

Request for Proposals (RFP) For VeggieRx Contracted Farming



HDFFA supports a healthy and thriving food and farm network in Central Oregon through education, collaboration, and inclusivity. HDFFA is invested in increasing agricultural producers' ability to expand their growing capacity and markets for local food, and improve access to local food for underserved populations through our Food Access programs.

Purpose of RFP

HDFFA is seeking Central Oregon farmers to grow food and sell at wholesale prices to HDFFA for their Food Access program, VeggieRx. Selected farmers will be responsible for delivery of produce to NeighborImpact in Redmond. The selected applicants will enter into a one-year formal agreement with HDFFA. In 2020, there will be an opportunity for renewal upon mutual agreement.

Overview of VeggieRx Pilot Program

In 2018, HDFFA piloted a VeggieRx program designed to improve the health of food insecure patients by providing them with vouchers to increase their fruit and vegetable intake. Participants who were determined to be food insecure and have a diet-modifiable disease, such as heart disease or diabetes, were referred to the program via a health care professional. For eight consecutive weeks, participants attended the Bend Farmer's Market and were provided \$20 in produce vouchers and nutrition education.

Graduates of the program increased their vegetable and fruit consumption by 1.33 cups per day. Over a third of participants experienced a decrease in worry about running out of food or lacking the money to purchase food because of the VeggieRx program. Twelve farms supported the program by accepting produce vouchers at their market stands. With 97% of distributed vouchers redeemed, the VeggieRx program spent \$11,883 at the Bend Farmers Market.

2019 VeggieRx Program

In 2019, HDFFA will expand the VeggieRx program to Prineville, in collaboration with NeighborImpact's Fresh To You mobile food pantry. Our goal in 2019 is to provide 100 participants with HDFFA's Fresh Harvest Kits, which contain Central Oregon grown produce, spices, recipes and are paired with staple items from the Fresh To You mobile food pantry. This program will run year-round but eligible participants will receive the Fresh Harvest Kits every other week for four months. HDFFA will procure local food from Central Oregon farmers until the end of the season and then will switch to Oregon produced food products. In addition to the Fresh Harvest Kits, participants will receive nutrition education and one-on-one guidance from a registered dietitian-nutritionist.

Eligibility Requirements

- 2019 HDFFA Partner
- Existing agricultural producer in Crook, Deschutes or Jefferson counties selling specialty crops
- Primary markets are in Crook, Deschutes or Jefferson counties
- Established wholesale markets and consistent pricing established since January 2018

Minimum Participatory Requirements

- Commit to providing an agreed upon volume of crop (detailed below)
- Commit to providing crop by date stated in contract, and have a back-up plan in case of crop failure or unforeseen circumstances
- Deliver crop to NeighborImpact in Redmond, Oregon
- Meet post-harvest quality standards comparable to industry standards and ability to demonstrate these standards
- Have the physical capacity to carry out farming and marketing operations
- Be capable of meeting the requirements of the license agreement

Selection Criteria

Grants contracts will be prioritized based upon the following and determined by your application.

- Your farming practices align with the mission of HDFFA
- Impact of project on your farm
 - Improves quantity of food grown
 - Improves diversity of food grown
 - Improves farm sales
- Overall clarity and project detail
- Detailed budget with reasonable wholesale prices associated with HDFFA's identified crops (see Figure 1).
- Ability to meet delivery dates
- Provide a sufficient plan if unforeseen circumstances occur with crop failure

Priority points are provided to:

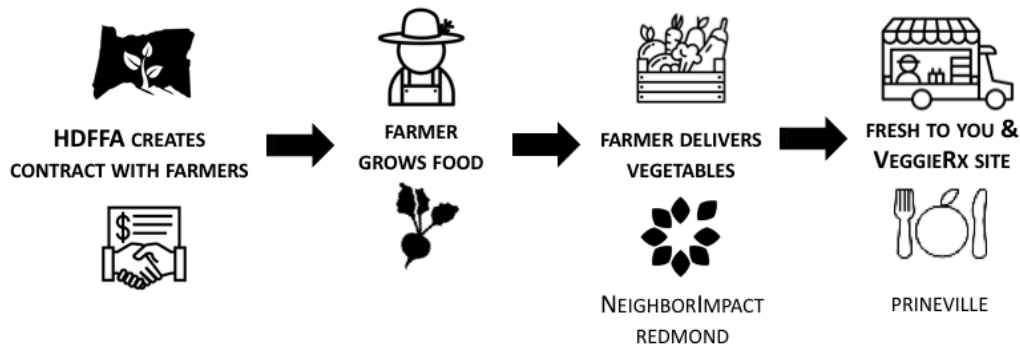
- Farmers that sell/market specialty crops in a food desert(s) (as determined by zip code)
- Traditionally underserved farmers (as determined by demographics questions on application)
- Have established wholesale market in Central Oregon for 2-3 years (requirement is a minimum of 1 year)

Submission Process

Interested parties will submit an application at <https://goo.gl/forms/trfs9AjLK9bDE9Jn1>

Submitted proposals must answer all the questions in detail. HDFFA reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability. Final acceptance of any proposal will be conditional upon satisfactory negotiation. Acceptance of a proposal will not create any rights on the proposer's part, including and without limitation, rights of enforcement, equity, or reimbursement. HDFFA will review the applications after the due date (see section below) and will notify selected applicants by April 8th 2019.

