

**Request for Proposal**  
**Potatoes USA RAPP Grant Administrative Support**  
**(Tranche 1)**  
**October 23, 2024**

Potatoes USA seeks to engage a qualified contractor or agency to provide project management and administrative support for projects associated with the USDA RAPP (Regional Agricultural Promotion Program) Grant. The RAPP Grant market development activities that help the U.S. potato industry expand exports and diversify markets. The chosen contractor will work closely with Potatoes USA staff to ensure the implementation of U.S. potato marketing programs is efficient, effective, and compliant with grant program guidelines and reporting protocols.

**About Potatoes USA**

Potatoes USA is the national marketing and research organization focused on strengthening demand for potatoes. Potatoes USA actively promotes potatoes in the U.S. and 22 countries: Mexico, Japan, South Korea, Taiwan, China, Philippines, Taiwan, Vietnam, Thailand, Central America (Guatemala, Honduras, the Dominican Republic, Costa Rica, El Salvador, Nicaragua, and Panama), and the GCC (Saudi Arabia, The United Arab Emirates, Bahrain, Kuwait, Oman, and Qatar).

The National Potato Promotion Board is a marketing and promotion board created by an act of Congress in 1971, currently doing business as Potatoes USA. The organization is considered an instrumentality of the Agricultural Department. As such, Potatoes USA is under USDA's Agricultural Marketing Service (AMS) oversight. The organization is managed by an elected board of potato producers, importers, and a public member. These board members are nominated by their peers and appointed by the Secretary of Agriculture. Additional information about Potatoes USA is available on [PotatoesUSA.com](http://PotatoesUSA.com). The organization's marketing website is [PotatoGoodness.com](http://PotatoGoodness.com).

**Scope of Work**

Interested companies can submit proposals. While annual contracts may be needed, proposals should span the duration of the grant from the time this work is awarded through June 2029. Interested companies should submit a proposal that includes the following:

Project Management and Coordination

- Serve as the main point of contact for all administrative aspects of the USDA RAPP Grant (Tranche 1)
- Track progress and ensure all deadlines are met.

- Coordinate with internal and external stakeholders to ensure alignment on project deliverables.
- Assist in the development and submission of required reports to USDA.

#### Compliance Management

- Ensure that all projects comply with USDA RAPP guidelines, including cost-share and reimbursement requirements.
- Monitor and document all project expenses to ensure they align with grant-approved activities.
- Maintain accurate records and files for audits and reviews.

#### Financial Tracking and Reporting

- Track and manage the financial components of the RAPP Grant, including budget allocation, expenditures, and cost-share calculations.
- Prepare and submit financial reports in accordance with USDA requirements.
- Coordinate reimbursement requests and ensure timely submission.

#### Communication and Reporting

- Prepare regular updates and reports for Potatoes USA leadership on project progress, including any risks or issues.
- Submit quarterly and final reports to USDA, ensuring compliance with all reporting guidelines.
- Collaborate with project teams to gather necessary data and documentation for reporting purposes.

#### Other Administrative Duties

- Assist in organizing meetings, workshops, or webinars related to grant projects.
- Provide administrative support for any other activities necessary for the successful management of the RAPP Grant.

### **Proposal Requirements**

Interested applicants must submit a proposal that includes the following:

#### Company Profile:

- Provide an overview of the company, including experience and qualifications in market research.
- Relevant case studies or examples of similar projects completed.

#### Approach and Methodology

- A detailed description of the proposed approach to providing administrative services for the USDA RAPP Grant. This should include:

- A project management plan.
- Strategies for ensuring compliance with USDA requirements.
- A communication and reporting plan

#### Experience and Qualifications

- A summary of relevant experience with USDA grants or similar federal grant programs.
- Qualifications of key personnel who will be involved in the project.
- Examples of past work or case studies related to grant administration.

#### Budget

- Provide a budget for services, broken down by key activities, including (if applicable):
  - Project management fees
  - Hourly or monthly rates for personnel.
  - Any additional costs related to the scope of work.

#### Writing Samples

- Examples of grant proposals, evaluation reports, and/or performance reporting.

#### References

- Provide at least three references from previous clients or organizations for whom similar work was performed.

### **Submission Guidelines**

Proposals must be submitted by November 15, 2024, to Kim Breshears, Chief Marketing Officer, at [kim@potatoesusa.com](mailto:kim@potatoesusa.com), 3675 Wynkoop Street, Denver, CO 80216. Any questions regarding this RFP should be directed to Kim Breshears ([kim@potatoesusa.com](mailto:kim@potatoesusa.com)), Marisa Stein ([marisa@potatoesusa.com](mailto:marisa@potatoesusa.com)) and Dinah Tobey ([dinah@potatoesusa.com](mailto:dinah@potatoesusa.com)).

### **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Experience and Qualifications: Demonstrated experience with USDA or similar grants and qualifications of key personnel.
- Approach and Methodology: Effectiveness of the proposed approach in delivering the scope of work.
- Writing Samples of Grant reporting
- Budget: Reasonableness and clarity of the proposed budget.

- References: Feedback from previous clients regarding performance and deliverables.

### **Timeline**

October 23, 2024	RFP Issued
October 30, 2024	Submit questions in writing regarding RFP
November 1, 2024	Potatoes USA to submit answers to all questions to all respondents
November 15, 2024	Proposal Submission Deadline
November 27, 2024,	Vendor Selection
December 2024	Contracting
January 1, 2025	Project Begins.

### **Confidentiality**

All information provided in response to this RFP will be treated as confidential and used solely to select vendors.

### **Affirmative Action Statement**

Potatoes USA is an Equal Opportunity employer and conducts all business in compliance with the Civil Rights Act of 1964, as amended, and the nondiscrimination regulations of the Secretary of Agriculture, as now or hereinafter amended (7 CFR Part 15). Furthermore, Potatoes USA complies with the American with Disabilities Act of 1990, the Age Discrimination Act of 1975, and the Federal Equal Opportunity Act. The Agent is required to comply with these acts and regulations.

### **Contact Information**

For any inquiries or further information, please contact:

Kim Breshears  
Chief Marketing Officer  
Potatoes USA  
[kim@potatoesusa.com](mailto:kim@potatoesusa.com)  
Potatoes USA

We thank you for your interest and look forward to reviewing your proposal.

Sincerely,

Kim Breshears  
Chief Marketing Officer  
Potatoes USA