



Appalachian Abattoir Request for Proposals

Released 1-14-19

Marketing and Branding Services
Charleston WV

Due February 11, 2019

Solicitation website: <http://beef.buzz/content/bid-opportunities>

4818 Kanawha Blvd East
Charleston, WV

www.beef.buzz
304-925-4781 x114

I. CONTENTS

I.	Background	4
	Messaging Challenge.....	4
II.	Scope of Services and Requirements	5
A.	Scope overview and details	5
B.	Scope of Work:.....	5
	Task #1 - Market analysis and Research Foundation.....	5
	Task #2 - Branding & Message Development	7
	Task #3 - Strategic Brand Implementation Plans	7
	Task #4 - Final Presentation	8
C.	Consultant responsibilities.....	9
III.	Respondent information and key deadlines.....	10
A.	Procurement official	10
B.	Submission instructions.	10
IV.	Proposal	11
A.	Project Team	11
B.	Background and Experience	11
C.	Narrative Approach and Workplan.....	11
D.	Timeline	12
E.	Project Experience and References	12
G.	Cost and fee structure	12
H.	Additional information	12
V.	RFP Rules and Guidelines.....	13
A.	Communications	13
B.	Explanations and Clarifications	13
C.	Modification/Acknowledgement of solicitation addenda	13
D.	PREPARATION OF PROPOSALS-GENERAL	13
	General Proposal Format.....	14
E.	CONTENT SUBMISSION	15
F.	PROPOSAL MATERIALS.....	15
G.	LATE SUBMISSION AND MODIFICATIONS	15
H.	WITHDRAWAL OF PROPOSALS.....	16

I. PROPOSAL EVALUATION 16

J. AWARD OF CONTRACT..... 17

K. CANCELLATION OF SOLICITATION..... 17

L. COMPLAINTS OR PROTESTS 17

I. BACKGROUND

Appalachian Abattoir, a wholly owned subsidiary of Buzz Products Inc. is seeking a branding and marketing consultant or firm to conduct market analysis, develop product brands and develop a marketing and branding strategy.

Established in 1968, Buzz Products, Inc. (Buzz) is a family-owned business with a long history in the meat industry. From a headquarters in Charleston, WV, Buzz currently serves more than 500 independent restaurants, hotels, country clubs, resort properties and other foodservice customers in a service area that includes West Virginia, Virginia, Kentucky, Ohio and Pennsylvania. Buzz Products Inc. received a 2017 Abandoned Mine Land (AML) Economic and Community Development Pilot Program award (Appalachian Abattoir) to construct and operate a livestock slaughter and processing facility with capabilities to produce value-added meat products.

The AML Pilot Program is a federal program from the Office of Surface Mining Reclamation and Enforcement that provides funds to six states (WV, KY, OH, VA, PA, AL) for non-traditional approaches to the reclamation of impacted mine lands.

The goal of the Appalachian Abattoir project is to remediate existing AML features and construct and operate a top-of-the-line livestock slaughter and processing facility that has the capability to produce value-added meat products.

Project goals:

- Remediation of property and construction of Slaughter Facility
- Increase in source-verified (locally grown) product and value-added product (bacon, ham etc.) availability.
- Training and workforce development
- Creation of a market opportunity for farmers and entrepreneurs
- Supply chain development and increases in agricultural activity
- Business development and marketing

In addition to providing supply for Buzz' existing customer network and demand, Appalachian Abattoir will create a source-identified branding and marketing program to promote WV and regionally grown meats for both foodservice and retail consumers, develop new high-quality value-added product line(s), and it will support farmers to market and sell more locally grown products directly to customers, and/or move product through other channels.

Messaging Challenge

This project requires a variety of marketing and branding efforts in order to successfully market the facility and future products. The team recognizes that additional market analysis is needed to define preferences and interests for our respective consumer segments. Additionally, the team recognizes that the use of either existing name, "Buzz" and "Appalachian Abattoir," may need to be considered and would like to examine pros and cons of both terms.

