



## U.S. Highbush Blueberry Council

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# Request for Proposal

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Date: November 26, 2019

To: Agricultural Industry Survey Consultants and Companies  
From: Kasey Cronquist, President, United States Highbush Blueberry Council  
RE: Seeking Proposals to Conduct an Industry Survey of Technology Utilization and Needs

## Background

The United States Highbush Blueberry Council (USHBC) seeks a qualified industry survey firm or individual to identify key challenges and technologies desired by the blueberry industry.

## Scope

The selected individual will assist USHBC develop and implement an industry survey to accomplish the following goals:

1. Establish priority areas for the blueberry industry to pursue for the newly formed USHBC Technology and Innovation Committee, both short and long term
2. To help establish key areas of grower interest for upcoming and future Blueberry Technology Symposia
3. To note any conflict or disparity of needs between regions, grower size, and “grower versus technology/innovation industry” regarding the appropriate technology priorities

Survey topics are expected to include:

1. Key challenges and technologies desired by the blueberry industry
2. Industry priority channels within the technology/innovation supply chain

# Request for Proposal (Industry Technology Survey, 2020)

## Budget

**Applicants are advised to submit a detailed sample budget no greater than \$15,000.** The budget must separate fees and expenses.

## Timeline

November 2019: Solicit Proposals from Qualified Firms/Individuals

December 2019: Review Proposals and Conduct Interviews

January 1, 2020: Select Firm/Individual

February 2020: Conduct Industry Survey

March 2020: Present Preliminary Findings at 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 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

# Request for Proposal (Industry Technology Survey, 2020)

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 an industry survey
4. Detailed budget
5. Timeline
6. Quantifiable performance measures
7. References (at least three)

Questions and proposals must be submitted electronically to Rod Cook at [rod@agviewconsulting.com](mailto:rod@agviewconsulting.com) by 5:00PM (PST) on Friday, December 13, 2019.