



Request for Qualifications

Market Analysis – Opportunities for California Dairy Manure Usage

Seeking a strategic business market research consultant/firm for the preparation of a comprehensive market analysis report assessing the opportunities for California dairy manure and manure products.

Submittal Deadline: 5pm - October 5th, 2018

Submit to:

Dr. Kevin Comerford - Scientific Programs Coordinator (programs@cdrf.org)

with copy to Denise Mullinax – Interim Executive Director (mullinax@cdrf.org)

For questions regarding project scope, professional qualifications or other, please contact:

Denise Mullinax, CDRF Interim Executive Director

Phone: (209) 585-6744/ Email: mullinax@cdrf.org

California Dairy Research Foundation
501 G St. Suite # 203
Davis, CA 95616
Phone: 530-753-0681

Request for Qualifications

California Dairy Research Foundation

Submittal Deadline: 5pm - October 5th, 2018

Market Analysis – Opportunities for California Dairy Manure Usage

The California Dairy Research Foundation (CDRF) is issuing a Request for Qualifications (RFQ) from strategic market research consultants/firms for the project listed below:

Preparation of a report on increasing the market opportunities for manure and manure products from California dairy farms.

Scope of Work

The consultant/firm shall prepare a comprehensive market analysis report assessing the opportunities for California dairy manure and manure products. The report is to provide actionable recommendations to address current economic, environmental, and regulatory barriers impeding wider adoption and market growth. The report should rank, compare, and quantify the various market opportunities and include the opportunity cost and opportunity loss for the most economical and sustainable market opportunities.

The report aims to help the industry understand how increasing manure product markets is a win-win solution for dairies and the environment, and will assist producers in meeting environmental targets while contributing to the long-term sustainability of the dairy industry in California.

The consultant/firm will work closely with the CDRF leadership team and project advisory committee, as well as conduct in-depth literature reviews and interviews with dairy producers, product-developers, industries/businesses that may have a need for manure-based products and other industry stakeholders, researchers and economists as needed.

Background and Project Description

California's dairy producers provide significant benefit to local, state, and national economies. They generate 18.5% of U.S. milk (CDFA, 2017), \$9.4 billion in revenue, and 30,000 on-farm jobs (Sumner et al., 2015).

To provide these benefits, California dairies milk ~1.75 million cows (CDFA, 2017), and these cows generate a significant amount of manure. Cow manure contains valuable nutrients and is commonly put to beneficial use to fertilize crops grown for cow feed as well as other agricultural crops. In addition to manure fertilizer, producers would like to explore market opportunities that could 1) fully utilize and potentially increase the value of their manure in an environmentally friendly way, 2) help them move raw or processed manure off their farms to profitable markets, and 3) help them economically sustain their operations. Thus, identifying and supporting economically and environmentally viable

solutions for improved manure usage is essential to ensuring the health of the California dairy industry.

The consultant/firm will work closely with the CDRF leadership team and its advisory committee in the creation and development of a market analysis plan to address opportunities, demand, and barriers for California dairy manure usage. The advisory committee will support the consultant/firm in the identification of key potential industries/businesses with uses for manure products as well as interview and information gathering points of significant interest.

The final report will analyze and compare the most economical, eco-friendly, and sustainable opportunities for California dairy manure. CDRF will use the final market analysis report to inform the California dairy industry and other stakeholders regarding the development of existing manure markets and/or new and improved revenue streams through increasing the value and usage of its manure byproducts.

Project start date: January 2019

Project time line: 6-12 months.

Submittal Requirements

Consultants/Firms who are interested in providing a professional market analysis report for this contracting opportunity shall submit the following information:

(Submittals will be scored only upon receipt of the following criteria)

A Cover Letter that includes:

- a) Consultant/Firm name and description.
- b) The name, title, and contact information of the team leader(s) who will be working on this project, and for any individuals with authority to make decisions on this project.
- c) A statement of willingness to enter into a contractual agreement with CDRF.
- d) The consultant's/firm's general fee structure.

A Statement of Qualifications that includes:

- a) A detailed statement of Project Understanding that includes the consultant's/firm's understanding of the goals of the project, as well as any potential challenges to this work or conflicts of interest.
- b) A brief narrative of the consultant's/firm's specialized expertise in the area, how the consultant/firm will approach and plan for this project, why the consultant/firm is the best candidate for the job, and how the consultant/firm will meet or exceed CDRF's needs on this project in a timely and cost-effective manner.
- c) A list and brief description of the successful on-time and on-budget completion of past projects with a similar scope to this RFQ.
- d) The contact information, and the permission to contact, at least 3 references from previous clients of similar projects as this RFQ.

CDRF's Selection Criteria

CDRF's staff and advisors will evaluate all Statements of Qualifications (SOQs) which have met the submission deadline and contain the requisite cover letter and other requested information. CDRF will only consider SOQs from firms or consultants who demonstrate appropriate expertise and capacity to perform this project. Selection will be based on 1) how well the submittal addresses the specific needs identified in this RFQ, 2) the consultant's/firm's professionalism and past successful track record with similar projects, 3) the experience and capabilities of key personnel assigned to this project, and 4) the ability of the consultant/firm to successfully navigate the California agricultural industry and potential business opportunities for manure usage.

Based on their written responses to this RFQ, the top selected consultants/firms will be scheduled for an oral presentation and/or interview with the CDRF leadership team.

Upon completion of presentations and interviews, CDRF's top choice will be asked to submit a full proposal and/or sign a contractual agreement for the project. All work plans, billing rates, budgetary items, and deliverables will be set before the contractual agreement is executed.

Timeline:

SOQ submittal: October 5th, 5 p.m.

Interviews for Selected SOQs: Week of October 8th

Full Project Proposal submittal: October 26th, 5 p.m.

Presentation of Proposal to CDRF Board: early November (date TBD)

General Terms and Conditions

This RFQ does not commit CDRF to award a contract, to pay any cost incurred in the preparation of response to this RFQ, or to procure or contract for services.

References

1. CDFA. 2017. Dairy Statistics. Calif. Dep. Food Agric. Available at https://www.cdfa.ca.gov/dairy/dairystats_annual.html (verified 30 Aug 2018).
2. Sumner, D., J. Medellín-Azuara, and E. Coughlin. 2015. Contributions of the California Dairy Industry to the California Economy: A Report for the California Milk Advisory Board. University of California Agricultural Issues Center, California.