

United States Department of Agriculture
Agricultural Marketing Service
National Organic Program
Transition to Organic Partnership Program



Transition to Organic Partnership Program (TOPP)

**Request for Proposal for The Development of an Impact
Report**

Submission Deadline:

January 31, 2025, at 5 pm PT

Send submissions and questions to:

TOPP@tilth.org

1. Summary

The six “Regional Leads” of the USDA Transition to Organic Partnership Program (TOPP) are seeking a consultant to create a report illustrating the qualitative and quantitative impact of the first two years of the program. Interested parties must submit a proposal addressing the criteria outlined below by January 31, 2025, at 5pm PT to: TOPP@tilth.org.

2. Background

The USDA Transition to Organic Partnership Program (TOPP) was launched in the fall of 2022 to provide technical assistance and support for transitioning and existing organic farmers, and to a limited extent processor/handlers. TOPP is a collaborative national effort involving partners working together towards a common goal of transitioning conventional producers to organic production. The TOPP network covers six regions: the Mid-Atlantic/Northeast, Southeast, Midwest, Plains, Northwest, and West/Southwest. In each geographic area there is one “Regional Lead” responsible for program coordination and forming partnerships with organizations to serve transitioning and existing organic farmers. Find more information about the TOPP on [USDA’s website](#) and on the [TOPP website](#). TOPP is funded by the United States Department of Agriculture (USDA), overseen by the National Organic Program.

Collectively, the six regional leads are seeking a consultant to create a report describing the qualitative and quantitative impact of the first two years of TOPP. The report will provide success stories of the program in the form of compelling written narratives, engaging photography and photo stories, infographics, and data storytelling and visualization. The report will be available to host both online and presented in a format acceptable for printing as a hard copy in full and as including sections that can stand alone as 1-2 pagers.

This Request for Proposals (RFP) describes the envisioned report, timeline and evaluation criteria to provide a fair evaluation for all candidates.

3. Project Information

The primary objective of this project is to create an informative and engaging report that will demonstrate the positive impact of the first two years of TOPP (2023 & 2024). The report will be shared with a wide variety of audiences including USDA, farmer serving organizations, and many other stakeholders. The report will include qualitative and quantitative components such as:

- Longform narratives focusing on programmatic success of the mentorship program, events, technical assistance, resource creation and more.
- Stories that illustrate the value of TOPP support to American family farmers transitioning to organic, investment in American organic businesses and jobs, community and rural development, on-shoring domestic supply of organic products, increasing domestic

producers ability to compete in the global organic market, how TOPP supports a “market driven” industry, and the long-term ripple effect positive impact that the organic industry has as demonstrated by proven organic “hot spots.”

- Report should make use of and reference existing data and research about economic benefits of domestic organic production.
- Report will stress the strong national market for organic and the market opportunities for domestic producers that chose to transition as well as the organic market development opportunities provided by TOPP.
- Report will uplift how TOPP invests in public agricultural extension services.
- Data storytelling and data visualization of key metrics demonstrating programmatic success. New partnerships that have strengthened the support for farmers across the country.
- Contractor will work in partnership with Arizona State University (lead data analytics organization for TOPP.)

The report should be visually appealing. The use of professional photography, layout, info-graphics, font, and more should be consistent with the brand identity of the www.organictransitions.org website (TOPP Regional Leads will provide brand guideline books for layout). The report should be developed to meet all current federally mandated ADA access requirements.

The report should be between 25- 50 pages in length and is designed to allow for at least some 1-2 page spreads to be shared as standalone pieces.

Some examples of similar reports that may be useful to ideas and context include:

- [Berkeley Food Institute](#)
- [Oregon Tilth 2024 Growth and Impact Report](#)
- [Organically Grown Company 2023 Benefit Report](#)
- [CCOF 2023 Impact Report](#)
- [CCOF Organic Benefits Report](#)
- [Once Upon a Farm 2023 Impact Report](#)
- [Regenerative Organic Alliance Impact Report](#)

Project Timeline

The project will begin on or before February 15, 2025 and will be completed by April 1, 2025.

4. Budget

Total costs for the project are limited to \$50,000. Proposal pricing should be inclusive of time, design and layout, writing, editing, other fees, charges and miscellaneous expenses. Pricing should be reasonable for the deliverables completed under the proposal.

The budget should not include costs for printing the report and photography.

5. Proposal Guideline and Requirements

This is an open and competitive process to vendors within the United States, including Puerto Rico and the Virgin Islands.

Proposal Timeline

- Proposals will be accepted until January 31, 2025, at 5 pm PT, late proposals will not be considered.
- Proposals will be evaluated immediately thereafter; we may require interviews (via videoconference).
- The start date of the project and announcement of our chosen consultant will be on or before February 15, 2025.
- All other candidates will be notified once a candidate/firm has been chosen.
- The completion and delivery dates of the project and its phases will be mutually agreed upon prior to signing a contract.

Proposal Guidelines

The budget and proposal must include all design, copyediting, production, software acquisition, integration and necessary development of the report. Proposals must address the following:

- Executive summary
- Company Overview and Team: describe your company, length of business, your relevant experience. Provide links to your agency website and online portfolio. Identify your firm's organizational capacity to produce the report within our timeframe. Describe the team who will work on this project. Include name, title/role, and brief background/experience of each. Provide contact information.
- Communication and Project Management: describe your preferred method of communication and frequency with the Regional Leads and workflow. Describe your project management process including how you will track project status.
- Project description: based on the elements included in the Project Description section, describe your proposed creative design strategy, methodology, plan, and other important aspects of design for the report.
- Timeline: describe the project timeline and associated milestones. Detail the time required for each major step or phase of the project. This will be evaluated and will be part of the contractual agreement, a realistic time frame for completion is essential.
- Budget: provide a summary of pricing for the proposed services and products.
- References: provide a list of three references who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.
- Terms and Conditions: include any contract terms and conditions.
- Portfolio link or link to 3 previous projects

6. Evaluation Criteria

TOPP Regional Leads will evaluate proposals based on the following criteria:

- The proposal meets the needs and criteria set forth in the RFP.
- The proposal is presented in a clear, logical manner, is well organized and has the appropriate information as described in the RFP.
- The candidate has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
- The candidate has familiarity with the food and agriculture sector.
- The candidate firm has an appropriate number of staff and the necessary expertise to be successful.
- The candidate firm illustrates the best suitable creative direction for this project based on guidance given in the RFP.
- The price is appropriate for the value being offered.

7. Questions and contact information

Please send your proposals and questions to topp@tilth.org

The six TOPP Regional Lead organizations will collectively oversee the project through a committee structure. One of the six organizations, Oregon Tilth, will serve as the primary point of contact and liaison between the vendor and the TOPP committee. Oregon Tilth will also oversee the contract with the vendor and process invoices. The Regional Leads will pool resources and agree upon terms via a MOU. The six organizations have successfully used this model on other collaborative projects such as the creation of a website and a needs assessment.