

Request for Proposal

SUBMISSION DEADLINE:
April 22, 2025 - 12:00 PM EDT (-4 GMT)

RFP TITLE: In-Country Representation for Market Access & Promotion - Multiple Locations

RFP CONTACT

Email: RFP@nara.org

PROPOSAL DEADLINE: April 22, 2025 - 12:00 PM EDT (-4 GMT)

1. INTRODUCTION AND BACKGROUND

The North American Renderers Association, Inc. (NARA) invites proposals from qualified individuals or firms to provide **In-Country Representational Services** in support of NARA's international trade development efforts. This Request for Proposal (RFP) covers multiple global markets, including both countries where NARA currently operates and new markets where NARA seeks to establish a presence.

We welcome proposals from all interested parties, including current contractors. Proposals may focus on a single country or span multiple countries, depending on the applicant's background, expertise, and available resources.

Target countries include Bangladesh, Ghana, Ivory Coast, Morocco, Senegal, South Africa, and Tunisia. In addition, NARA is seeking **regional representation in Europe**, with flexibility regarding specific locations.

With growing demand for high-quality animal proteins and fats, and increasing investments in livestock, poultry, and aquaculture sectors, the target countries are identified as existing or potential markets for U.S. rendered products. The purpose of this RFP is to identify qualified firms or individuals to conduct a rapid market assessment and, where appropriate, support long-term trade development initiatives. These efforts may include stakeholder engagement, policy monitoring, government relations, strategic communications, support for trade missions, and activities to enhance market visibility. We welcome innovative ideas for market access and market promotion strategies.

2. PURPOSE OF RFP

NARA routinely issues RFPs to ensure that market development initiatives are conducted transparently and competitively. This process enables cost benchmarking, ensures fair market value, and allows NARA to assess and select the most qualified contractor based on technical expertise, subject matter knowledge, industry connections, and cost-effectiveness.



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Request for Proposal

Through this RFP, NARA seeks proposals from experienced individuals or firms with demonstrated expertise in trade development, market research, and stakeholder engagement within the rendering industry. The selected contractor must have a comprehensive understanding of trade flows and supply chain dynamics in the relevant markets with a preference for Prospective Contractors with experience conducting market assessments and market development activities in the target countries.

Once data gaps and market opportunities are identified, the contractor will leverage their industry knowledge to bridge these gaps, working within the guiding framework and strategic objectives set by NARA. The contractor must operate independently while maintaining close coordination with NARA staff and stakeholders to ensure alignment with broader market development goals.

3. SCOPE (SERVICES) OF WORK

The contractors selected will serve as NARA's representative in the target countries and will provide services that include trade development, market analysis, regulatory monitoring, government and industry engagement, and promotional support. These services are broken down into the following categories:

Strategic Planning and Market Development

- Conduct a rapid market assessment in each country to identify key actors, demand trends, supply chain structure, and regulatory bottlenecks.
- Develop strategic plans and engagement frameworks aligned with NARA's Unified Export Strategy.
- Prepare briefing materials, market intelligence reports, and talking points for internal and external use.
- Assist in the transmission of NARA's viewpoints and position papers to government and market stakeholders.
- Support the planning and execution of market development activities, including seminars, buyers' conferences, technical workshops, and promotional events.

Monitoring and Reporting

- Monitor policy developments that could impact the rendered product sector, with a focus on feed, animal proteins, fats, oils, and biomass-based renewable fuels.
- Analyze and report on regulatory and commercial developments relevant to U.S. rendered product exports.
- Anticipate changes in the policy and regulatory environments and advise on their potential implications.
- Provide regular written updates and periodic briefings to NARA staff.

Representation and Stakeholder Engagement

- Serve as NARA's in-country liaison with national governments, regulatory authorities, trade associations, and key industry stakeholders.

Request for Proposal

- Build and maintain strong relationships with potential business partners and relevant institutions in each market.
- Participate in alliance-building activities and act as a local representative to promote U.S. rendered products.
- Maintain ongoing contact with relevant public and private sector entities to advocate for U.S. product acceptance and increase market access.

Trade Mission and Program Implementation Support

- Organize and accompany trade missions, both inbound and outbound, in collaboration with NARA.
- Plan and facilitate B2B meetings between U.S. exporters and local buyers.
- Provide logistical and programmatic support for NARA representatives visiting the region.

Communication and Visibility

- Contribute to the development of NARA's external communication materials, including success stories, press releases, infographics, newsletters, and presentations.
- Respond to ad hoc queries from NARA staff and members.
- Participate in relevant conferences, exhibitions, and networking events on behalf of NARA.

4. ADDITIONAL INFORMATION

- The selected representative will receive access to NARA's trade research and strategic plans to refine their approach.
- NARA looks forward to receiving proposals that demonstrate expertise, strategic vision, and a commitment to expanding trade opportunities for U.S. rendered products in the various target markets.

PROJECT TIMELINE:

Contracts for representational services in some target countries could begin as early as May 1, 2025, while other contracts may be awarded on a rolling basis or as market needs dictate. Contracts may be for a fixed time frame or may be eligible for annual renewal based on contractor performance, market conditions, or funding availability.

