



American Seed Trade Association

Contractor: Plant Breeding Innovation – Coordination with Global Stakeholders

R E Q U E S T F O R P R O P O S A L

July 31, 2020

INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

ASTA's mission is to be an effective voice of action in all matters concerning the development, marketing and movement of seed, associated products and services throughout the world. ASTA promotes the development of better seed to produce better crops for a better quality of life.

Founded in 1883, the American Seed Trade Association (ASTA) is one of the oldest trade organizations in the United States. Its membership consists of over 700 companies involved in seed production and distribution, plant breeding, and related industries in North America. As an authority on plant germplasm, ASTA advocates on science and policy issues of industry-wide importance.

Objective:

ASTA seeks proposals for a contractor to develop and coordinate strategy for ASTA's ongoing engagement with the global seed industry, public sector researchers, agriculture value chain stakeholders and relevant government stakeholders on the topic of plant breeding innovation (PBI).

A successful contractor will have a proven network of connections within the U.S. and global agricultural community, a strong understanding of regulatory policymaking, and a scientific academic background or relevant work experience in plant breeding.

This is a one-year, end-result contract with option to renew upon satisfactory completion of deliverables.

Goal:

Ensure ASTA is represented and plays a leadership role when appropriate in global and regional discussions on the topic of plant breeding innovation. Promote the benefits and potential future applications of plant breeding innovation to a global audience. Encourage global alignment in the development of science and risk-based regulatory policies related to gene editing. Provide insight to ASTA staff on the national development of regulatory policies in key markets of importance to ASTA members.

Background:

ASTA is supporting plant breeding innovation through an integrated, three-pillar approach that includes: 1) policy engagement, 2) stakeholder outreach, and 3) public-facing communications at the national and global level. Past efforts have included participation and co-facilitation of roundtable workshops with seed industry and regulators in key markets, participation in international and regional organizations such as the International Seed Federation, Seed Association of the Americas, African Seed Trade Association, and Asia and Pacific Seed Association, participation in side-meetings on PBI at the WTO and APEC, translation of PBI educational materials into Spanish, Chinese and Indian languages, and development of short films related to the benefits of PBI for certain crops.

ADMINISTRATIVE PROGRAM CONTACT

Questions concerning technical specifications or Statement of Work requirements must be directed to:

Name	Abigail Struxness
Address	1701 Duke St, Suite 275 Alexandria, VA 22314
Phone	703-837-8140
Email	astruxness@betterseed.org

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Abigail Struxness
Address	1701 Duke St, Suite 275 Alexandria, VA 22314
Phone	703-837-8140
FAX	703-837-9365
Email	astruxness@betterseed.org

DUE DATES

A written email confirmation of the Contractor's intent to respond to this RFP is required by August 18. All proposals are due by 5:00 pm, EDT on August 21, 2020 in electronic format sent to astruxness@betterseed.org.

SCHEDULE

Event	Date
1. RFP Distribution to Contractors	July 31, 2020
2. Written Confirmation of Contractors with Bid Intention	August 18, 2020
3. Questions from Contractors due about scope of work	August 18, 2020
4. Responses to Contractors about scope due	August 19, 2020
5. Proposal Due Date	August 21, 2020
6. Target Date for Review of Proposals	August 24, 2020
7. Final Contractors Selection Discussion(s)--	August 25-26, 2020
8. Anticipated decision and selection of Contractor(s)	August 31, 2020
9. Anticipated commencement date of work	September 8, 2020
10. Final report/invoice due	September 7, 2021

GUIDELINES FOR PROPOSAL PREPARATION

EVALUATION FACTORS FOR AWARD CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Contractor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Contractor:

1. Completion of all required responses in the correct format.
2. The extent to which Contractor's proposed solution fulfills ASTA's stated requirements as set out in this RFP.
3. An assessment of the Contractor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.

4. The Contractor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high-quality Contractor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Contractor's proposal.

ASTA may, at their discretion and without explanation to the prospective Contractors, at any time choose to discontinue this RFP without obligation to such prospective Contractors.

SCOPE OF WORK

REQUIREMENTS

The following information should be used to determine the scope of this project and provide pricing for this engagement.

The ASTA will contract a third party author hereto referred as the contractor. The CONTRACTOR will be responsible for devising a strategy for ASTA's ongoing engagement with the global seed industry, public sector researchers, agriculture value chain stakeholders and relevant government stakeholders on the topic of Plant Breeding Innovation.

DELIVERABLES

For the purpose of the agreement resultant from an accepted proposal, the CONTRACTOR, at a minimum, will be responsible for the following:

1. Identification of new opportunities for ASTA to play a leadership and/or supporting role in global and regional PBI policy discussions and educational outreach.
2. Identification of specific individuals, associations, research institutions, and companies globally that should be included through the project's activities.
3. Identification of individuals, associations, research institutions, and companies in the U.S. who can serve as advocates or ambassadors for ASTA's PBI outreach globally.
4. Develop and execute a strategy to work with existing global organizations and/or through existing projects as a representative of ASTA's PBI policies.
5. As necessary, develop appropriate messaging for an international audience highlighting the benefits and potential of plant breeding innovation from a research perspective.
6. As necessary, international travel to participate in industry meetings and events

For the purpose of the agreement resultant from an accepted proposal the ASTA, at a minimum, will be responsible for providing the CONTRACTOR with:

- Information about ASTA's current and future planned PBI activities globally
- Information about ASTA's engagement on PBI at the domestic level
- Introductions to national, regional, and global seed associations of which ASTA is a member

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Contractor whose offer will be the most advantageous to ASTA in terms of expertise, functionality, and other factors as specified elsewhere in this RFP.

ASTA reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Contractor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Contractor's proposal shall be submitted in several parts as set forth below. The Contractor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for ASTA's evaluation of the Contractor's proposal.

Contractor's proposal in response to this RFP will be incorporated into the final agreement between ASTA and the selected Contractor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Detailed and Itemized Costs
6. Appendix: References
7. Appendix: Contractor Bio/Resume

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Contractor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

Outline proposed strategy to achieve desired goals. This section should include a description of each major type of work effort and activity being requested of the Contractor. All information that is provided will be held in strict confidence.

DELIVERABLES

Include descriptions of the anticipated outcomes of activities conducted for work related to the project.

RATE AND COSTS

Include a fee proposal for a one-year, end-result contract. ASTA will cover travel expenses if necessary to conduct the contracted work. Please do not include travel expenses in the estimate.

APPENDIX: REFERENCES

Provide three current professional references.

APPENDIX: Resume

Resume: one or two page summary of your skills, experience and education.