



## **1. Statement of Purpose**

The National Milk Producers Federation (“NMPF”), established in 1916 and based in Arlington, VA, develops and carries out programs that advance the well-being of dairy producers and the cooperatives they own. The members of NMPF’s 27 member cooperatives produce the majority of the U.S. milk supply, making NMPF the voice on Capitol Hill and with government agencies of more than 30,000 dairy producers. Created in 2009 by NMPF, with support from Dairy Management, Inc. (DMI), the National Dairy Farmers Assuring Responsible Management (FARM) Program raises the bar for the entire dairy industry – creating a culture of continuous improvement on our nations’ dairy farms. The FARM Program comprises dairy farmers, cooperatives and processors across the United States. Our efforts currently center on five program areas: Animal Care, Environmental Stewardship, Antibiotic Stewardship, Biosecurity and Workforce Development.

NMPF is soliciting proposals from qualified independent organizations to implement an industry-leading platform for on-farm evaluators and other industry stakeholders to complete trainings related to FARM Biosecurity and Animal Care program areas. Accessible training is critical for ensuring individuals are confident and knowledgeable about program standards, implementing second party evaluations as well as for promoting consistency in program information. The remainder of this document provides information that will allow qualified and interested vendors to understand the scope of the effort and to develop a proposal in the required format.

## **2. Scope of Work**

The organization facilitating services (hereinafter, “vendor”) will help the FARM Program improve its online trainings in Animal Care and Biosecurity. In particular, the vendor will (1) Identify and implement the most appropriate learning management system to house trainings; (2) Design and develop online training materials with the assistance of staff and subject matter experts.

### **(1) Identify and implement learning management system**

- Identify learning management system that best meets FARM program needs; creating training courses and modules with review and feedback from FARM Program staff, subject matter experts and related user groups.
- Work with FARM staff and existing FARM contractors to integrate necessary aspects of learning management system into the existing FARM database for ease of access to data for end users. This ease of access includes; allowing for exporting data in a common CSV format for analysis and reporting, allow a single user account to be associated with multiple learner roles and records, preferably in a relational database; Inactive learner records are stored permanently and accessible to system and agency level admin and any other requirements defined related to data connectivity.

(2) Design and develop online training materials

- Create training courses within Biosecurity and Animal Care program area information that include:
  - a. Interactive, online training modules focused on adult learners
  - b. Post-training comprehension assessment exams
- Work with FARM staff and subject matter experts to develop module content.
- Pilot with small group of identified stakeholders; refine materials based on feedback.
- Courses and modules should be designed with a similar look and feel and following FARM Program brand guidelines.

The vendor must meet the following qualifications:

- The vendor must have strong knowledge and background in effective use of learning management systems.
- The vendor must have experience working collaboratively as well as independently and with various stakeholders to execute top-level learning modules for adult learners.
- The vendor must have experience communicating verbally and in writing with individuals of diverse socioeconomic and educational backgrounds.
- Preference will be given to vendors with experience working within animal agriculture. Experience can be through professional or personal experience of either the vendor or the individuals who will be assigned to the contract.

Evidence of the aforementioned experience should be described within the proposal.

The vendor will be responsible for ensuring security protocols for the learning modules are consistent with current best practices. Security protocols must be reviewed and updated to follow best practices on an on-going basis.

The selected vendor will be required to collaborate with the existing vendor to transfer possession of related intellectual property to the selected vendor.

### ***3. Outcome and Performance Standards***

NMPF seeks vendors who demonstrate professionalism, objectivity and reliability with the ability to complete high quality projects in a timely and efficient manner. Feedback will be collected by NMPF and discussed directly with the vendor to ensure high-quality final products that meet the needs outlined.

### ***4. Term of Contract***

The contract for this work is expected to begin no later than January 31, 2023 and extend through the calendar year, depending on training schedule.

FARM Biosecurity training will need to be completed no later than the end of Q2 2023 and the FARM Animal Care trainings to be completed no later than the end of Q3 2023.

The vendor shall perform in a highly professional manner and may not disparage NMPF or the FARM Program in any manner. If the vendor violates any material term of the contract, NMPF shall have the right to void the contract upon 30 days written notice.

## **5. Payments**

A fixed fee payment schedule will be determined with the vendor after proposal acceptance.

## **6. Proposal Format**

NMPF will award the contract based upon the most responsive offer in terms of vendor qualifications, experience, cost, and ability to work collaboratively with the FARM Program staff.

NMPF reserves the right to:

1. Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
2. Accept proposal other than the lowest priced offered, or
3. Award more than one contract.