Veggie Rx Process Overview



Identified Crops

The table below identifies the types, pounds/units, dates needed and number of deliveries needed to meet our VeggieRx needs (note that number of deliveries refers to the number of times farmers will need to drop off produce at NeighborImpact per crop). *If you submit an application, you will need to use this table to identify the types of crops and the wholesale prices for your budget.*

CROP	LBS NEEDED	UNITS ESTIMATED	DATES NEEDED	NUMBER OF DELIVERIES
ARUGULA	5	10 bags	Early June	1
BASIL	5	40 bunches	August	1
BEANS	120	120 1lb bags	August-October	3
BEETS	150	150 bunches	June-November	5
BROCCOLI	65	120 heads	Late June-August	4
CABBAGE	160	80 heads	October-November	2
CARROTS	95	95 1lb bags	July, August, November	3
CHARD	45	85 bunches	July, October	3
CUCUMBER	40	-	July, September	2
EGGPLANT	40	40+ eggplants	Late September	1
GREEN ONIONS	8	30 bunches	Late July	1
KALE	155	300+ bunches	June- November	9
LETTUCE	35	70 heads	July, August	2
ONION (YELLOW)	200	160+ onions	July-November	7
PARSLEY	5	40 bunches	October, November	3
PEPPERS (BELL)	80	160 peppers	Early October	1
PEAS	30	30 1lb bags	June, Early July	2
RADISHES	100	120+ bunches	June, July, September	4
SALAD GREENS	50	100 ½ lb bags	June, August, September	4
SPINACH	10	20 ½ lb bags	July	1
SUMMER SQUASH (MISC.)	45	NA	September	2
TOMATOES	155	NA	August, September, November	4
TURNIPS	25	25 bunches	July	1
WINTER SQUASH (MISC)	120	40 squashes	November	1
ZUCCHINI	60	NA	August, October	2

Figure 1: Crops need for VeggieRx 2019

Important Dates

March 31 Applications Due
April 8 Notification of awarded contracts
May (TBD) Mandatory kick-off meeting in Bend
July/Aug HDFFA site visits
Dec (TBD) Mandatory close out meeting in Bend

Award Fulfillment

Recipients will be notified via email by April 8th 2019. Contract award period is from April 15th through November 30, 2019

Contact Information

Hannah Brzozowski, *Community Health Worker – VeggieRx Program Manger*
hannah@hdffa.org
541-610-6046

Request for Proposals (RFP) For VeggieRx Contracted Farming



NOTE: This document is intended to serve as a guide and overview of the 2019 Request for Proposal questions only. DO NOT submit this document.

To apply, you must submit online using this form: <https://goo.gl/forms/trfs9AjLK9bDE9Jn1>.

Estimated application time: 1-2 hours

Questions? Contact Hannah@hdffa.org.

1. Email address

2. Name

3. Farm Name

4. Phone Number

Eligibility

To be eligible to apply, you must answer "yes" to the following questions.

5. Are you a 2019 HDFFA Partner?

- Yes
- No

6. Are you an existing agricultural producer in Central Oregon and currently selling specialty crops (vegetables, fruits, or herbs)?

- Yes
- No

7. Are your primary markets in Crook, Deschutes, and/or Jefferson counties?

- Yes
- No

8. Do you have established wholesale markets and consistent pricing established since January 2018

- Yes
- No

Application: Farm and Practices

Please provide details about your farm and farm practices.

9. What are your farming practices and how do they align with HDFFA's mission? (100-200 words)
10. What is your wholesale market experience (how many years, what types of buyers, how do you determine price point, etc.)? (200-300 words)
11. Describe how this project impacts your farm (in terms of quantity of food grown, diversity/variety of food, different markets reached or expanded) (200-300 words)
12. Produce that contains an excessive amount of dirt, bugs, or is damaged will not be accepted. How will you manage this? What will you do if your produce is rejected? (100-200 words)
13. Where do you currently sell your products (wholesale, retail, restaurant, farmers market, etc.)? (200-300 words)
14. If you have one, please attach your farm's food safety plan/GAP plan

Application: Budget and Crops

Detailed budget and identified crops

Please provide a detailed budget with reasonable wholesale costs associated with HDFFA's identified crops by downloading the pdf via the link below, filling it out and uploading it in the next section. HDFFA recognizes that not all farms are able to grow every crop; therefore, only fill out the sections for crops of which you have already grown for a wholesale market. If you have problems with this file please email: hannah@hdffa.org

https://hdffa.org/wpcontent/uploads/2019/02/veggierx_2019_crops_application_fillpdf.pdf

(Please see last page for form)

15. Please upload completed form here:
16. Have you previously grown the crops you are applying for?
 - Yes
 - No
 - If no, which ones?
17. Describe in detail how you will meet your contract demand including the process for postharvest handling and delivery. Note that delivery must meet food safety standards (farm food safety plan, cooling, etc) (200-300 words)
18. Provide a sufficient plan of what you would do if unforeseen circumstances occur with crop failure. What is your contingency plan? (200-300 words)

19. Do you see any circumstances under which you are unable to meet the delivery dates? If so, how will you overcome these challenges?

