



American Seed Trade Association

Expert on Seeds Phytosanitary Standards and Seed Health

R E Q U E S T F O R P R O P O S A L

March 20, 2025

INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

ASTA's mission is to be an effective voice of action in all matters concerning the development, marketing and movement of seed, associated products and services throughout the world. ASTA promotes the development of better seed to produce better crops for a better quality of life.

Founded in 1883, the American Seed Trade Association (ASTA) is one of the oldest trade organizations in the United States. Its membership consists of nearly 700 companies involved in seed production and distribution, plant breeding, and related industries in North America. ASTA advocates on science and policy issues of industry-wide importance.

Objective:

ASTA's request for proposals (RFP) seeks a contractor with expertise in phytosanitary regulations, seed pathology, seed health to the international trade and movement of seed.

Goal

Support ASTA in responding to World Trade Organization (WTO) notifications from trading partners on phytosanitary measures related to international seed movement.

Background

International seed movement for both research and trade is subject to a wide range of phytosanitary regulations to minimize the risk of introducing, spreading, or establishing insect pests and pathogens. Trading partners proposed phytosanitary measures are notified to the WTO for comment, usually for 60 days. These WTO notifications are increasing in volume, and the proposed phytosanitary measures need to be reviewed for scientific accuracy with regards to seed is a pathway for the entry, establishment, or spread; and practicability to be implement by the seed industry.

The global seed industry relies on standards set by the International Plant Protection Convention (IPPC) to ensure that governments establish phytosanitary policies that are science- and risk-based, internationally aligned, and compliant with the obligations set out in the WTO.

There are numerous opportunities for the seed industry and governments to work together to ensure that proposed phytosanitary measures for seed movement are risk based, science based, and implementable, while minimizing disruptions to trade.

This scope of work proposed under this RFP is intended to support ASTA from May-December of 2025, with the opportunity to continue work under a renewed contract after successful completion. Applicants should lay out their relevant expertise to support these activities and a plan for reviewing and addressing WTO notifications on behalf of the U.S. seed industry.

ADMINISTRATIVE PROGRAM CONTACT

Questions concerning technical specifications or Statement of Work requirements must be directed to:

Name	Martha Malapi
Address	1701 Duke St, Suite 275 Alexandria, VA 22314
Phone	703-837-8140

Email	mmalapi@betterseed.org
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CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Sam Crowell
Address	1701 Duke St, Suite 275 Alexandria, VA 22314
Phone	703-837-8140
FAX	703-837-9365
Email	scrowell@betterseed.org

DUE DATES

A written email confirmation of the Contractor’s intent to respond to this RFP is required by April 3, 2025. All proposals are due by 5:00 pm, eastern time on April 17, 2025, in electronic format sent to scrowell@betterseed.org.

SCHEDULE

Event	Date
1. RFP Distribution to Contractors	03/20/2025
2. Written Confirmation from Contractors with Bid Intention	04/03/2025
3. Questions from Contractors due about scope of work	04/03/2025
4. Responses to Contractors about scope due	04/10/2025
5. Proposal Due Date	04/17/2025
6. Target Date for Review of Proposals	04/18/2025
7. Final Contractors Selection Discussion(s)--	04/19/2025
8. Anticipated decision and selection of Contractor(s)	04/22/2025
9. Anticipated commencement date of work	05/01/2025
10. Final report/invoice due	01/15/2026

GUIDELINES FOR PROPOSAL PREPARATION

EVALUATION FACTORS FOR AWARD CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of proposals will be based upon the Contractor’s responsiveness to the RFP and the total price quoted for all items covered by the RFP. The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Contractor:

1. Completion of all required responses in the correct format.
2. The extent to which Contractor’s proposal fulfills ASTA’s stated requirements as set out in this RFP.
3. An assessment of the Contractor’s ability to deliver the indicated service in accordance with the specifications set out in this RFP.

4. The Contractor's ability, experiences, and record of past performance in delivering such services.
5. The Contractor's expertise, required skills and experience for the specific approach proposed.
6. Overall cost of Contractor's proposal.

ASTA may, at their discretion and without explanation to the prospective Contractors, at any time choose to discontinue this RFP without obligation to such prospective Contractors.

SCOPE OF WORK

REQUIREMENTS

The following information should be used to determine the scope of this project and provide pricing for this engagement.

DELIVERABLES

For the purpose of the agreement resultant from an accepted proposal, the CONTRACTOR, at a minimum, will be responsible for the following:

1. Review and analysis WTO notifications on proposals related to phytosanitary measures pertaining to seed movement.
2. Draft responses and identify technical citations necessary to support ASTA responses to WTO notifications.
3. As appropriate, identify opportunities for convening ASTA members to further engage on key phytosanitary measure impactful to members.
4. Outline a proposed budget (by month and/or quarter) to meet these deliverables.

For the purpose of the agreement resultant from an accepted proposal the ASTA, at a minimum, will be responsible for providing the CONTRACTOR with:

- Relevant contacts with the U.S. government and seed industry
- Frequent coordination with other USDA cooperator organizations

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Contractor whose offer will be the most advantageous to ASTA in terms of expertise, functionality, and other factors as specified elsewhere in this RFP.

ASTA reserves the right to:

- Reject any or all proposals and discontinue this RFP process without obligation or liability to any potential Contractor,
- Accept proposals than the lowest priced offer,
- Award a contract on the basis of initial proposals received, without discussions or requests for best and final offers, and
- Award more than one contract.

The Contractor's proposal shall be formatted in several sections as set forth below. The Contractor will confine the submission to those matters sufficient to define the proposal and to provide an adequate basis for ASTA's evaluation of the Contractor's proposal.

The Contractor's proposal in response to this RFP will be incorporated into the final agreement between ASTA and the selected Contractor(s). The submission is suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Project Deliverables
4. Project Management Approach
5. Proposed Budget with Detailed and Itemized Costs
6. Appendix: References
7. Appendix: Contractor Bio/Resume

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Contractor's responses to the RFP. The Executive Summary should be a brief overview of the engagement and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

Outline proposed strategy to achieve desired goals. This section should include a description of each major type of work effort and activity being requested of the Contractor. All information that is provided will be held in strict confidence.

DELIVERABLES

Include descriptions of the anticipated outcomes of activities conducted for work related to the project.

DETAILED AND ITEMIZED RATE AND COSTS

Include a fee breakdown for services provided, including potential travel expenses. ASTA will also cover travel expenses if necessary to conduct the contracted work.

APPENDIX: REFERENCES

Provide three current professional references.

APPENDIX: Resume

Provide a one or two page summary of your skills, experience and education.