2018.

5. Summary of current (five years or newer) surveys or studies that identify how to better educate and engage the retail, restaurant and consumer markets on how the American feed industry is addressing their sustainability concerns and demands.

5. REQUEST FOR PROPOSAL

All proposals in response to this RFP are due no later than 5 p.m. ET Monday, August 31, 2020.

6. VENDOR RFP RECEPTION

By responding to this RFP, the organization agrees to be responsible for fully understanding the requirements and other details of the RFP and may ask questions to ensure a complete understanding of the requirements. IFEEDER retains the right to disqualify organizations that do not demonstrate a clear understanding of the Institute's business needs. Furthermore, the right to cancel a project extends past the contract award period, and IFEEDER will be at no fault or liability and will only pay for costs incurred.

7. GOOD FAITH STATEMENT

All information provided by IFEEDER is offered in good faith. Specific items are subject to change at any time based on business circumstances. IFEEDER does not guarantee that any particular item is without error. IFEEDER will not be responsible or liable for use of this information or for any claims asserted therefrom.

Each bidder must submit their proposal by 5 p.m. ET Monday, August 31, 2020. If additional time is needed, contact Robert Cooper. Paper copies will not be accepted. Electronic copies are required.

Robert Cooper
Executive Director
IFEEDER
2101 Wilson Blvd. Suite 810
Arlington, VA 22201
rcooper@afia.org
703-650-0141

Attachments:

- AFIA's 4 Pillars of Sustainability
- Format for Submitting Research Proposals to IFEEDER
- IFEEDER Research Scoring Template