



Request for Proposal – FY2024

SUBMISSION DEADLINE:

September 15, 2023 - 12:00 PM EDT (-4 GMT)

RFP TITLE: NARA COUNTRY/REGIONAL REPRESENTATIVE (UK & EU)

RFP CONTACT:

Name: Dana Johnson Downing

Phone: +1-303-325-3222

Email: ddowning@nara.org

PROPOSAL DEADLINE: September 15, 2023 - 12:00 PM EDT (-4 GMT)

INTRODUCTION:

The North American Renderers Association, Inc. (NARA) formally requests proposals for an individual or firm to provide professional services as the organization's Country/Regional Representative in the United Kingdom and/or the European Union.

Through a global network of offices and consultants, NARA advocates for a sustainable food chain, public health, and the environment through the production and marketing of rendered animal products and used cooking oil (UCO.) NARA promotes effective public policy, regulation, and technology; encourages responsible business practices; supports the free movement of the industry's products domestically and internationally; and improves stakeholder awareness and understanding of the value of rendered products in food, feed, fuel, and industrial applications.

PURPOSE OF RFP:

NARA routinely publishes RFPs to ensure that ongoing work in various markets is managed in an open and competitive manner. This type of cost analysis and benchmarking will assist in determining the fair market value for the services to be performed and allows NARA the opportunity to evaluate qualified proposals and select the best contractor for the job based on technical qualifications, subject matter expertise, experience, strength of industry connections and contacts, and suitable fees and availability that matches the needs under this contract.

The purpose of this RFP is to seek proposals for engaging a Representative to provide issue management and public affairs consulting services to support NARA's initiatives, projects, that support current and future commercial opportunities for renderers in the United Kingdom (UK) and/or the European Union (EU). This includes, but is not limited to monitoring and reporting on public policy, outreach to industry and government stakeholders, organizing meetings, and identifying opportunities that will build awareness and acceptance of the safety of U.S. rendered

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products and UCO in order to maintain and expand market access opportunities in Europe. Overall, the Representative will provide strategic direction, administrative and operational support, as well as leadership and representation on behalf of NARA for all matters involving market access and market potential in the UK and EU for U.S. origin rendered products and UCO.

BACKGROUND & PURPOSE OF PROJECT:

The incumbent contractor who has served as NARA’s part time representative in the EU for several years will retire in December 2023. This individual represented NARA as well as other agricultural groups. Now with Brexit and potentially different market opportunities in the United Kingdom, NARA is seeking proposals to monitor the EU policy landscape and/or developing a separate or complimentary strategy for the United Kingdom.

The Contractor, an independent business entity, will report directly to NARA’s Senior Vice President of International Programs. Based in the UK or EU, the Contractor will serve as NARA’s Representative to promote the U.S. rendering industry’s interests in Europe. The Representative will work on behalf of NARA and its member companies in accordance with the NARA’s Foreign Market Development (FMD) and Market Access Program (MAP) Plans.

Given the cultural, political, and social variations across different countries/markets, the Contractor’s success in monitoring the public policy landscape and commercial opportunities in the region will rely on their ability to establish strong relationships, maintain regular communication, and build trust with key customers, trade representatives, relevant institutions, and government bodies. This will be achieved by understanding and respecting local cultures, customs, and languages. The primary objective is to ensure that NARA has a proactive and strategic presence in Europe, facilitating favorable conditions for U.S. rendered products exports to the UK and EU.

SCOPE (SERVICES) OF WORK:

- NARA’s core objective in Europe is to **monitor and report on public policies** with the goal of maintaining and expanding market access for rendered products in the UK and EU. The Contractor will represent NARA in the UK and EU before food, feed, livestock, biomass-based fuel, and other related industry members, associations, and government bodies.
- The Contractor will provide trade and technical support to local agribusinesses, trade organizations, and government bodies and use that interaction/opportunity to achieve NARA’s objectives and to promote the safety and acceptance of rendered products and UCO from the U.S.

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- The Contractor will conduct essential networking and market intelligence gathering activities that is meaningful to NARA.
- The Contractor will promote/build strong and positive relationships between NARA and key local industry and government contacts.
- The Contractor will compile accurate market briefs, gather and evaluate relevant information on market access for rendered products, and collect data that may be useful to the industry to foster commercial opportunities.
- The Contractor will fully support NARA's members and will help identify activities/events that present a good opportunity to increase U.S. rendered product exports.
- The Contractor will collaborate closely with NARA's HQ on events and activities.
- The Contractor will interact with local food, feed, livestock, fuel, and oleochemical industries, identify key importers using U.S. rendered products, and support the execution of NARA's annual application for USDA market development funding known as the "Unified Export Strategy (UES)" and other initiatives under NARA's management.
- The Contractor will ensure key industry representatives attend major regional conferences and events that are organized or backed by NARA.
- The Contractor will not participate in any events or activities that conflict with NARA's mission, goals, and objectives.
- The Contractor will be relied upon to provide their insights and input towards future U.S rendered products market development programs.
- The Contractor must stay well informed about the region's overall political, regulatory, and commercial environment and its driving factors, that impact or could impact NARA's members.
- The Contractor will play a crucial role in fostering and facilitating collaborative Initiatives and partnerships with relevant stakeholders in the rendering industry. They will actively engage with industry associations, government bodies, research institutions, and other key players to build strong relationships.
- The Contractor will communicate and work closely with NARA's Accounting and Compliance personnel and management team, while reporting directly to the SVP of International Programs and the President & CEO.

