



DELMARVA POULTRY INDUSTRY, INC.

16686 COUNTY SEAT HIGHWAY • GEORGETOWN, DELAWARE 19947-4881
PHONE: 302-856-9037 E-MAIL: dpi@dpichicken.com
www.dpichicken.org

Delmarva Poultry Industry, Inc. Request for Proposal

Making Connections: Establishing an Online Poultry Litter Matching Service for a Cleaner Bay & Healthy Farms

Proposal Overview

Delmarva Poultry Industry, Inc. (DPI), has received a Chesapeake Bay Small Watershed Grant from the National Fish & Wildlife Foundation to work with partner organizations to develop an online poultry litter matching tool to connect producers with surplus litter to end users who need the organic fertilizer source for crop growth and soil health. This matching service will support the implementation of Maryland's Phosphorus Management Tool (PMT) and Phase 3 Watershed Implementation Plans across Delmarva, thereby helping to meet regional water quality and healthy watershed goals in supporting proper litter use.

Proposal Objectives

The tool will help to achieve Chesapeake Bay water quality goals by connecting poultry growers with surplus litter with farmers and other end users that need nutrients for production, thereby facilitating the transport of poultry litter from regions with phosphorus-saturated soils to regions where nutrients are needed. The tool will offset the need for additional imported phosphorus fertilizer and synthetic nitrogen application and improve the cost-effectiveness and efficiency of poultry litter transport on Delmarva.

Develop Online Poultry Litter Matching Service

Create an online tool for Delmarva farmers and other end users. The tool at minimum should include:

- Basic information fields (i.e. name, location, tons of manure, nutrient analysis, etc.) based on recommendations from stakeholders – this information will be provided by DPI
- A location method, possibly using GPS or maps
- Analytics tools to track usage and other data
- Both an online component through a separate domain name as well as an app available in both Google Play and Apple Store
- Be easy to use with minimum requirements or steps for users

Proposal Guidelines & Requirements

- Summary of experience producing apps and capacity for your company to produce our app (staff, equipment, software, etc.)
- Inclusive price quote for all fees, charges and work, including labor and resources required for development, testing and implementation of the tool for Android, Apple and online
- Payment requirements – i.e. any deposits or scheduled payment plans
- Long-term plans and fees for administration and maintenance of the tool

- Recommendations/assistance in marketing the tool – the marketing efforts will primarily be completed by DPI
- Detailed timetable for completion, including a roll-out date of the app by December 31, 2020 at the latest
- If the execution of work to be performed requires hiring sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined
- Name, title and contact information of all principal staff for the proposal, including sub-contractors
- Two references, including name, company name, phone number, email and reason why they are listed as a reference
- At least one sample of similar app or work
- Any other terms and conditions

Budget

Please provide all costs proposals to accomplish the objectives. The budget must encompass all design, production, software acquisitions, domain names and maintenance for a minimum of one year beyond the implementation date of the app.

The budget should also include any long-term anticipated expenses beyond the scope of the proposal for the benefit of DPI and long-term budgeting.

DPI has allocated \$28,000 for this proposal. Any proposals above the allocated amount will not be considered.

Proposal Submission Process

Proposal Due Date: October 6, 2020

Who Can Apply: Professionals or organizations with proven web development, app development, information technology and/or project management skills working on web development, app development and/or information technology

Format: The proposal should be submitted via email to porter@dpickicken.com as a Word, Excel or PDF file

Review Process

Proposals will be evaluated immediately thereafter. DPI may require additional Zoom or phone call interviews. You will be notified if this is requested.

DPI staff, two DPI Board members and two members of grant partner organizations will evaluate the proposals.

Proposals must meet the guidelines and requirements of above and will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the objectives and requirements set forth in the RFP
- Candidate Experience – candidate has successfully completed similar projects and has qualifications necessary to undertake this project
- Value/Pricing – proposal does not exceed the budget, and price commensurate with the value offered
- Timeline – the proposal will accomplish the project within the time period

The name of the candidate company who has been selected will be decided by October 13, 2020.

All other candidates will be notified after October 14, 2020.

DPI's Mission & Background

To be the Delmarva chicken industry's voice as the premier membership association focusing on advocacy, education and member relations.

DPI is the 1,700-member trade association working for the common good of the meat chicken industry in Delaware, the Eastern Shore of Maryland and Virginia's Eastern Shore. Our membership includes chicken growers, chicken processing

companies and allied businesses that service the chicken industry. We are a non-profit association governed by a Board of Directors.

DPI Resources

Holly Porter, the Executive Director, will be the main contact for the proposal and work completed. She will participate in any assigned meetings, answer questions and authorize payments.

James Fisher, communications manager, will be part of the marketing efforts of the app. He may ask for specific information to prepare for the roll-out and marketing.

All inquiries regarding the RFP should be directed to:

Holly Porter
Executive Director
Delmarva Poultry Industry, Inc.
porter@dpichicken.com
302-222-4069