



Program Evaluator for MAP and FMD Activities Request for Proposal

Background

The American Peanut Council (APC) is a non-profit U.S.-based trade association with a primary role of increasing the international market for U.S. -grown peanuts. The APC works closely with governments and trade on technical and marketing issues while conducting public relations, advertising, and other consumer promotion programs in Mexico, Canada, Europe, the United Kingdom, China, and Japan. The APC also manage a “Sustainable U.S. Peanuts” initiative to gather data and communicate best practices and success stories to key stakeholders and a “Peanut Butter for the Hungry” initiative which supports the use of peanut-based ready-to-use therapeutic food (RUTF) in international aid programs.

The APC has conducted program evaluations of its activities funded with Market Access Promotion (MAP) Funds and Foreign Market Development (FMD) Funds for many years, as required by the U.S. Department of Agriculture. This year, the APC would like to conduct an evaluation of programs for the regions of the UK, Europe and Global Issues and invites interested and qualified parties to participate in the bid solicitation.

Contracted Services

APC is searching for a program evaluator who will not only review trade/consumer activities but provide strategic guidance to APC staff and contractors administering programs in the UK, Europe and under our Global Issues region. The project will be funded under USDA’s MAP program. As a result, the APC will select a contractor under Federal Equal Opportunity Act Requirements. The selected evaluator will be asked to undertake the following activities:

1. Provide an evaluation as required by FAS of APC programs in the regions of the UK, Europe and Global Issues.
2. Prepare a report that can be shared with industry board members and FAS by end March 2025 evaluating the 2024 program year.
3. Provide, as part of the report, an evaluation of U.S. peanut export statistics in context with evaluation of activities. The statistics will be provided by APC.
4. Provide advice and counsel on how APC might improve efforts using MAP or FMD funds in light of RAPP funding received.
5. Interview in-country representatives, trade contractors, and technical specialists and provide an objective review of their ongoing work to promote and facilitate peanut exports.
6. Provide, in addition to the report above, context for success stories.
7. Review performance measures and suggest improvements if thought prudent.
8. Work with APC to refine strategy and activities for promoting APC’s goals in the three regions, should the current strategy be found in need of updating.
9. Assist the APC with developing economic context for peanut exports (how they might affect farm communities, for example).

10. Provide the report in a format such that information can easily be taken and included within the next UES submission to FAS.

Proposal Requirements

Interested parties should include the following in their proposal:

- Company profile to include experience in the markets and examples of similar evaluations conducted in the markets or for the American Peanut Council.
- Biographies of staff expected to work on the project.
- Detailed methodology, timeline and list of deliverables.
- Detailed budget breakdown of proposed fees, including estimates for any travel that may be required.
- References from at least 3 previous clients for similar evaluation work.

Request for Proposals

Interested parties can submit proposals via email to lmckerchar@peanutsusa.org.uk and pvlazakis@peanutsusa.com noting "2024 APC Evaluation" in the subject line. The closing date for receipt of proposals is **Friday, December 13**. For questions, please email Louise McKerchar and Peter Vlazakis on the emails listed above.

Credentials

The consultant or company chosen to undertake this role will have the following:

1. A track record in MAP/FMD evaluations, including trade and consumer activities.
2. An understanding of the workings of government and industry funded trade bodies.
3. Ability to work cooperatively with staff and consultants across the regions (all English speaking)
4. Ability to submit meaningful, well written reports with concise overview/conclusions, invoices, and detailed back-up information in a timely fashion.
5. Ability to extract and analyze export data to present meaningful communications for APC staff, board members and FAS.

Company credentials and cost/value comparisons will be undertaken to select the company/consultant for this Evaluation. APC reserves the right to select the contractor with the best combination of the above criteria, not necessarily the lowest cost proposal. It is anticipated that the cost/value comparisons will be completed by end December 2024.

According to the U.S. Department of Agriculture (USDA) regulations, the American Peanut Council does not discriminate in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, marital or familial status.