



## Request for Proposal June 4, 2024

### **Project Name**

Accelerating Economic Growth for Pennsylvania Agriculture

The outcome of the work proposed in this Request for Proposals (RFP) will:

- Answer how the economic impact of agriculture in PA has changed since 2021 and over the period since 2012;
- Quantify how Pennsylvania's agricultural imports and exports have changed over this same period; and,
- Include a Pennsylvania regional self-reliance baseline model using the [New England Farm System Partnership's method](#).

### **About Team Pennsylvania Foundation**

Team Pennsylvania Foundation ([Team PA](#)) is uniquely positioned to solicit this proposal as it seeks to advance strategic, high-growth economic opportunities for Pennsylvania agriculture. Working together for all Pennsylvanians in public-private partnership, Team PA is a dynamic, non-profit, non-partisan organization co-chaired by Governor Shapiro and a private sector leader. As the state's trusted, neutral broker and convener founded in 1997, Team PA couples strategic collaboration with strategic investment to accelerate economic growth.

In support of this objective, Team PA hosts the Advanced Agriculture Cross-Sector Collaborative, a broad network of public and private sector representatives, with the support of academia, labor, and nonprofits, focused on creating the conditions for innovative, technological, and market-driven solutions to bolster the long-term economic success of Pennsylvania agriculture. Additionally, Team PA's work spans several areas key to PA's economy (including Agriculture, Energy, Manufacturing, Life Sciences, and Innovation & Technology) allowing the organization to leverage its network, expertise, and resources to advance strategic cross-sector economic opportunities. Notably, Team PA works in close partnership with the PA Department of Agriculture (PDA) with PDA Secretary Russell Redding serving on Team PA's Board of Directors.

## **Background & Statement of Purpose**

The 2021 economic impact analysis calculated Pennsylvania agriculture<sup>1</sup> is responsible for more than \$80 billion in total direct economic output. It plays a significant role today in the global food supply, navigating headwinds such as demographic changes and climate impacts to tailwinds that include technology and artificial intelligence and a growing recognition of the need for efficient food production. From small-scale farms to global food processing powerhouses, Pennsylvania's agricultural landscape is incredibly diverse and has proven remarkably resilient.

It comes then as no surprise that the Commonwealth included [agriculture](#) as one of its five priority industry sectors in its recently released 10-Year Economic Development Strategy, recognizing both the significance of the sector as a driver for local and regional economies across Pennsylvania and the need to ensure it continues to adapt and be supported. The strategy specifically identifies areas of competitive specialization and potential areas of opportunity.

Through Team PA's Advanced Agriculture Collaborative, leaders in Pennsylvania agriculture have also lifted up key broad areas of focus including deploying innovative technological and biological approaches to growing and processing food with the intention of higher quality; increasing food production efficiency; and reducing impacts on the environment as priority pathways to buoy the sector.

Team PA seeks to capitalize on the momentum of agriculture, leveraging both its recognition as a priority industry sector and recent investments and activities led by the PDA. Team PA also firmly sees this work in alignment with the [USDA's Framework of Opportunity for Farmers, Rural Communities, and Families](#), given the scale and number of farming operations in Pennsylvania.

Baseline economic impact studies on Pennsylvania's agricultural sector have been completed in 2018 and 2021 and can be found [here](#). The proposed work involves updating those analyses to evaluate the growth and contraction over time of key agricultural sectors' economic and workforce impacts on the state's economy. The prior economic impact analyses have played a meaningful role in helping to capture and define the industry, benchmark shifts in the sector, and tout Pennsylvania's agricultural prowess – all with implications for state-level policy and economic development. Additionally, Team PA also seeks to better understand Pennsylvania's competitive position regarding agricultural imports and exports and to establish a current estimate of the state's production of food commodities compared to its consumption of those same commodities.

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<sup>1</sup> The definition of agriculture used in the 2018 & 2021 reports was determined through conversations with the PA Department of Agriculture (PDA) and agricultural industry leaders. The definition includes crop & animal production, landscaping, forestry and hardwoods, equine, and food manufacturing sectors.