The primary messaging needs are as follows:

- 1) Develop a name and branding strategy for the facility itself that represents the unique services this facility will offer (Target: service customers – farmers)
- 2) Develop cohesive branding for source-identified products produced by the facility that represents the product and values that the following key customer segments care most about:
 - a. Retail customers (I.e. Consumers interacting with the product in a supermarket setting)
 - b. Food Service customers (I.e. Chefs interacting with wholesale product)
- 3) Develop a cohesive marketing/media strategy that can be implemented by the project team.

Branding consideration throughout: The project team needs to leave room to grow through product/label extensions as needed. The project team has examples of other product extensions at similar businesses to share with the winning bidder. Additionally, the project team has a collection of logos, websites, marketing efforts, and other materials that they have identified to guide the development of both facility and product line branding.

II. SCOPE OF SERVICES AND REQUIREMENTS

A. SCOPE OVERVIEW AND DETAILS

Appalachian Abattoir and Buzz Food Service are seeking a marketing, branding, and design consultant to lead and guide the project team through the development of cohesive and effective branding and marketing for the new facility and product lines. Anticipated timeline for the facility construction is to break ground Spring 2019 with the facility operational by 2020.

The team is seeking a marketing consultant or firm to lead the project team through

The marketing and design consultant/firm must have experience with product brand development and marketing campaigns. In order to gain insights from potential customers regarding consumer behavior, the marketing consultant must also be experienced with community outreach and market analysis in order to assess current consumer attitudes and perceptions.

B. SCOPE OF WORK:

Task #1 - Market analysis and Research Foundation

This task encompasses baseline review of existing research, market analysis and consumer outreach to determine what value the Buzz/Appalachian Abattoir offers to target audiences, development of a brand positioning statement, and testing of recommended brand concepts using targeted focus groups, surveys, and other methodologies as appropriate. Questions already identified include, but are not limited to, those outlined below in Table 1. It is anticipated that the consultant/firm will review research results with the Project Team during the research process and the Project Team will be available to assist with industry specific terminology. To complete these tasks, the successful consultant/firm will be expected to draw from existing research and as well as conduct their own research and focus groups in partnership with the Project Team.

Table 1: Key questions

Consumer type		
New facility cut/wrap service customers (regional farmers)	New Local Products	
	Retail customers (supermarket/ retail shoppers, grocers carrying product)	Food Service customers (chefs)
n/a	How do these customers <i>define</i> “Local”, What resonates but leaves us flexibility. What creates trust in “localness? (E.g. QR codes, links to lists of source farms)	How do these customers <i>define</i> “Local”, What resonates but leaves us flexibility. (E.g. QR codes, links to lists of source farms)
What <i>Values/ Attributes</i> do producers care about? (humane, price, access to other services, ease of loading/unloading)	What <i>Values/Attributes</i> do these customers care about (e.g. humane, local, “clean”, quality, healthier, etc.)	What <i>Values/Attributes</i> do these customers care about/ what resonates? (e.g. exclusive product, customization, clean, quality)
What <i>Story</i> is most effective in reaching these customers? (family business, high quality staff, educational services)	What <i>Story</i> is most effective in reaching these customers? (e.g. high quality, local, supporting WV producers, supporting family farms, healthy for your family)	What do their customers need/want? What do they want to hear? What <i>Story</i> do they respond to? (e.g. supporting WV producers, supporting family farms, healthy for your family)
What packaging/label specifications are needed by these customers? What offerings do or do not affect their decisions?	What <i>packaging/label design</i> resonates with retail customers? What design, package type is attractive/appealing to these customers?	What <i>packaging/label design</i> resonates for these customers? What makes them feel like it’s a quality product? (E.g. food service box with sticker, pre-printed branding on boxes etc.)
	What <i>design attributes</i> resonate, bring up positive associations for these customers.	What <i>design attributes</i> resonate, bring up positive associations for these customers.
What <i>marketing channels and materials</i> are most effective to reach these customers? How to best share information about facility services to the most producers (eg. Handouts, pricelists, online, email lists etc.)	What <i>marketing channels and materials</i> are most effective to reach these customers? (Instagram, ads in papers, brochures, online videos etc.)	What <i>marketing channels and materials</i> are most effective to reach these customers? (word of mouth, quick facts in boxes, etc.)
<i>Importance/risk</i> of associating the facility with the existing Buzz Foods brand	<i>Importance/risk</i> of associating this product with the existing Buzz Foods brand	<i>Importance/risk</i> of associating this product with the existing Buzz Foods brand
Supplemental questions:		
How to integrate Facility branding into Product and co-packed product lines	What will the market bear and how does quality of packaging influence this? I.e. cost analysis of acceptable price spreads in relation to packaging.	What will the market bear and how does quality of packaging influence this? I.e. cost analysis of acceptable price spreads in relation to packaging.

