

Request for Proposals

Field Manager Contract Services

Transforming the Farmer to Consumer Supply Chain with
Climate-Smart Agriculture Partnerships Project

Request For Proposals Summary	
Release Date	September 30, 2024
Proposal Due Date	November 1, 2024, 11:59 PM ET
Submission Portal Link	Go to the Submission Portal
Total Contract Pool Funding Amount	Up to \$1,850,000
Available Contracts	Single or multiple contracts possible
Revisions	None

Carbon A List, LLC- PO Box 53, Hotchkiss, CO 81419

About Carbon A List

Carbon A List helps farmers and partners unlock transformative action in a way that creates sustainable, transparent, and continuous improvements. Carbon A List offers strategic consulting, methodology development and design, and project development services to a wide range of organizations.

About the TransformF2C Project

The Transform project is leveraging expertise and positioning of strong partnerships to deliver on a [\\$70 million U.S. Department of Agriculture Partnership for Climate Smart Commodities \(PCSC\) grant](#) (“the Grant”). Serving as a collaboration between industry partners, the project is designed to develop end-to-end supply chain partnerships with the goal of both producing climate smart commodities and marketing them via brands and retailers to consumers. In coordination with its Project Partners and Service Providers, Carbon A List aims to enroll more than 350 participating farms in its climate-smart commodity incentive programs.

The Transforming the Farmer to Consumer Supply Chain (TransformF2C) Project strives to develop localized marketing opportunities for climate-smart commodities. This project is collaborating to provide a suite of financial, technical, and agronomical services to interested growers in support of the production, record keeping, marketing, and promotion of climate-smart dairy, soybeans, and oats.

Contracted Field Managers

Contracted Field Managers will support growers in the North Central Midwest and Great Plains regions. Contracted Field Managers will be responsible for providing agronomic assistance, decision support services, and troubleshooting to growers as they enroll in Carbon A List incentive programs, implement climate-smart practices, and participate in the required reporting. Contracted Field Managers will collaborate with a contracted Climate-Smart Commodities (CSC) Processor and serve as a local presence on behalf of the TransformF2C project.

The project is seeking an organization with a team of experienced individuals possessing the technical familiarity and experience in implementing soil health practices to Natural Resources Conservation Service (NRCS) standards, and the communication and organization skills to support growers throughout the growing season and contract period.

Carbon A List will be initially prioritizing proposals from contractors in the Midwest and Great Plains regions to support immediate needs, with the goal of minimizing travel burdens and optimizing support to farmers across all contracts.

Scope of Work

Carbon A List seeks support for the following scope of work:

Organizational support in assigning staff:

- Organizational support in selecting and assigning contracted Field Manager personnel to this project.
- Efficiency in bringing a scalable Field team to meet project needs.

Farmer Engagement and Relationship Management

- Establishes key relationships with contracted CSC Processor staff and originator team.
- Supports communications, farmer recruitment, contracting and enrollment for the Transform project to meet PCSC requirements.
- Establishes and manages key relationships with assigned network farmers.
- Supports and collaborates with key regional and/or national stakeholders, project partners and contractors.
- Coordinates with contracted CSC Processor to plan and manage logistical details for project-supported field days.
- Networks and coordinates with locally relevant agricultural and non-agricultural groups to enhance collective efforts and project synergies to improve transitions to climate smart agricultural systems.

Education and Assistance

- Provides technical assistance to network farmers in implementing system and practice changes in accordance with contract deliverables and required NRCS practice standards.
- Organizes events and delivers training, educational materials, and coaching for network farmers.
- Demonstrated competence in providing advanced agronomic and precision agricultural business planning recommendations.

Reporting and Compliance

- Supports reporting and compliance as required by the Grant.
- Assists in managing the logistical detail involved with field-based applied programs.
- Coordinates the collection and management of georeferenced soil sampling, georeferenced harvest yield, economic data information, and other supply chain sustainability data requirements (e.g., SBTi and others).

