



Request for Proposals (RFP)

Planning and Execution Services for Commodity Monetization

Date: April 1, 2020

Subject: Request for Proposals - USDA-FAS Food for Progress 2020 funding opportunity

Heifer International, with headquarters in Little Rock, Arkansas, invites firms to participate in this competitive solicitation for pricing, delivery, and terms for the following suite of services: market analysis and preparation of a commodity monetization plan, and execution of the monetization plan (e.g. sales agency).

INTRODUCTION

Heifer International has partnered with communities for almost 75 years to end hunger and poverty and care for the Earth. Since 1944, Heifer has helped millions households in more than 125 countries to attain sustainable livelihoods through community-owned and led interventions. We work closely with a rapidly growing group of smallholder farmers—especially women—throughout the world to facilitate the creation of pro-poor agricultural value chains to address food security and nutrition, promote economic growth, and facilitate access to credit and expand market sales.

BACKGROUND

Subject to donor approval and contingent upon award of the program, Heifer International seeks a monetization agent to propose a monetization strategy that generates the highest possible proceeds while minimizing the impact of monetizing the commodity/ies on domestic or regional markets. While optimizing the use of a limited freight budget over the life of the anticipated program of approximately five years. Heifer International seeks a consultant or firm to develop the monetization strategy for inclusion in its overall proposal to the donor. Should Heifer International's proposal be selected for award, the consultant or firm selected under this RFP will be awarded the entirety of the following Scope of Work, including execution of the monetization plan.

GENERAL REQUIREMENTS & SCOPE OF WORK

Deliverable 1: Market Analysis and Development of a Monetization Plan

The consultant or firm will conduct a commodity market analysis of the target countries, propose a monetization strategy and approach (e.g. selection of commodities, destination

markets, timing, etc.) and prepare relevant monetization sections of Heifer International's proposal.

The plan shall include: proposed sales methodology; proposed timing of commodity shipments; identification of potential buyers of monetization commodities; applicable import requirements and identification of any potential risks regarding import of commodity; a contingency plan in the event that programmed tonnages cannot be sold as planned. Specifically, the plan will include the following elements:

- Basic Information: Commodity, Package Size/Type
- Commodity Usage Type
- Quantity MT
- Destination Country
- Delivery to U.S. Port Date (month/year)
- Estimated Sales Price Per MT (\$) and Estimated Proceeds (\$)
- Special Needs and Distribution Methods, inclusive of: Transportation and Storage/Processing or Packaging/Duty-Free Entry/Economic Impact/Impact on Other Sales/Private Sector Participation in Sales of Commodity/Assuring Receipt Procedure

Deliverable 2: Sales Agency and Execution of the Monetization Plan

The consultant or firm will act as Heifer International's monetization agent and be responsible for the timely sale(s) of the commodity and provide the following services: update the initial monetization plan to reflect input from the donor and Heifer International and any changes in the proposed markets; prepare tender documentation; advertise sale if using public tender methodology; review and evaluate bids and recommend buyer; negotiate and prepare sales contracts; work with financial institutions to secure payments; prepare call forward for commodities; coordinate logistics and documentation with Heifer International-appointed freight forwarder; and oversee timely receipt of payment. The sale of the commodities must comply with USDA regulations 7 CFR 1499.

PERIOD OF PERFORMANCE

If Heifer International is notified by the donor that its proposal will be awarded/ funded, this Scope of Work's period of performance will have a duration of approximately five years, or until all commodities are monetized (through Deliverable 2). The bidder's fee for both Deliverables 1 and 2 is based on a percentage of the total monetization proceeds; therefore, if Heifer International's proposal is not funded, the contract with the monetization agent will be terminated without payment.

CRITERIA FOR SELECTION

Heifer International reserves the right to award the contract to the consultant or firm whose proposal is deemed to be in the best interest of Heifer International and the donor. All bidders will be notified of Heifer International's decision in writing. Proposals shall remain valid through November 30, 2020.

TERMS AND CONDITIONS

1. The RFP is not and shall not be considered an offer by Heifer International.
2. Proposals submitted in response to this RFP must be received on or before the date and time indicated in the RFP. Any proposals received after the deadline will be deemed ineligible for consideration and rejected.
3. Incomplete proposals or proposals that do not comply with instructions described under the "Form/Content of Response" section of this RFP will be deemed ineligible for consideration and rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for the entire period indicated in the RFP.
5. All awards will be subject to Heifer International contractual terms and conditions and contingent on the availability of donor funding. The award/ execution of Deliverable 2 is contingent upon Heifer International's successful offer and subsequent award from the donor.
6. Payment of fees is dependent upon Heifer International's proposal being selected for award and successfully monetizing the selected commodity.
7. Heifer International reserves the right to accept or reject any proposal or cancel the solicitation process at any time and shall have no liability to consultants or firms submitting proposals for such rejection or cancellation of this RFP.
8. Heifer International reserves the right to accept all or part of the proposal when award is provided.
10. Heifer International reserves the right to require any bidder to enter into a non-disclosure agreement.
11. Consultants or firms submitting proposals in response to this RFP are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties. All proposals and supporting documentation shall become the property of Heifer International, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

CONTENT OF RESPONSE

All proposals shall:

1. Be in the English language.
2. Contain the fee for services, payable in US Dollars, with applicable Tax/Charges clearly identified. This should be presented as a percentage of the total amount received from the sale of the commodities and will cover both deliverables.
3. Describe the approach for executing the Scope of Work, including the estimated length of time to be devoted to Deliverable 1.
4. Describe the qualifications, experience and capabilities of the firm in providing the type of services requested by this RFP. The firm should provide details on the three (3) most recent projects the firm has acted as the monetization agent for, value of the commodity, project duration and provide clear details of how the firm managed the process of the sale of US agricultural commodity within the recipient country. Firms should highlight successful

monetization of commodities for Food for Progress awards. Firms without Food for Progress experience should expand on their capacity to deliver.

5. Include a contact name, email address, and telephone number to facilitate communication between Heifer International and the bidding organization.

6. Include a brief outline of the organization and services offered, including:

- Full legal name, jurisdiction of incorporation and address of the company
- Full legal name and country of citizenship of company's President and/or Chief Executive Officer, and all other officers and senior managers of the company

Questions regarding this RFP may be sent to Procurement@heifer.org

Responses to this RFP should be sent and submitted no later than 5:00 PM Eastern Time April 13, 2020 to Procurement@heifer.org