DELIVERABLES:

Completion Date	Description of Deliverables
<p>January 1, 2024, to December 31, 2024</p> <p>Monthly Report</p>	<p>The Contractor is required to submit an invoice and a monthly report to the SVP of International Programs (hereafter SVP) in a mutually agreed upon format. The monthly report serves as a comprehensive update on the Contractor's activities, with a focus on</p>



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	<p>public policy monitoring. It enables the SVP to assess progress, identify areas for improvement, evaluate deliverables, and ensure alignment with the contract's objectives. The monthly report will include, but not be limited to, the following details which will be shared monthly with NARA's International Market Development Committee and other interested stakeholders:</p> <ol style="list-style-type: none"> 1. List of Activities and Achievements: The Contractor will provide a summary of their activities, efforts, and achievements during the month. 2. Interactions with Rendering Industry Contacts: This section will highlight the Contractor's engagements and interactions with key stakeholders in the rendered products industry, including meetings, discussions, collaborations, and notable outcomes. 3. Market Updates and Developments: Timely reporting of the latest market updates and developments will be included, with a specific focus on events that impact the trade and acceptance of U.S. rendered products. 5. Observations and Recommendations: The Contractor will provide observations and recommendations on programs, activities, trade issues, and marketing strategies. 6. Handling Communications: The report will detail how the Contractor handles communications related to inquiries and questions from U.S. exporters, importers, processors of U.S. rendered products, trade organizations, and government officials regarding issues that could impact the free flow of rendered products and UCO from the U.S. 7. Monthly Plan of Work: A monthly Plan of Work for the upcoming month/quarter will be created and shared with NARA Management upon request. 9. Reviews and Recommendations: The Contractor will offer reviews, observations, and recommendations on programs, activities, action on trade issues, and marketing strategies as required.
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DELIVERABLES:

Completion Date	Description of Deliverables
January 1, 2024, to December 31, 2024	1. The Contractor will contribute, facilitate, and support the achievement of NARA's Vision, Mission, and Strategic Intentions.



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Core Deliverables	<ol style="list-style-type: none">2. The Contractor will proactively engage with at least 30 influential and key industry decision-makers in the UK and EU annually.3. The Contractor will regularly compile a comprehensive and updated contact list for integration into NARA’s CRM and Content Management systems.4. The Contractor will provide concise summaries and actionable recommendations for the next steps to be taken after each industry meeting (either individually or in the monthly report).5. The Contractor will assist the SVP to achieve awareness about NARA’s sustainability efforts in the region.6. The Contractor will deliver engaging and informative presentations at virtual and in-person workshops, seminars, and conferences, promoting U.S. rendered products, addressing industry challenges, and fostering acceptance of U.S. rendered products to improve market access. Frequency to be aligned with NARA’s strategic intentions.7. The Contractor will prepare comprehensive market reports and management reports, providing valuable insights into market dynamics, competitor analysis, and progress on NARA’s initiatives etc. for informed decision-making and continuous improvement.8. Submit a minimum of two (2) activity/meeting success stories each quarter, including:<ol style="list-style-type: none">a. Concise activity/success description and objectives.b. Demonstrate the benefits resulting from the interaction, highlighting the Contractor's role in facilitating the outcome.c. Utilize the activity/success story template provided in the Contractors contract.
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PROJECT TIMELINE:

Our expectation is for the NARA REPRESENTATIVE (UK & EU) contract to cover the period from January 1, 2024 to December 31, 2024. The contractor may be invited to attend NARA’s Convention in Naples, Florida <https://convention.nara.org> or other possible onboarding activities (which would be covered under a separate end-result contract). Contracts can be renewed based on performance and market conditions but will be re-bid at least every three years.

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RFP TIMELINE:

RFP Distribution: August 21, 2023

Last Day to Submit Questions: September 8, 2023, by 5:00PM EDT (GMT -4)

Project Proposals Due: September 15, 2023, by 12:00 PM SGT (EDT -4)

Finalist Selections Made By: September 22, 2023

Candidate Interviews Conducted: September 28-29, 2023 (in Brussels or virtual)

Prospective Contractors Notified By: November 1, 2023

INSTRUCTIONS:

1. Proposals must contain at a minimum the specific criteria listed below:
2. Please email the proposal to RFP@nara.org by 12:00PM EDT (GMT -4) on September 15, 2023.
3. A description of Prospective Contractor's capabilities, resources, and experience. Emphasis should be placed on experience related to this RFP.
4. A thorough proposal outlining Prospective Contractors' planned work, deliverables, and timeline to complete the work.
5. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
6. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
7. Detailed Budget - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate doing the work.
8. Proposals should be no longer than 10 pages (8 ½" x 11" Letter or A4).

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

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clearly and specifically noted in the proposal submitted and confirmed in the contract between NARA and the contractor selected.

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 any and 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 Contractor, a 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.

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

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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.

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

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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, audiotape, 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.

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.