Task 1 Deliverables:

- Research summary
- Brand positioning statement for each of the three product segments.

Task #2 - Branding & Message Development

In this phase of the project, the selected consultant will create messaging, expression of brand, and visual elements that will effectively communicate the identity to target audiences. Messaging should connect to the hearts and minds of our audience and customers and be believable, relevant and simple. The project team has a collection of favorite or “best-of” logos, websites, social media accounts and other materials identified to assist in this task. This task includes developing distinct messaging for each customer segment that work in concert and leave room for future expansion. Consistency is important but there is also a need for flexibility that allows future use by a wide variety of product lines. Required visual elements include recommended logo, colors, fonts, graphic style and elements that are adaptable for use across a variety of media applications.

Task 2 Deliverables:

- **Messaging** for facility, retail, and food service product lines including:
 - Elevator Speech
 - Taglines
 - Brand statements
- **Materials:**
 - Logo for facility, product segments.
 - Style guide for all 3 product segments with visual and graphic standards, including fonts, etc.
 - Customizable PowerPoint presentation (allow staff to pick and choose sections as needed)
 - Appropriate literature for each target market (may include some or all of the following)
 - Handouts (e.g. How it works, lists of farmers, maps of source farms, key product differentiation etc.)
 - PDF files to share with customers
 - Brochure
 - Pop-up signage
 - Tradeshow / Booth display materials
- **Templates** for common needs
 - Letterhead
 - Business cards
 - Report cover
 - Labels
 - Design elements for use in website design
 - Brochures template(s)

Task #3 - Strategic Brand Implementation Plans

This task will define the activities designed to effectively establish Buzz Food/Appalachian Abattoir’s new brand identity to the target audiences as well as identify ongoing strategies for communicating,

maintaining and enhancing the brand’s value over the first three years following introduction. These strategies should:

- Prioritize both short and long-term strategies and tactics, including a timeline.
- Employ a variety of communication tools.
- Engage customers, producers, service providers
- Enable target audiences to connect and interact with the project and use feedback to further build the brand.
- To ensure effective implementation, the brand strategy should recommend methods for tracking results and measuring success with target audiences.

Task 3 Deliverables:

- Brand Strategy for public facing customer segments (facility and for retail customers) to include but not limited to:
 - Social media campaign plans (including which platforms to best reach target markets – at least two segments – Facility & Retail)
 - Plan for how to train/support employees (Brand building)
 - General Brand Strategy based on research
 - Tracking & Measurement Recommendations

Task #4 - Final Presentation

The selected consultant will deliver all products including style guide and related graphics, to Buzz Foods/Appalachian Abattoir at a final wrap-up meeting. Graphics designed to be used for placement in letterhead, folders, handouts and other marketing materials shall be in an electronic form commonly used by most computer software (those that do not require the purchase of Adobe Photoshop or some other marketing-based software to enable such use), along with original shapefiles and Adobe marketing-based software. Templates will be provided in common formats as well as Adobe formats as applicable. In addition, the selected consultant will make a formal presentation to the project team to present final materials and brand strategy. Table 2 outlines deliverables by task, and which deliverables can be presented for all three segments vs. which require individual materials.

Table 2: Deliverables by target audience

Task 4 Deliverables			
Task	New Facility & Cut/wrap Services	New Local Products	
		Retail customers	Food Service Customers
Task 1: Market Analysis	Research summary including results from research, focus groups, and/or surveys		
	Brand positioning statement	Brand positioning statement	Brand positioning statement
Task 2: Messaging	Elevator Speech	Elevator Speech	Elevator Speech
	Taglines	Taglines	Tagline
	Brand value statement	Brand value statement	Brand value statement
Task 2: Materials	Logo	Logo	Logo

