

# **Kentucky Agricultural Council**

## **REQUEST FOR PROPOSAL**

**Project Name: Kentucky Agriculture Strategic Plan  
(2018-2025)**

**Kentucky Agricultural Council  
105 Corporate Drive  
Frankfort, Kentucky 40601**

**May 5, 2017**

## **Introduction & Mission**

The Kentucky Agricultural Council (KAC) was established in 1970 as an informal group that met to share information about common goals, projects and activities. Today, the KAC is a group comprised of leaders from all sectors of Kentucky agriculture and since 2006, the KAC has taken a stronger leadership role in strategic planning to help increase the net farm income and to improve the quality of life in rural Kentucky. During this time, the KAC has been responsible for the development and implementation of two strategic plans. At present time, we are seeking requests for proposals to develop and implement a third strategic plan that will help guide Kentucky agriculture into the future. This proposal request will outline the detail and format that you should use when submitting your proposal. In order for your proposal to be considered, it must be complete and meet all deadlines in the timeline section.

## **Timeline**

In order to complete our mission, we have set the following timetable. This timetable is subject to change by the KAC Board of Directors.

Requests for Proposals Sent Out	May 5, 2017
Deadline for Proposals	May 22, 2017
Board Decision on Proposals	June 1, 2017
Projected Start Date	August 1, 2017
Roll Out at KAC Quarterly Meeting	August 17, 2017
First Update to KAC	November 2017 (TBD)
Second Update to KAC	February 2018 (TBD)
Target Project Completion Date	June 30, 2018

## **Summary of the Proposal**

This plan should reflect the ag-based economy of Kentucky and integrate the economic impact of all Kentucky businesses that depend on agriculture. This plan should reflect a road map for Kentucky agriculture's growing influence on the economy and a strategic plan of action as we look into the future of Kentucky agriculture. The plan should build off the successes of previous strategic plans as well as identify and establish the issues that agricultural leaders and organizations can unify to support as we advance the industry. The successful applicant for this RFP will demonstrate expertise in planning in an agribusiness environment.

**Expectations:**

The contract will be awarded based on the information presented in the proposals received. The KAC Board of Directors will award the contract based on the proposal that we determine will be most beneficial to the future of our farmers and the future of Kentucky agriculture. This project is contingent upon the KAC and project recipient obtaining the proper funding.

**Selection Criteria:**

All submissions who meet the criteria will be considered based upon the criteria set forth by the KAC Board of Directors, including the following:

1. Submission of proposal in the correct format by stated deadline.
2. The perceived effectiveness of the proposal's solution for the KAC's stated mission.
3. The perceived ability for the proposing applicant's ability to deliver their services as set forth in the proposal.
4. The applicant's past performance in delivering such services.
5. Availability of sufficient high quality personnel with required skills for the specific approach proposed.
6. Overall costs of the proposal.

The Kentucky Agricultural Council may suspend or discontinue a proposal at any time without notice to the applicant that submitted the proposal.

**Proposal Format:**

1. Summary of Applicant's Qualifications
2. Capabilities and Methodology of Proposal
3. Expected Results
4. Staffing, Management and Oversight
5. Communications
6. Expense Breakdown
7. Overall Projects Costs
8. References

**Proposal Deadline:**

All proposals must be submitted to John W. McCauley, Chairperson, Kentucky Agricultural Council, on or before May 22, 2017 to be considered for selection.

Contact:  
John W. McCauley  
Chairperson  
Kentucky Agricultural Council  
c/o Kentucky Department of Agriculture  
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Frankfort, KY 40601  
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