



REQUEST FOR PROPOSAL

Project Name: Export Readiness Training Development and Delivery

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 | 5 |
| Terms and Conditions | 6 |
| Proposal Submission | 6 |
| Contact Information | 7 |

Introduction:

Dear Prospective Bidders,

The Western United States Agricultural Trade Association (WUSATA) is soliciting proposals from qualified organizations to design, develop, and deliver export readiness training programs for companies in the Western United States. This initiative aligns with WUSATA's mission to enhance international trade opportunities for small and medium-sized enterprises (SMEs) in the agricultural sector.

We are seeking experienced service providers with expertise in export readiness, market research, trade compliance, and international business strategies. The ideal candidate will have a proven track record in training and educating businesses on the complexities of exporting to global markets. Prior experience working with trade organizations or agricultural companies is preferred.

Proposals should include a detailed breakdown of costs, a comprehensive description of the proposed training approach, and relevant credentials and references. Submissions will be evaluated based on expertise, cost-effectiveness, and alignment with project goals.

Sincerely,

Renata Dalton
Director of Programs
Western United States Agricultural Trade Association

Background

WUSATA is a nonprofit organization dedicated to supporting agribusinesses in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, and two U.S. territories. The organization facilitates market access and trade opportunities through education, funding, and support services.

Export readiness training is a core component of WUSATA's mission. Many companies in the region require enhanced skills and knowledge to compete effectively in international markets. By offering targeted training, we aim to prepare businesses to navigate trade regulations, logistics, and market entry strategies.

Intended Timeframe and Flow for Project

The training program will commence in Q2 2025 and conclude by the end of Q4 2025. Training sessions may be offered as a combination of virtual and in-person events. Key milestones include:

January/February 2025: Contractor selection and program planning

April 2025: First training session

October 2025: Second training session

December 2025: Final reporting and evaluation.

Scope of Work

The selected contractor will be responsible for the following:

- 1. Program Design:** Develop a comprehensive export readiness training curriculum based on WUSATA's goals. Training topics may include:
 - Market research and export planning.
 - Understanding trade regulations and compliance.
 - Navigating logistics and supply chain management.
 - Export financing, insurance, and payment terms.
 - Identifying and partnering with international buyers.
- 2. Program Delivery:**
 - Conduct a minimum of three multi-module training sessions. Each module should provide 3-4 hours of interactive content for up to 20 companies.
 - Deliver virtual and/or in-person training based on participant needs.
 - Provide supplemental handouts, tools, and templates for participants.
- 3. Customization:** Tailor training materials to address the specific needs of agricultural SMEs in the Western United States.
- 4. Technical deliverables:**
 - Develop a step-by-step export readiness checklist for participants.

- Provide detailed templates for creating export plans, including market research outlines, pricing strategies, and compliance checklists.
 - Create sample documents, including proforma invoices, shipping documentation, and international terms of sales agreements.
 - Deliver a comprehensive guide on export financing and payment methods.
 - Prepare case studies highlighting successful export strategies applicable to Western U.S. agribusinesses.
5. **Follow-Up Coaching:** Offer one-on-one coaching sessions with participating companies to help them implement their export plans and address specific challenges.
6. **Reporting:** Provide WUSATA with detailed reports summarizing:
- Training participation and feedback.
 - Key outcomes, including export plans or strategies developed by participants.
 - Recommendations for future training initiatives.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Program Design and Alignment:** Relevance and quality of the proposed training curriculum.
- **Qualifications and Experience:** Expertise in international trade and experience delivering similar training programs.
- **Cost-Effectiveness:** Reasonable budget aligned with project goals.
- **References:** Positive feedback from previous clients or partners.
- **Innovation:** Creative approaches to engaging participants and addressing their unique challenges.

Requirements and Proposal Format

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

1. **Cover Letter:** Include your organization's name, contact details, and a brief overview of your qualifications.
2. **Executive Summary:** Summarize the proposed training program and its anticipated impact.
3. **Detailed Proposal:**
 - Curriculum outline and training delivery plan.
 - Examples of similar past projects.
 - Biographies of key personnel.
4. **Cost Breakdown:** Provide a detailed budget, including fees for program design, delivery, materials, and follow-up activities.
5. **References:** Include at least three references from previous clients.
6. **Supporting Documentation:** Attach relevant case studies, testimonials, or supplementary materials.

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 24, 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