	Style guide (including graphic standards, fonts etc.)	Style guide (including graphic standards, fonts etc.)	Style guide (including graphic standards, fonts etc.)
	Customizable PowerPoint presentation (allow staff to pick and choose sections as needed)		
	Handouts/ service list	Handouts	Handouts
	Pop-up signage	Pop-up signage	
	Tradeshow/ Booth display materials	*Tradeshow/ Booth display materials	
Task 2: Templates	Letterhead	<i>*Letterhead</i>	
	Business cards	<i>*Business cards</i>	
	Labels	Labels	Labels
	Report cover		
	Brochure template		
	Design elements for use in website design	Design elements for use in website design	
Task 3:	Brand Implementation Strategy		
	Employee training/brand strategy plan		
	<i>*Social Media campaign plan</i>	Social Media campaign plan	Social Media campaign plan
	Tracking and measurement recommendations		
Task 4:	Final presentation		

C. CONSULTANT RESPONSIBILITIES

At the beginning of the project the selected consultant shall meet with the project team and selected individuals to discuss the approach and method to proceed.

The consultant will meet with the project team regularly to review the progress of the work, to discuss any changes in direction or needed details, and in general to ensure that work is proceeding as required.

The project team shall make available to the selected consultant all prior economic development related plans, and any other studies and/or products. These elements are critical to the creation and implementation of the marketing and branding strategy.

Target dates:

- Project start: March 2019
- Draft plan: June 2019
- Completion: August 2019

III. RESPONDENT INFORMATION AND KEY DEADLINES

The following is the anticipated Solicitation Schedule. Appalachian Abattoir may, in its sole discretion, change this schedule at any time. If Appalachian Abattoir changes dates in the schedule before the deadline for receipt of proposals, it will do so by an addendum to this RFP. It is each prospective Proposers' responsibility to check with Appalachian Abattoir for current information regarding this RFP and its implementation timeline.

Bid stage	Date	Action step
Proposal	1/28/2019	Clarifying questions due. Answers will be made available on http://beef.buzz/content/bid-opportunities
	2/11/2019	Proposals due by 4:00pm February 11, 2019
Interview	2/18/19 – 3/1/19	Interviews scheduled with top firms

A final decision is expected by the beginning of March 2019.

A. PROCUREMENT OFFICIAL

Annie Stroud, Project Manager
Appalachian Abattoir/ Buzz Food Service
304-925-4781 x 114
annie@beef.buzz
<http://beef.buzz/content/bid-opportunities>

B. SUBMISSION INSTRUCTIONS.

Email final proposal as a PDF file to Annie Stroud, annie@beef.buzz

The Deadline for receipt of Proposals is **February 11th, 2019 by 4:00pm ET.**

- The Proposer remains solely responsible for ensuring that its Proposal is received before the date and time due. Late proposals will be returned unopened/unread (see below).
- Please include the cost proposal and fee structure on its own page
- Notes: All submissions **MUST** be delivered by the deadline or the submission may be considered late and disqualified.

Interested firms are encouraged to keep their proposals relevant to the Scope of Services.

IV. PROPOSAL

Please provide a Proposal, no more than 20 pages, with the following sections.

Cover Letter: Please include name, address, phone number, and e-mail address of the contact person.

A. Project Team

- i. Identify the project manager and personnel to be assigned to this engagement and a list of projects this team has completed or is currently working on.
- ii. Identify all sub-consultants (including names, addresses, current phone numbers, and e-mail addresses) and include related experience, how long the sub-consultant has worked with the marketing consultant, and how many projects the sub-consultant has completed or is working on with the marketing consultant.
- iii. Please include resumes* for all team members, Resumes should include a minimum of the following information:
 - Name
 - Current phone numbers, and e-mail addresses
 - Office Location
 - Education/Degree/Year Received
 - Type and associated Years of Experience
 - Years with firm
 - Relevant project experience

**Please note that resumes do not count towards the page limit.*

B. Background and Experience

- i. Outline history of the firm, office location, present ownership and key management individuals.
- ii. Outline your firm's experience in preparing comprehensive market analysis, strategic branding and marketing programs, and marketing campaigns.
- iii. Identify at least three of the most recent projects in which your firm has provided services that are similar to the project proposed above.

