

# Request for Proposal

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**SUBMISSION DEADLINE:**  
**May 15, 2025 - 12:00 PM EDT (-4 GMT)**

**RFP TITLE:** Market Evaluation Services - Multiple Locations

**RFP CONTACT**

**Email:** [RFP@nara.org](mailto:RFP@nara.org)

**PROPOSAL DEADLINE:** May 15, 2025 - 12:00 PM EDT (-4 GMT)

**1. INTRODUCTION AND BACKGROUND**

The North American Renderers Association (NARA) invites proposals from qualified individuals or firms to provide **Market Evaluation Services** to conduct a comprehensive program evaluation of NARA’s international offices in Mexico City and Hong Kong, with the goal of assessing the effectiveness and impact of current market access and market development activities. This evaluation will inform strategic decisions, guide future programming, and ensure the efficient use of resources in support of NARA’s mission.

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.

**2. OBJECTIVES**

1. Evaluate the performance and strategic value of NARA’s Mexico City and Hong Kong offices.
2. Assess the effectiveness and efficiency of market access and market development activities in each region.
3. Analyze program outcomes, including trade facilitation, stakeholder engagement, and member value.
4. Identify strengths, challenges, and areas for improvement.
5. Provide actionable recommendations to improve program performance, strategic alignment, and measurable outcomes.



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### 3. KEY TASKS AND DELIVERABLES

#### 1. Document Review

- Review background materials, strategic plans, action plans, market development reports, trade data, performance metrics, and previous success stories.
- Assess alignment with NARA's international priorities, broader industry objectives, and current market conditions.

#### 2. Stakeholder Interviews and Surveys

- Conduct interviews with NARA staff, international office personnel, member companies, key accounts, government partners, and other relevant stakeholders.
- Develop and distribute surveys to capture feedback from stakeholders not available for interviews.

#### 3. Market Analysis

- Evaluate the current market dynamics, trade policy environment, and regulatory barriers in Mexico and Hong Kong/Greater China.
- Assess opportunities and threats in each market for U.S.-rendered products.

#### 4. Activity Assessment

- Analyze the scope, reach, and execution of market access and market development activities conducted by each office.
- Assess the relevance, efficiency, and effectiveness of outreach strategies, promotional campaigns, trade servicing, and advocacy efforts.

#### 5. Impact Evaluation

- Measure the outcomes and impacts of international activities, including trade growth, increased awareness, improved market access, and stakeholder satisfaction.
- Compare intended objectives to actual results, with metrics where available.
- Recommendations for improvements in identifying and articulating market constraints and in refining activity performance measures.

#### 6. Cost-Benefit Analysis

- Evaluate the cost-effectiveness of maintaining offices in each location relative to market outcomes.
- Provide a comparison to alternative models or approaches, if applicable.

#### 7. Final Report and Presentation

- Prepare a comprehensive written report summarizing findings, analyses, and actionable recommendations.



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- Deliver a formal presentation of findings to NARA leadership and relevant stakeholders (can be in person or a virtual meeting based on timing and availability of the parties).

### 4. CONTRACTOR QUALIFICATIONS

- Demonstrated experience in international market research, program evaluation, and agri-food trade development.
- Familiarity with rendered products and/or animal agriculture export promotion preferred.
- Experience working with trade associations or industry-led export programs a plus.
- Strong communication, interviewing, and data analysis skills required.

<b>PROJECT TIMELINE:</b>
NARA anticipates the contract will begin June 1, 2025, and end October 1, 2025.
<b>RFP TIMELINE:</b>
RFP Distribution: April 14, 2025 Project Proposals Due: May 15, 2025, by 12:00 PM Eastern Time Selections Made By: May 23, 2025 Prospective Contractors Notified By: May 26, 2025



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### 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 May 15, 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 evaluating just one market or both.
- 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%



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### 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.



NORTH AMERICAN RENDERERS ASSOCIATION  
Reclaiming Resources, Sustainably

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### 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.

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### 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](mailto: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.