Demographics

This section is used to capture demographics of the farms applying for VeggieRx contacts and is used in some of the selection criteria (see RFP) for evaluation purposes only. For information on food desert locations, click this link:

<https://www.ers.usda.gov/dataproducts/foodaccessresearchatlas/gototheatlas/>

NOTE: Answers are confidential and will not be shared publicly.

20. Please estimate your average in farm sales per year

- less than \$10,000
- \$10,000
- \$20,000
- \$21,000
- \$30,000
- \$31,000
- \$40,000
- \$41,000
- \$50,000
- Greater than \$50,000
- Other:

21. What is the approximate acreage of your farm?

- less than 1 acre
- 1-5 acres
- 5-10 acres
- 10-15 acres
- 15-20 acres
- greater than 20 acres
- Other:

22. What is your level of farming?

1 2 3 4 5 6 7 8 9 10

1: I have minimal knowledge and expertise

10: I have lots of knowledge and expertise

23. Are you able to live off of farming as your primary income?

- Yes
- Somewhat
- No
- I'd prefer not to say

24. What is the zip code of your farm?

25. Please list all the zip codes where you sell your products (used to determine priority points for those who sell food in a food desert)

26. What is your approximate average household income?

- \$0-\$24,999
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$124,999
- \$125,000 and up

27. What gender do you identify as?

- Female
- Male
- Gender nonbinary
- Prefer not to answer
- Other:

28. How old are you?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to answer

29. Do you identify as Spanish, Hispanic, or Latino?

- Yes
- No
- Prefer not to answer

30. Are you an immigrant?

- Yes
- No
- Prefer not to answer

31. Are you a veteran?

- Yes
- No
- Prefer not to answer

32. What race do you identify as?

- Biracial
- Black or African American
- Asian or Asian Indian or Pacific Islander
- American Indian or Alaska Native
- White or Caucasian
- Prefer not to answer

References

Please submit a reference of a current buyer

- 32. Name and business of reference 1
- 33. What is your relationship with reference 1
- 34. Email of reference 1
- 35. Phone of reference 1

Please submit another reference of a current buyer

- 36. Name and business of reference 2
- 37. What is your relationship with reference 2
- 38. Email of reference 2
- 39. Phone of reference 2

Completed!

Thanks for applying to partner with VeggieRx contract farming in 2019. We will review applications and get back to you by March 22nd. Please contact Hannah@hdffa.org for any questions regarding VeggieRx.



Request for Proposals (RFP) For VeggieRx Contracted Farming

Please check the crop(s) you intend to apply for and list proposed price per pound.
HDDFA will announce contracts April 8th, 2019.

CHECK IF APPLYING FOR LISTED CROP		LBS NEEDED	UNITS ESTIMATED	PROPOSED PRICE/LB
<input type="checkbox"/>	ARUGULA	5	10 bags	\$
<input type="checkbox"/>	BASIL	5	40 bunches	\$
<input type="checkbox"/>	BEANS	120	120 1lb bags	\$
<input type="checkbox"/>	BEETS	150	150 bunches	\$
<input type="checkbox"/>	BROCCOLI	65	120 heads	\$
<input type="checkbox"/>	CABBAGE	160	80 heads	\$
<input type="checkbox"/>	CARROTS	95	95 1lb bags	\$
<input type="checkbox"/>	CHARD	45	85 bunches	\$
<input type="checkbox"/>	CUCUMBER	40	-	\$
<input type="checkbox"/>	EGGPLANT	40	40+ eggplants	\$
<input type="checkbox"/>	GREEN ONIONS	8	30 bunches	\$
<input type="checkbox"/>	KALE	155	300+ bunches	\$
<input type="checkbox"/>	LETTUCE	35	70 heads	\$
<input type="checkbox"/>	ONION (YELLOW)	200	160+ onions	\$
<input type="checkbox"/>	PARSLEY	5	40 bunches	\$
<input type="checkbox"/>	PEPPERS (BELL)	80	160 peppers	\$
<input type="checkbox"/>	PEAS	30	30 1lb bags	\$
<input type="checkbox"/>	RADISHES	100	120+ bunches	\$
<input type="checkbox"/>	SALAD GREENS	50	100 ½ lb bags	\$
<input type="checkbox"/>	SPINACH	10	20 ½ lb bags	\$
<input type="checkbox"/>	SUMMER SQUASH (MISC.)	45	-	\$
<input type="checkbox"/>	TOMATOES	155	-	\$
<input type="checkbox"/>	TURNIPS	25	25 bunches	\$
<input type="checkbox"/>	WINTER SQUASH (MISC)	120	40 squashes	\$
<input type="checkbox"/>	ZUCCHINI	60	-	\$

Name of applicant: