



U.S. Highbush Blueberry Council

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Request for Proposal

Date: November 20, 2019

To: Data Collection and Analytics Firms and Individuals in the Agricultural Sector
From: Kasey Cronquist, President, North American Blueberry Council
RE: Seeking Proposals to Collect and Analyze U.S. Blueberry Statistics in 2020

Background

The United States Highbush Blueberry Council (USHBC) and North American Blueberry Council (NABC) seek a qualified data collection and analytics firm or individual to collect and analyze blueberry production and trade statistics. Production and trade data will be collected for all blueberry forms (including, but not limited to, fresh, frozen, dried and further processed).

The selected individual or firm will be expected to develop a crop estimation system to track North American blueberry production, and collect and analyze international trade data to maximize industry's understanding of shipment patterns, consumption trends, and growth projections.

Scope

The selected individual will assist NABC/USHBC collect North American blueberry production and international trade (imports and exports).

Responsibilities will include, but may not be limited to:

1. Develop and implement a North American Crop Estimation System (including production in the United States and Canada)
2. Prepare Monthly Analysis Reports, covering the following categories:
 - a. North American and foreign production data
 - b. North American imports and exports by country
3. Prepare NABC Annual Statistical Record (including North American and international blueberry production and trade data by country)

Request for Proposal (Data and Statistics Analysis, 2020)

4. Track crop estimate against actual production by state, region and nation
5. Prepare annual U.S. Customs assessments reports by country
6. Provide data to track against NABC/USHBC strategic plan measures
7. Prepare data for USDA commodity procurements
8. Prepare monthly USDA cold storage reports

Budget

Applicants are advised to submit a detailed sample budget. The budget must separate fees and expenses.

Timeline

November 2019: Solicit Proposals from Qualified Firms/Individuals

December 2019: Review Proposals and Conduct Interviews

January 2020: Select Firm/Individual

February 2020: Conduct Data and Statistics Analysis Strategic Planning Session

March 2020: Introduce Crop Estimation System at NABC/USHBC Board Meeting

Requirements

Applicants must demonstrate the following:

- Understanding of key blueberry industry stakeholders (i.e. growers, packers, processors) globally
- Familiarity and knowledge of sources of reliable production data and trade statistics
- Ability to develop and execute an effective data collection strategy and analysis plan
- Familiarity and knowledge of the United States Department of Agriculture (USDA) Agricultural Marketing Service (AMS) requirements and regulations
- Ability to provide sufficient staff and administrative resources

Anti Discrimination Clause

USHBC does not discriminate against any employee or applicant for employment because of race, color, national origin, sex, religion, age, gender identity (including gender expression), disability, political beliefs, sexual orientation, genetic information, income derived from a public assistance program, parental status, marital or family status, or reprisal or retaliation for prior civil rights activity. (Not all bases apply to all programs.) USHBC and any contractor must fully comply with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances, and regulations, including, but not limited to, Executive Order 11246 (Equal

Request for Proposal (Data and Statistics Analysis, 2020)

Employment Opportunity); 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.

Instructions

Proposals must include the following components:

1. Company background
2. Relevant experience and qualifications (including key personnel and/or subcontractors)
3. Proposed approach and methodology to be followed in the development and successful implementation of a data and statistics analysis plan
4. Detailed budget
5. Timeline
6. Quantifiable performance measures
7. References (at least three)

Questions and proposals must be submitted electronically to Alicia Adler at aadler@nabcblues.org by 5:00PM (PST) on Friday, December 13, 2019.