



INVITATION FOR BIDS

Food Export Association of the Midwest USA (Food Export–Midwest) and **Food Export USA–Northeast** (Food Export–Northeast) are seeking an Association Management System (AMS) or Customer Relations Management (CRM) system that provides either baseline features that include Food Export’s existing features and abilities, or a system for which these features can be recreated as custom features.

Key areas the proposal should address:

- 1) Customizable and Extensible database design
- 2) User-customizable interface
- 3) Content Management System (CMS) capabilities
- 4) Same features/functionality of existing AMS
- 5) Vendor-supported customization and development services
- 6) Migration of existing data to new solution

The selected solution will be utilized for our 2021 Program Year, which runs from January 1 to December 31, 2021, and is renewable on an annual basis. Previous experience with not-for-profit groups/trade associations, international marketing, and food and/or agricultural groups will be considered favorably.

Attached please find the official Request for Proposal for details, requirements and deadlines.

The deadline for proposals is 12:00 noon CT on **Monday, February 24, 2020**. Emailed proposals will be accepted.

Please address all proposals and questions to:

Mike Weiland, IT Manager
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Food Export USA–Northeast
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Request for Proposals Association Management System Solution

Background

The Food Export Association of the Midwest USA (Food Export–Midwest) and Food Export USA–Northeast (Food Export–Northeast) are not-for-profit export associations and whose primary function is to develop export markets for midwestern and northeastern (respectively) producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from twelve midwestern and ten northeastern states.

Both groups are participants in the Market Access Program (MAP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP is intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately seventy-five other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export–Midwest and Food Export–Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export–Midwest and Food Export–Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others. Additionally, Food Export–Northeast promotes benchmark seafood products from the northeastern U.S. including lobster, scallops, monkfish, Atlantic herring, squid, Atlantic mackerel, dogfish and skate.

Food Export–Midwest and Food Export–Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export–Midwest focuses on midwestern exporters and a series of eight overseas target markets, including Australia/New Zealand, China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, and Mexico. Food Export–Northeast targets northeastern exporters and six overseas markets, including Europe, Central America, Canada, the Middle East, South America and the Caribbean. By collaborating, the activities and

services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staffs at Food Export–Midwest and Food Export–Northeast can focus on specific market development opportunities.

The states that are members of Food Export–Midwest include Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, Missouri and Oklahoma. Food Export–Northeast encompasses New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export–Midwest and Food Export–Northeast is available at www.foodexport.org.

AMS History

Food Export–Midwest and Food Export–Northeast migrated to Abila’s NetFORUM Enterprise AMS in 2006. The time has come to reassess and determine if this software still is the right solution for our needs, or if we should be considering an alternative solution.

Scope of Work

Vendors must bid on all of the following requirements.

Project 1: Customizable and Extensible Database Design

The database should be capable of customization, extensible, and generally interoperable with other, external applications and data sources.

Project 2: User-Customizable Interface

The candidate system would need the ability for user interfaces to be modified, preferably by Food Export staff, to meet business requirements.

Project 3: Content Management System capabilities

The candidate solution would need to incorporate their own CMS and/or provide a list of viable CMS systems with which their solution is interoperable.

Project 4: Same features/functionality of existing AMS

Food Export-Midwest and Food Export-Northeast have a large number of customizations and features that have been added over the years. Having the same, key features and functionality would be critical for a successful candidate solution; a brief list of existing, key features is included below. The high-level cost to create missing items should be included in the proposal.

Project 5: Vendor-supported customization and development services

The candidate solution should include internal customization and development services at a minimum. Third-party partners and/or vendors capable of similar work would also be beneficial and worth listing, along with designations of partner or external vendor, as applicable.

Project 6: Migration of existing data to new solution

Food Export-Midwest and Food Export-Northeast have a large amount of data already in a complex database system. This data would need to be mapped between the old and new database and then migrated to the new database.

Existing AMS Functionality

Food Export utilizes the AMS for many purposes, all of which a candidate system should be able to accommodate, either baseline, or through customizations:

1. Store contact and custom demographic information for companies/individuals;
2. Event management and registration/attendance tracking;
3. Customer/event attendee surveys/evaluations;
4. The ability to store company products and related product information;
5. A grant-management system that can handle complex logic and design elements;
6. Both user-generated queries and the ability to export data in the form of reports;
7. The ability to import data from Excel into tables;
8. User portal where users can:
 - a. manage their account;
 - b. register for events;
 - c. evaluate attended events;
 - d. submit and manage grant applications;

Requirements and Submitting a Proposal

The contractor must be able to cite previous experience migrating a system from Abila's NetFORUM Enterprise, or comparable systems. Previous experience with Abila's NetFORUM Enterprise, not-for-profit groups, international marketing, and food and/or agricultural groups will be considered favorably. The proposal should also include the names of the individuals who will be conducting the work and the qualifications of the proposed individual / vendor. The proposal should also include references. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated projects. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Main point of contact
3. Complete Mailing Address / Physical Office Address
4. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
5. Type of Structure (choose one):
____ Individual ____ Corporation ____ LLC ____ Partnership ____ Sole Proprietorship

Food Export–Midwest and Food Export–Northeast are not liable for any costs associated with any company’s response to this RFP. Food Export–Midwest and Food Export–Northeast reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received. The awarded contract may be renewed for up to three (3) years.

The quotation(s) should be submitted with proposed costs broken out in the following categories:

1. The baseline software including up-front charges, and the yearly cost to host, support, and maintain the software.
2. Customizations necessary to meet the requirements, including the up-front cost for the customization(s) and any maintenance costs required to maintain the custom solutions.
3. Data conversion and migration.

The selected contractor must agree to abide by Food Export–Midwest and Food Export–Northeast Terms and Conditions:

Food Export–Midwest and Food Export–Northeast do not discriminate on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export–Midwest and Food Export–Northeast do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export–Midwest or Food Export–Northeast does not comply with MAP; FAS; Food Export–Midwest or Food Export–Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export–Midwest and Food Export–Northeast require that its contractors may not discriminate on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Food Export–Midwest and Food Export–Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor’s ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its

principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify to the preceding statement, but you wish to

proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal.

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export–Midwest and/or Northeast.

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