RFP TIMELINE:

RFP Distribution: April 8, 2025

Project Proposals Due: April 22, 2025, by 12:00 PM Eastern Time

Request for Proposal

5. INSTRUCTIONS

Proposals must contain at a minimum the specific criteria listed below:

- Please submit three (3) hard copies of your proposal to the address below by 12:00 PM EDT (GMT-4) on April 22, 2025. Proposals should be mailed or delivered by courier to: NARA, Attn: Dana Downing, 500 Montgomery Street, Suite, 310, Alexandria, VA 22314.
- Prospective Contractors may bid on one or multiple countries.
- A description of Prospective Contractor's capabilities, resources, and experience. Emphasis should be placed on experience related to this RFP.
- A thorough proposal outlining Prospective Contractors' approach to the project and timeline to complete the work.
- Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
- Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
- Detailed Budget - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of the daily rate and the amount of effort they anticipate doing the work.
- Proposals should be no longer than 12 pages (8 ½" x 11" Letter or A4) with 12pt font, but shorter proposals are encouraged. Proposals certainly need not be that long if all the requirements can be met with fewer pages. As an annex, Prospective Contractors are allowed to add information such as resumes, budget narrative, reference letters etc which may exceed the 12-page limit.

6. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

<u>Criteria</u>	<u>Weight</u>
Proposal structure	10%
Proposed Contractor's technical skills and rendering industry knowledge	30%
Cost-effectiveness	10%
Approach and methodology	30%
References from previous clients (U.S. Cooperators)	20%

Request for Proposal

7. NOTES:

Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel (when necessary) will review proposals. Proposals will not be returned.

NARA reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between NARA and the selected contractor.

Confidentiality - Without NARA's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials, or information that the Prospective Contractors learns from or is provided in relation to the RFP request.

During the evaluation process, NARA reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.

NARA reserves the right to reject any proposal that is in any way inconsistent or irregular. NARA also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.

Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of all taxes related to contractor service fees, health and life insurance, administrative costs, and vacation.

The prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by the Contractor and not by NARA or Funding Sources.

Prior to any payment to a U.S.-based Contractor, the contractor must provide a signed W-9.

Non-Competition. Contractor shall not act as agent or representative for any product or service that directly competes with rendered products and UCO from the U.S. for the length of the contract.

NARA and Prospective Contractor agree to comply with the provisions of Equal Employment Opportunity (EEO). NARA provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.



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Request for Proposal

8. ORGANIZATIONAL PROFILE & SUPPLEMENTAL INFORMATION

A link to NARA's strategy can be found on the RFP page on its website: <https://nara.org/request-for-proposals/>.

NARA is the international trade association for the rendering industry which safely and efficiently recycles animal by-products and used cooking oil (UCO) from restaurants into rendered material that is used in the sustainable production of valuable products for the animal food, chemical, personal care, and biofuel industries. Rendering is sometimes called “the invisible industry” because many people are unaware that roughly 50% of an animal is considered inedible by North American standards. This leaves a large amount of leftover material that would be treated as food waste were it not for rendering.

Rendering reclaims this otherwise wasted material (like protein, bone, fat etc.), as well as UCO from restaurants, and safely and hygienically processes it into rendered material for use in new products so nothing is wasted. This sustainable process transforms and upcycles what would have been food waste into safe, clean, and valuable ingredients for countless new goods – saving landfill space, and recycling 99% of this unwanted material. These rendered ingredients are then used in the sustainable production of new goods like safe and nutritious pet food,

animal feed, household and industrial products, biofuels/renewable diesel, and many more common items that we use or come into contact with every day.

NARA's 35 member companies operate more than 170 rendering plants in the U.S. and Canada. Members represent more than 95% of North American production by independent renderers (many of which are multi-generation family-owned companies) and integrated packer/processor renderers (those rendering only their own animal by-products).

The U.S. rendering industry produces sustainable rendered products used to create a wide variety of ingredients for products critical to other industries. Companies are also developing new products, such as fuels and enzymes, to meet changing consumer preferences and commercial trends worldwide. Rendered products include fats, animal protein meals, chemicals, fatty acids, tallow, and hides. These high-quality fats and proteins improve the nutrition of farm animals, poultry, fish, and pets.

Renderers also contribute essential ingredients for industrial and consumer products, including lubricants, plastics, printing inks and explosives, and many common items that consumers rely on every day — including cosmetics, shaving cream, deodorant, perfumes, soap, polishes, cleaners, paints, candles, and caulking compounds. Rendered fats are also an essential raw material for use in biofuels and renewable diesel in the U.S. and abroad.

Request for Proposal

9. NON-DISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs).

Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY} or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all information requested in the form. To request a copy of the complaint form, call (866) 632- 9992. Submit your completed form or letter to USDA by:

1. By mail:

U.S. Department of Agriculture

Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue,
SW

Washington, DC 20250-9410.

2. By fax: (202) 690-7442; or

3. By email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

10. CIVIL RIGHTS STATEMENT

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation, or rule that does not otherwise apply to Contractor.