Evaluation Criteria & Method

Carbon A List will evaluate submissions on the following basis:

Organizations who have the ability to hire and manage individuals with the following Qualifications:

- Education and/or experience equivalent to a Bachelor of Science Degree in Agronomy, Soil Science, Plant Pathology, Horticulture or related discipline with at least 4 years of work experience in an agronomic field. A Master of Science in Agronomy, Soil Science, Plant Pathology, Horticulture, or related discipline may be substituted for years of work experience requirement.
- Strong experience in working directly with farmers to support agronomic and business transitions.
- Experience with the Grant-relevant crops, practice codes, and crop systems.
- Preferred Certified Crop Advisor (CCA) or Technical Service Provider (TSP) certification.
- Strong knowledge base in soil physical, chemical, and biological interactions.
- Preferred Experience in precision agricultural data management and software programs (Ag Leader SMS).
- Demonstrated ability to plan and manage on-farm evaluations for soil health practices.
- Demonstrated competence in providing advanced agronomic and precision agricultural business planning recommendations.
- Willingness to travel extensively within the assigned territory, with occasional national travel.
- Strong written and verbal communication skills.

Organizations demonstrating the following core competencies:

- Customer support - Responsive to the needs of members and prospects. Takes personal responsibility for service delivered. Is courteous and responsive to members. Sets realistic expectations with members regarding requests for additional services.
- Team support - Is seen as a collaborator, and one who can contribute in a team setting. Encourages all members to participate, and keeps team focused on goals and objectives. Demonstrates a willingness to work with all those involved in the task at hand.
- Initiative - Acts independently while working to achieve performance objectives. Takes action to improve or remedy situations that may be problematic by offering solutions, insights, and suggestions to those involved.
- Adaptability - Adapts to change, is open to new ideas, takes on new responsibilities, handles pressure, and adjusts plans to meet changing needs.
- Results Focus - Can be counted on to meet or exceed goals; pushes self and others for results; is a conscientious worker who can be relied upon to handle unforeseen obstacles.
- Customer Focus - Meets internal and external customer expectations; delivers upon commitments; build customer confidence; follows through on requests gaining trust and respect.
- Judgement - Uses good problem solving and analytical skills in making decisions. Thinks through the impact of decisions and actions on other people and programs.

Evaluation Method:

Carbon A List will evaluate submissions on the following basis:

Qualifications and Experience (30%)

- Expertise in climate-smart agricultural practices and NRCS practice codes.
- Strong track record in supporting farmers with agronomic and business transitions.
- Relevant certifications (e.g., Certified Crop Advisor, Technical Service Provider) and proficiency in precision agricultural data management and software.
- Proven ability to plan and manage on-farm soil health practice evaluations.
- Reputation for farmer engagement and relationship management.

Understanding and Approach (25%)

- Understanding of the Grant needs and challenges.
- Approach to farmer recruitment, relationship management, education, and assistance.
- Approach to collecting, managing, and reporting field data.
- Proposed strategy for managing staff, timelines, and deliverables.
- Plans for collaboration and communication with Carbon A List, CSC Processor.
- Demonstration of core competencies.

Timeline and Capacity (15%)

- Management capacity for hiring, selecting, and assigning Field Manager positions to this project.
- Organizational support to track and maintain excellence in farmer support.
- Realistic and well-defined timeline for implementation.
- Efficiency in scaling to meet project needs.

Budget (20%)

- Comprehensive breakdown of costs.
- Transparency in pricing (hourly rates, fixed fees, etc.).
- Value and cost-effectiveness of the proposed solution.
- Financial stability and capacity to handle the project scale.

References (10%)

- Provision of references from similar projects.
- Reputation for quality, reliability, and integrity.
- Evidence of successful past performance in comparable work.

Submission Process

Format:

Proposals should be submitted in PDF format, Arial or Times New Roman, 12-point font. The proposal should not exceed 10 pages in length, including graphics, figures, and/or tables.

