



# RFP: Consultant for Expert Implementation Fund Program Supporting the Food and Beverage Industry

**DATE OF ISSUE:** July 22, 2022

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| <p><b>INTRODUCTION</b></p>                       | <p>Food and Beverage Atlantic is a non-profit entity supporting food and beverage companies in Atlantic Canada. This project is being led by FBA in partnership with the Atlantic Canada Opportunities Agency (ACOA). We are currently seeking the services of a consultant who can provide expertise and guidance to companies who are facing roadblocks in their business development and seeking expert consulting.</p>   |
| <p><b>FBA<br/>BACKGROUND<br/>INFORMATION</b></p> | <p><b>Vision:</b> Making a positive difference in the Atlantic Canada food and beverage processing industry.</p> <p><b>Mission:</b> Educate, guide and celebrate Atlantic Canada Food &amp; Beverage Processing companies through collaborative partnerships, networking &amp; member engagement.</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>✓ Engage directly with industry to determine current and future needs to support growth, including export.</li> <li>✓ Providing high quality networking, skills and competitiveness development programs.</li> <li>✓ Build a guidance tool to align elements of the regional food and beverage ecosystem like resource providers, funding partners, co-packers and skills providers for processors.</li> </ul> |
| <p><b>SCOPE OF<br/>WORK</b></p>                  | <p><b>Scope of Work:</b></p> <p>A Consultant will be retained by FBA to complete an assessment of applications submitted by food &amp; beverage companies seeking expertise to assist with a specific issue they are facing.</p> <p>The role of the Consultant will be to review the application and conduct a short interview with the company to determine the validity of the request and to make a recommendation to FBA on what (if any) type of expertise will be needed.</p> <p>When a company is approved, they may engage a professional or specialist to help the work through the problem. The Expert Implementation Fund will reimburse 75% of the cost up to \$4500.</p>  |

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|   | <p>Examples of some challenges companies may submit for professional help with are:</p> <ul style="list-style-type: none"> <li>✓ Distribution, logistics, shipping</li> <li>✓ Food safety compliance issues</li> <li>✓ Digital Brand development</li> <li>✓ Label compliance, packaging review</li> <li>✓ Export roadblocks</li> </ul> <p>Additional task: Consultant will be asked to collaborate on the creation of the company application to make sure all the right questions are asked during the initial written intake.</p> <p>Overall Goal:</p> <p>To ensure companies have a good grasp of the root problem so they seek the right type of expertise to solve their issues.</p>                     |
| <p><b>PROPOSAL COMPONENTS</b></p>             | <p>Interested applicants should be prepared to present a proposal which will include the following:</p> <ul style="list-style-type: none"> <li>✓ Executive summary and capability statement</li> <li>✓ Demonstrate qualifications to assess varied applications with a wide range of issues</li> <li>✓ Provide 3 examples of similar work within the last 5 years</li> <li>✓ Other relevant details</li> </ul>  |
| <p><b>PRICING</b></p>                         | <p>The fee paid to review each application is \$650. This fee is to cover the following tasks:</p> <ol style="list-style-type: none"> <li>1. Reviewing the application submitted by a company requesting expert consulting,</li> <li>2. A call with the company to discuss their application and determine if their issue can be solved with the type of consulting the company has requested,</li> <li>3. Make a recommendation in writing to FBA on whether the company should be approved for their request or if another solution should be sourced.</li> <li>4. Be available for additional questions specific to an application if needed</li> </ol> <p>Please outline any additional fees, if any.</p> |
| <p><b>START DATE</b></p>                      | <p>Expected start date is August 2022.</p>  |
| <p><b>CONTRACT TERMS</b></p>                  | <p>Project expires June 2023 or when the funding has been exhausted. There is enough funding available for a minimum of 21 companies.</p>   |
| <p><b>RFP TIMELINE AND REVIEW PROCESS</b></p> | <p>Deadline to submit the proposal is <b>August 8, 2022 at 12:00pm</b> Atlantic time. Cost (in Canadian dollars) determination of best value may not result in the lower cost being accepted.</p> <p>Detailed proposal may be submitted via email to Sara Robinson,</p>   |

[sara@atlanticfood.ca](mailto:sara@atlanticfood.ca).

Services proposed will be reviewed and evaluated on completeness and compliance of the proposal and responsiveness with the requirements of FBA.

**Notification  
Procedure**

Thank you for your interest in this RFP. Only successful bidders will be notified of contract awards.