## Objectives of Study and Scope of Work

1. Provide a statewide economic analysis, leveraging Pennsylvania’s definition of “agriculture” determined in the 2018 study, the recently released 2022 Census of Agriculture, and any other timely data sources. Include the following components:
  - a. Economic Impact of Agricultural Activity in PA: including direct, indirect, and induced impacts on economic activity and workforce;
  - b. Assess key shifts in agriculture from 2012 to 2022; include national and peer state context to understand Pennsylvania’s relative position and provide context, explanation, and cause for any notable/material changes;
  - c. Evaluate each subsector<sup>2</sup>, including key metrics assessing their overall health and trajectory;
  - d. Elevate potential agriculture economic development opportunities based both on key national trends and specific Pennsylvania strengths; and,
  - e. Offer key recommendations for public sector, private sector, and public-private partnership.
2. Provide a trend analysis of PA agricultural imports and exports over the past decade (or the most recent 10-year period of data available).
  - a. Include a list and quantification of the top ten (10) specific commodities by value and volume that PA imports and exports, and, if possible, any insight into where those products come from and go to (domestic vs. international, for instance);
  - b. Provide national context to assess Pennsylvania’s relative areas of strengths and weaknesses, and identify any specific opportunities, competitive advantages, and threats; and,
  - c. Highlight any curiosities and/or unexpected findings identified by the results of 2a and 2b.
  - d. Explain the cause of any major changes or shifts.
3. Develop a Pennsylvania regional self-reliance baseline model using the [New England Farm System Partnership’s method](#) (see specific information starting on page 7, excluding seafood).

## Deliverables

Provide electronically 1) a comprehensive report for each of the three elements of the scope of work above to include background, methodology, key findings, insights, and recommendations; and 2) a summary powerpoint presentation for each of the three elements of the scope of work suitable for key partners, public sector, and industry leaders, including the Secretary of the PA Department of Agriculture and Team PA’s Board of Directors.

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<sup>2</sup> Subsectors from 2021 analyses include: Poultry; beef; dairy; other animals (sheep, goats, horses); fruits and vegetables; food and beverage processing; forestry production and processing; and nursery and landscaping.

## **Request for Proposal Elements**

1. **Proposed Methodology:** Provide a detailed description of the approach, methodologies, and tools you will utilize to conduct the analyses and develop the baseline reports.
2. **Work Plan and Timeline:** Present a comprehensive work plan outlining the tasks, deliverables, and timelines for each element of the scope of work, including milestones and key project dates. Include any suggested approaches to streamline the deliverables to achieve efficiencies in schedule and cost. Include information on the ideal working relationship between the consultant and client, including communication and project coordination expectations.
3. **Budget and Cost Proposal:** Submit a detailed budget proposal broken down by each of the three parts of the scope of work, including all costs associated with personnel, research materials, travel expenses, and any other relevant expenditures.
4. **Team Qualifications:** Outline the qualifications, expertise, and experience of the project team members, including researchers, analysts, and subject matter experts. Include the biographies of the primary consulting team including specific role(s) and area(s) of expertise. Direct prior experience in the Commonwealth of Pennsylvania is strongly encouraged. Lead applicants are encouraged to develop teaming arrangements to address knowledge and/or experience gaps as needed.
5. **Past Experience:** Highlight any relevant experience, previous projects, or case studies demonstrating your organization's capability to undertake similar initiatives successfully.; three (3) references with contact information and two (2) relevant examples of previous work. Direct prior experience in the Commonwealth of Pennsylvania or experience conducting similar statewide analyses is strongly encouraged.

## **Selection Evaluation Criteria**

Team PA will be evaluating proposals based on the following criteria:

- Adherence to Proposal Requirements
- Methodological Soundness and Innovation
- Team Qualifications and Experience
- Cost-effectiveness
- Overall Proposal Quality

## **Submission Guidelines**

- Proposals must be submitted electronically to Kelly Kundratic, Agriculture Policy Director, at [agriculture@teampa.com](mailto:agriculture@teampa.com) by 12 noon EST on Thursday, June 27, 2024.

- Late submissions will not be considered.
- Any inquiries or clarifications regarding this RFP should be directed to Kelly Kundratic, Agriculture Policy Director, at [agriculture@teampa.com](mailto:agriculture@teampa.com).
- Team PA will post an FAQ based on questions received per the schedule below.

**Budget**

The projected budget for this work is estimated at \$45-\$70,000. Respondents to the RFP should use this as a guide, however, proposals outside of this range will be considered. Proposals must include a detailed breakdown of costs associated with each element of the project. This breakdown should outline all expenses, including personnel, travel, and any other relevant cost. Please specify any assumptions that may impact your cost estimate.

Team PA will complete the consultant selection per the timeline below, however, it reserves the right to alter the project commencement date. The selected consultant will work closely with Team PA to finalize and adjust the timeline as needed to ensure the successful completion of the project.

**Schedule**

June 4, 2024	Team PA releases RFP for applicant response
June 13, 2024	RFP recipient deadline for questions to Team PA
June 18, 2024	FAQs published on TeamPA.com by 4 pm EST
June 27, 2024	RFP Responses due to Team PA by 12 noon EST
July 8, 2024 (Week of)	Team PA interviews with selected applicants
July 25, 2024	Consultant selection and notification of all respondents
Est. August 2024	Project commences
Est. November 2024	Draft deliverables complete
Est. December 2024	Final deliverables complete

**Point of Contact**

Kelly Kundratic, Agriculture Policy Director, [agriculture@teampa.com](mailto:agriculture@teampa.com), (717) 233-1375.