Content:

Proposals must cover the following information:

1. **Executive Summary:** Provide a concise overview of your firm's proposal, highlighting your understanding of our needs and your solution's value proposition.
2. **Understanding and Approach:** Detail your firm's approach to managing the specified scope of work, including methodologies, technologies, and processes you will employ.
3. **Compliance and Risk Management Strategy:** Describe your strategy for ensuring compliance with USDA requirements and other applicable regulations, as well as your approach to identifying and mitigating risks related to this grant.
4. **Key Personnel:** Identify key personnel who will support this contract, including their roles, qualifications, and capacity to support the scope of work.
5. **Communication Plan:** Outline your plan for maintaining regular, effective communication with Carbon A List and other stakeholders, including frequency of updates, reports, and meetings.
6. **Cost Breakdown:** Offer a detailed cost breakdown by scope area and anticipated staff support, including hourly rates or fixed costs associated with each segment of the work.
7. **References:** Include references from previous clients for whom you've performed similar services, particularly those involving federal grants or contracts.

Submission:

Proposals must be submitted through [the submission portal](#) in order to be considered. Any issues with the submission platform and/or process can be directed to proposals@transformf2c.com.

Review & Selection

Carbon A List is committed to a transparent, equitable procurement process designed for integrity and compliance. Our aim is to select the most suitable service provider through a structured and impartial evaluation.

Scoring Round: We employ a standardized scoring rubric and an evaluation panel to ensure unbiased proposal assessments. Panel reviewers disclose any potential conflicts of interest to prevent bias. Proposals must meet a defined minimum score to advance, ensuring only the top candidates proceed to the interview stage.

Interview Round: Carbon A List will interview selected proposers using scenario-based questions directly linked to project needs. Responses will be evaluated per the RFP evaluation criteria, guaranteeing relevance and fairness.

Budget

The budget for this work will be negotiated with Carbon A List based on the services contracted and the term of the contract, which will not exceed 4 years. Multiple contracts may be awarded based on qualifications and geography.

We invite proposers to consider offering tiers of service within their proposed budget. Proposals should clearly outline the scope of services provided at each proposed tier, including a detailed breakdown of costs associated with each level of service.

Terms & Conditions

Contract duration

The contract will be negotiated by Carbon A List and the selected proposer. The term will not exceed 4 years.

Payment terms

Payments are made on a monthly basis. Payment is made depending on the contractor's compliance with payment standard operating procedures and processes.

Federal Procurement Standards Compliance

Generally, Contractor shall comply with

- all laws applicable to Contractor in its performance and delivery of services; and
- all policies and procedures related to this Grant published by Carbon A List from time to time and delivered to Contractor.

Conflict of Interest

Please disclose any current or potential conflicts of interest. Failure to disclose may result in disqualification from this opportunity or termination of any future agreement between Carbon A List and the Service Provider. Potential and current conflicts include but are not limited to immediate family members and professional engagements that hinder your objective performance of the work.

Regulatory Changes

In the event of a change in regulations that have a direct impact on the Contractor's ability to provide the Services or Deliverables in a timely manner, the Parties agree to meet and confer on adjustments to processes and procedures or modifications this agreement.

During the meet and confer period, Parties agree to use reasonable efforts to comply with current and new regulations, policies, and procedures using interim guidance, in writing, from Carbon A List on how to proceed.

Non-Disparagement

Recipients may not engage in any advertising deemed by USDA as disparaging to another agricultural commodity or competing product, or in violation of the prohibition against false and misleading advertising. Disparagement is defined as anything that depicts other commodities in a negative or unpleasant light via overt or subjective video, photography, or statements. Comparative advertising is allowable, provided the presentation of facts is truthful, objective, not misleading, and supported by a reasonable basis.

Additional Information

Note this opportunity is open to U.S. businesses. Please state that your business is located in and licensed to operate within the United States. This opportunity is only open to businesses that do not have pending or current lawsuits that would impact ability to deliver services.