



REQUEST FOR PROPOSAL

Project Name: Export Readiness Seminars for WUSATA

TABLE OF CONTENTS:

Introduction:	3
Background	4
Intended Timeframe and Flow for Project	4
Scope of Work	4
Evaluation Criteria	5
Requirements and Proposal Format	6
Terms and Conditions	7
Proposal Submission	7
Contact Information	8

Introduction:

Dear Prospective Bidders,

The Western United States Agricultural Trade Association (WUSATA) is soliciting proposals from qualified vendors to conduct a series of Export Readiness seminars. These seminars aim to educate and prepare agribusinesses in the Western U.S. on market trends, dynamics, opportunities, and challenges in exporting. Additionally, the seminars are intended to attract companies to participate in WUSATA's Global Connect events, such as inbound and outbound missions and trade shows.

Selected contractors will conduct seminars twice a month, planned at least 2-3 months ahead of corresponding Global Connect activities. Contractors will also provide customized market infographics tailored to participating companies' products and conduct one-on-one consultations to address specific export concerns. This contract may be renewed for up to two additional years based on performance.

We encourage you to submit a comprehensive proposal detailing your relevant experience, qualifications, and approach to delivering the outlined scope of work. Proposals should include a breakdown of costs, a summary of your experience, and references.

We look forward to reviewing your proposal and collaborating with the selected vendor to further our mission of enhancing the export of agricultural products from the western states and territories.

Sincerely,

Renata Dalton

Renata Dalton

Director of Programs

Western United States Agricultural Trade Association

Background

WUSATA, founded in 1980, is a non-profit organization dedicated to fostering international growth for agribusinesses from 13 western U.S. states and two territories. Through its core programs—Export Education, Global Connect, and FundMatch—WUSATA provides financial aid, export readiness training, and business development services. These initiatives are funded by USDA’s Market Access Program (MAP) and Regional Agriculture Promotion Program (RAPP).

Export Readiness is a foundational aspect of WUSATA’s mission. This program equips companies with the tools, knowledge, and resources needed to navigate the complexities of international trade, enabling them to develop export strategies that align with their business goals. Export Readiness also serves as a gateway for companies to gain confidence in their ability to succeed in international markets.

Global Connect complements this by creating actionable opportunities for Western U.S. agribusinesses to connect with international buyers. Through trade missions, inbound and outbound activities, and trade shows, this program facilitates face-to-face interactions that build trust, foster relationships, and open new market avenues.

Together, these programs drive WUSATA’s vision of empowering small and medium-sized agribusinesses to achieve sustainable growth in the global marketplace. For more details about WUSATA and its initiatives, visit www.wusata.org.

Intended Timeframe and Flow for Project

The seminars will be conducted twice a month starting in 2025, with schedules finalized at least 2-3 months before Global Connect activities. A list of planned 2025 Global Connect activities will be provided to the selected contractor for content planning and coordination.

Scope of Work

The selected contractor will provide the following scopes of work:

1. Seminar Development and Delivery

- **Design Comprehensive Seminars:** Develop engaging and informative seminars tailored to the needs of Western U.S. agribusinesses new to exporting. Content should address foundational knowledge and advanced topics in export readiness, including regulatory compliance, logistics, and market entry strategies.
- **Deliver Twice-Monthly Sessions:** Host two virtual seminars per month, ensuring they are interactive and accessible to a wide audience.
- **Promote Global Connect Participation:** Highlight the benefits of WUSATA’s Global Connect activities within seminar content to encourage participation in upcoming events, such as trade missions and international trade shows.

2. Customized Market Infographics

- **Conduct Market Analysis:** Analyze relevant market trends and dynamics for targeted export markets. Identify key opportunities and challenges specific to the products of participating companies.

- **Create Tailored Infographics:** Develop visually appealing and easy-to-understand market infographics for each participating company. These infographics should summarize market opportunities, competitive landscapes, and actionable insights.
- **Provide Strategic Recommendations:** Include practical advice within the infographics to help companies refine their export strategies and better position their products in the target markets.

3. One-on-One Consultations

- **Offer Personalized Guidance:** Conduct 30-minute consultations with participating companies to address specific questions and provide deeper insights into seminar topics.
- **Develop Actionable Plans:** Assist companies in developing tailored action plans based on their unique goals and challenges, ensuring they can effectively implement export strategies.
- **Document Feedback:** Gather and document participant feedback to improve seminar content and delivery continuously.

4. Content Planning and Coordination

- **Align with Global Connect:** Use the 2025 Global Connect activity schedule to ensure seminar topics are relevant and supportive of upcoming events. This includes tailoring content to specific markets or industries aligned with those activities.
- **Schedule and Coordinate:** Work closely with WUSATA to finalize seminar schedules and ensure seamless coordination with other program activities.
- **Incorporate Feedback:** Regularly review feedback from participants and WUSATA to refine seminar content and delivery methods.

