

# 2012 Request for Proposal

The Center for Rural Affairs' 2012 Marketplace event is requesting proposals for local food items to serve at the event luncheon and morning and afternoon breaks.



## **EVENT DATES:**

- **Tuesday, February 21st** – BIZ IDEA Summit (Youth MarketPlace) and RZ Bounce
  - Planning for 400 people
  - Need food and beverage for the following:
    - Snack Break
  
- **Wednesday, February 22nd** – 2012 MarketPlace
  - Planning for 550 people
  - Need food and beverage for the following:
    - Morning Break (Examples: fruit and pastries, coffee, juices)
    - Noon Lunch (Examples: main course, vegetables, salad, tea and coffee)
    - Afternoon Break (Examples: popcorn)

## **CONFERENCE LOCATION (for all three events listed above):**

Ramada Conference Center  
301 2<sup>nd</sup> Avenue  
Kearney, NE 68847

The 2012 Marketplace is a one day event presented by the Center for Rural Affairs and our many partners focused on strengthening small businesses and rural communities. MarketPlace will help participants learn essential business skills; network with service providers and other entrepreneurs, including agricultural entrepreneurs; and discover new ideas that work for their small business and community. We are planning on 550 people attending.

**For more information** on the 2012 Marketplace contact Shawna Silvius, NE MarketPlace Conference Coordinator at 402.873.4027 or email her at [shawnnas@cfra.org](mailto:shawnnas@cfra.org) or Kathie Starkweather at 402.617.7946 or email her at [kathies@cfra.org](mailto:kathies@cfra.org).

## **HISTORY of SERVING LOCAL FOOD RAISED on FAMILY FARMS and RANCHES:**

The Center for Rural Affairs has always strived to serve locally produced food at their gatherings so that we can directly support the family farmers and ranchers and rural communities we fight for everyday. We have always had success in finding meat products from family farmers and ranchers. In recent years, we have worked to expand our sourcing to include as much locally produced ingredients as we can.

## **WHAT ARE WE LOOKING FOR IN 2012?**

Through this RFP we are seeking proposals for local food grown and produced on Nebraska family farms and ranches to serve at the events listed above. These are separate events, and this RFP is working to source these products for each separate event. We are looking for as many local items as possible, even down to the eggs, butter and flour if possible.

We are not asking for specific items as we will base our menus around what is available from the farmers/ranchers/producers we select through this RFP. With this conference being held during the non-growing month of February, we are hoping to source some storable crops from local producers who can plan to store the amounts needed. We are also interested in sourcing lettuce if there are producers growing greenhouse lettuce that can be ready

in February. Here are items we are looking to source (with general ideas of actual product in parenthesis but please don't let these limit you as they are just ideas.)

- Meat item(s) (such as chicken, beef, pork, fish, etc...)
- Vegetables (such as potatoes, squash, beans, onions, etc...)
- Leaf lettuce for a green salad
- Locally roasted fair trade coffee
- Locally grown fruits (citrus, tomatoes, etc...)
- Pastries and cookies made with locally. Please note if any ingredients are grown/produced locally on your proposal (for breakfast and afternoon breaks).
- Popcorn

#### **PROPOSAL MUST INCLUDE:**

- Short biography of farm/ranch/business (if selected this will be used to provide information to conference attendees, giving you additional marketing exposure);
- Which event your proposal is looking to provide products for;
- List of product(s) you are looking to supply, the quantity you are able to supply, and product prices.
- If submitting a proposal for supplying pastries or cookies, please include a description of any ingredients that are produced locally.
- If submitting a proposal for supplying locally roasted, fair trade coffee, provide information relating to the fair trade certification;
- Full contact information of principal proposal contact

#### **RFP CONSIDERATIONS:**

We will base our decisions in part on the following:

- The ability to provide enough product(s) for each event. You do not need to have enough quantity to fill all three events or even one product for one event alone. We are selecting items for each event separately so if it works for you to supply a meat product for the banquet event that we are planning for 60 people to attend, then submit a proposal based on that event. We will also work with those that can't supply enough for just one event and work to combine products for one event if needed;
- Must be able to deliver products to the conference location listed above (all products must be received through the conference facility and therefore we will need successful proposal candidates to deliver to this facility);
- Ability to provide "risk management" and to help locate another source should there be a need. For example, say a successful candidate is scheduled to provide greenhouse lettuce for one of these events and something happens that prevents them from filling that order, can they help provide another source or contact for such a product;
- All meat products must be processed through a USDA inspected facility;
- Cost will be a consideration as well. We are committed to supporting family farmers and ranchers and that it will cost more than purchasing food through conventional channels but our budgets are limited as well. So if there are creative ways to work with those submitting proposals, we are open to ideas.

#### **PROPOSALS DUE / DECISION PROCESS:**

Proposals may be submitted electronically or by US Postal Service. If sent through US Postal Service, they must be **postmarked by January 14, 2012** and sent to:

Kelsey Supenski, 391 W. Charleston St, Apt 223, Lincoln, NE 68528.

For more information, Kelsey Supenski, [kelseys@cfra.org](mailto:kelseys@cfra.org), Phone: 402.206.1657