Vendor shall submit its proposal as set forth below. The vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for NMPF's evaluation of the vendor's proposal. Vendor's proposal in response to this RFP will be incorporated into the final agreement between NMPF and the selected vendor(s). A proposal shall include each of the following:

1. Transmittal Letter on Official Company Letterhead
  - a. The name, mailing address, telephone number, and web site address (if any) of the vendor.
  - b. The name, position title, mailing address, telephone number and e-mail address of the person who will be the principal contact for information concerning the proposal submitted.
  - c. The letter shall be signed by a responsible official of the vendor.
2. Executive Summary
  - a. A brief synopsis of the proposal identifying the qualifications, capabilities and experience of the vendor that are relevant to the statement of work in the RFP.
3. Scope, Approach and Methodology
  - a. A description of the vendor's experience providing online training module development services.
  - b. A description of the vendor's experience in deploying and managing design through learning management systems.
  - c. A description of vendor's capability to complete objectives defined in "2. Scope of Work".
  - d. A description of vendor's experience, if any, working with the agricultural sector, or with rural communities and businesses, and communicating with adult learners and individuals of diverse socioeconomic and educational backgrounds.
  - e. A proposed timeline for completing the project, with checkpoints built-in for NMPF FARM staff to provide input.
4. Project Management Approach
  - a. A description of the method and approach that vendor will use to manage the overall project, including communication requirements.
  - b. A description of how the vendor will manage and track project development and progress.

- c. A description of how the vendor will manage and track client requests for technical assistance and other services.
5. Conflict of Interest Disclosure Statement
    - a. Disclosure of potential or perceived conflicts of interest, if any, that would interfere with the completion of the proposed work.
  6. Proposed Price Quote
    - a. Price quote may be divided based on the two workstreams in the scope of work (i.e., “(1) identify and implement learning management system” and “(2) design and develop training materials”).
  7. Appendix: Company Overview
    - a. A brief history of vendor, including year established and number of years the vendor has been offering learning management system and training services.
    - b. A summary of the experience of the vendor in successfully completing similar projects for other organizations.
  8. Appendix: Project Team Staffing
    - a. The name(s), qualifications and relevant experience of the person(s) who will lead project proposed.
    - b. If subcontractors will be used to complete portions of the project as proposed, identify the subcontractor(s) and provide information responsive to items 7.a, 7.b, 8.a and 8.b.
  9. Appendix: References
    - a. The names and contact information for three clients for whom similar work has been completed, to serve as references.

**7. Proposal Evaluation Process and Schedule**

Vendors shall submit proposals by email to Rachel Ravencraft at [rravencraft@nmpf.org](mailto:rravencraft@nmpf.org) by 5 PM (Eastern Time) January 17, 2023. Proposals shall be submitted electronically in PDF format. Any proposal received after that time and date specified will not be considered.

RFP Distribution to Vendors	Week of 12/12/2022
Proposal Due Date	1/17/2023
Potential follow up and one-on-one teleconferences with vendors	Week of 1/23/2023
Anticipation decision and selection of vendor	Week of 1/30/2023
Anticipated commencement date of work	Week of 2/6/2023

Any award made pursuant to this RFP will be based upon the vendor’s proposal taking into account the proposal’s conformity with the operational, technical, cost, and management requirements. Evaluation

of offers will be based upon the vendor'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 vendor or vendors:

1. Completion of all required responses in the correct format.
2. The extent to which vendor's proposed solution fulfills NMPF's stated requirements as set out in this RFP.
3. An assessment of the vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high-quality vendor personnel with the required skills and experience to lead the work proposed.
6. Overall cost of vendor's proposal.

Proposals will first be evaluated on technical merit and then based upon price quote. Vendor selection may not necessarily be based on the lowest price quoted. The National Milk Producers Federation reserves the right to reject all proposals.

### ***8. Points of Contact for Future Correspondence***

Requests for information or questions concerning this RFP can be directed to:

Rachel Ravencraft  
Communications Manager, National Dairy FARM Program  
Phone: 703-243-6119  
Email: rravencraft@nmpf.org

### ***Appendix. Description of Current FARM Learning Management System***

The FARM Program currently uses Moodle as its LMS for trainings. Vendors may propose continuing with Moodle or switching to another LMS. There are 21 courses, each with a number of modules.

- FARM Animal Care: interactive training materials, exams and grading.
- FARM Workforce Development: platform for exams and grading.
- FARM Environmental Stewardship: online interactive training materials, exams and grading.

#### **Anticipated needs for 2023:**

- FARM Animal Care existing modules will need to be updated.
- FARM Biosecurity modules to be built.