5. Reporting

- **Submit Detailed Reports:** Provide comprehensive reports after each seminar, detailing participant feedback, topics covered, and outcomes of one-on-one consultations.
- **Track Key Metrics:** Include metrics such as attendance, engagement levels, and participant satisfaction to measure the success of each session.
- **Ensure Transparency:** Maintain clear and organized documentation of all activities, ensuring accountability and alignment with WUSATA's objectives.

Evaluation Criteria

The following guidelines shall be implemented with a request for proposals. The Proposal Review Panel shall meet the following requirements:

- (i) The Proposal Review Panel will consist of at least four WUSATA staff individuals.
- (ii) The review panel evaluates the proposals according to a pre-determined weighted average scoring system below:
 - a. Completeness of Workplan - The proposal meets the expectations and goals described in the RFP.

- b. Technical expertise of the organization - Demonstrated expertise in export readiness education and seminar delivery.
- c. Staff Qualifications - The contractor identifies their credentials, skills, and industry connections as described in the RFP.
- d. Cost Effectiveness - The budget of the proposal is competitive and efficient.
- e. Past Performance and references

Contractors may be asked to provide additional information or participate in an interview during the evaluation process.

Requirements and Proposal Format

Please submit your proposal in the following format with the suggested content below.

- (i) Cover letter: Introduce your company and your proposal. Please include the following details.
 - a. Name of entity as it would appear on contracts and invoices.
 - b. Main point of contact.
 - c. Complete mailing address and physical office address.
 - d. EIN/TIN/SS Number or, if an overseas entity, the equivalent tax identification number
 - e. Type of Structure
__Individual __Corporation __LLC __Partnership __Sole Proprietorship
- (ii) Executive Summary: Highlight your proposal's key points, summarizing your approach to fulfilling the scope of work. Emphasize your company's value to the project and the anticipated benefits for WUSATA's participating companies.
- (iii) Company Profile: Provide a detailed overview of the bidder's history, mission, and relevant expertise. Examples of past projects that demonstrate similar capabilities should be included, along with the qualifications of key personnel assigned to this project.
- (iv) Solution Overview: Describe the methodology for developing and delivering seminars, creating market infographics, conducting one-on-one consultations, and managing content planning and reporting. Each aspect of the scope of work should be addressed, with clear explanations of how the contractor's approach aligns with WUSATA's goals.
- (v) Cost Proposal: Provide a detailed budget breakdown, including costs for seminar delivery, infographic creation, consultation sessions, and reporting. Any additional or optional services should be itemized with their respective costs.
- (vi) References: At least three previous clients' references must be included, along with contact information and a description of the work performed for each reference.

- (vii) Appendices: Include any additional supporting documentation, such as executed projects, white papers, or technical specifications that support your proposal.

Please note that WUSATA is not liable for any costs associated with any company's response to this RFP. WUSATA reserves the right not to award this contract if, in the opinion of the evaluators, a suitable proposal is not received. The awarded contract may be renewed for up to two (2) additional years.

Terms and Conditions

The selected contractor must agree to abide by all WUSATA Terms and Conditions:

WUSATA does not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation, or military status. Persons with disabilities who require alternate means of communicating program information should contact us.

WUSATA has zero tolerance for fraud in their programs and expects all participants to comply with the [Code of Conduct - WUSATA](#).

WUSATA reserves the right to deny services to any firm or individual which, in the sole opinion of WUSATA, does not comply with MAP, FAS, or SRTG regulations and policies, reflects poorly on WUSATA, its officers, members, company participants, FAS or the USDA.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices.

In addition, WUSATA reserves the right that its contractors may not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity.

WUSATA's acceptance of the proposal is conditional upon the contractor disclosing all existing relationships with another party that could potentially impact and/or influence the contractor's ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify the preceding statement but wish to proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal.

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be reused for any purpose, in whole or in part, including any text or related concepts, strategies, or tactics described, without written permission from WUSATA.

Proposal Submission

Only electronic proposals will be accepted. All proposals must be received on or before the due date outlined below. Any proposals submitted after the deadline will not be considered.

The deadline for submitting proposals is **5:00 pm PST on Friday, January 24th, 2025**.

Proposals must be submitted electronically to:

Renata Dalton, Director of Programs - renata@wusata.org

Contact Information

Questions regarding this RFP may only be addressed electronically to Renata Dalton, Director of Programs at the Western United States Agricultural Trade Association. Answers to all questions will be provided to every RFP participant.

Please reference the RFP project name in the email's subject line, which is listed above the table of contents.

Name: Renata Dalton

Title: Director of Programs

Email: renata@wusata.org