C. Narrative Approach and Workplan

- i. Provide a narrative that presents the services your firm would provide in response to the outlined scope detailing the approach, methodology, deliverables, and client meetings. Please be sure to include:
 - A workplan and schedule for both the market analysis and design portions of this project. Include key individuals responsible for each task and clearly outline their role.
 - A list of tools used to measure reach and frequency when purchasing media (television, radio) and social media tools used to measure effectiveness of print and online advertising and a branding awareness campaign. Experience in media negotiations and placement should be demonstrated.
 - Descriptions of any unique services or processes that your firm could offer to this project and a summary of any suggested approaches the Project Team should consider for this effort.

D. Timeline

- i. Provide a proposed timeline for the preparation and implementation of the tasks/activities being proposed per Scope of Services.

E. Project Experience and References

- i. Provide at least three (3) public or private references for projects of similar nature to this engagement.
- ii. Please include links, images or other reference materials that demonstrate your firm's abilities and quality of work.

G. Cost and fee structure

- i. Please include the cost proposal and fee structure on its own page.
- ii. Provide a cost proposal outlining individual costs for market analysis, branding/design and marketing plan development. Please be sure to include:
 - List of billable rates for all personnel assigned to project, including hourly rate, media commission percentages.
 - Clear description of cost and fee structure to fully understand how costs are calculated as work may be revised or added.
 - Description of any other charges that are proposed.

H. Additional information

- i. Suits and Claims: Describe all instances of project disputes, which in the last five years reached the level of formal mediation, arbitration, or litigation. For each dispute, describe the parties involved, the nature of the dispute, and the amount in dispute. Please provide this information for all such disputes arising out of the firm's projects, regardless of whether the firm was a party or a witness in the dispute. This information will be kept strictly confidential and used only for purposes of this selection.
- ii. Please include copies of your Insurance Certificates and proof of ability to do business in West Virginia.
- iii. Bidders are required to disclose anything at this stage that would preclude them from doing the work.

V. RFP RULES AND GUIDELINES

A. COMMUNICATIONS

Throughout the procurement process, Proposers may only have contact with Appalachian Abattoirs Procurement Official identified above in Section III.A regarding this solicitation.

Discussions or communications with any person(s) other than the Appalachian Abattoir's procurement Official identified, regardless of the format, could result in the disclosure of proprietary or other competitive sensitive information or otherwise create the appearance of impropriety or unfair competition, and thereby, compromise the integrity of the Appalachian Abattoir procurement process.

B. EXPLANATIONS AND CLARIFICATIONS

Any explanation or clarification desired by a Proposer regarding the meaning or interpretation of any part of this solicitation must be submitted in writing to the Procurement Official, Annie Stroud, annie@beef.buzz by January 28, 2019. This communication should be from a representative of the Proposer with a clear cross-reference to the relevant RFP Section. Questions and clarification are due by email.

Written requests can be submitted at any time; however, must be submitted on or before the dates above. Requests for clarification received after the stated deadlines may not be considered. Written Explanations or clarifications provided to a Proposer concerning an interpretation of the solicitation will be furnished to all Proposers in an addendum to the solicitation.

Oral explanations or clarifications given before the award of any contract, at any pre-proposal conferences or otherwise, do not serve to modify the solicitation and will not be binding on Appalachian Abattoir.

C. MODIFICATION/ACKNOWLEDGEMENT OF SOLICITATION ADDENDA

Appalachian Abattoir reserves the right to modify the solicitation. If it is amended, then all terms and conditions which are not modified remain unchanged.

When the solicitation is modified, the Procurement Official shall post a solicitation "addendum" on the Appalachian Abattoir/Buzz Foods website <http://beef.buzz/content/bid-opportunities>.

The Procurement Official must receive acknowledgement of addenda by the time and place specified for receipt of proposals. Failure of a Proposer to acknowledge receipt of addenda may result in rejection of the proposal as non-responsive.

D. PREPARATION OF PROPOSALS-GENERAL

Examine the Entire Solicitation. Prior to submission of Proposals, Proposers are expected to thoroughly examine all provisions of and Attachments/ Appendices to the solicitation, whether incorporated by reference or otherwise. Failure to do so will be at the Proposer's risk and will not be a basis for the Proposer to request relief of any kind prior to or after contract award.

Exceptions to Solicitation. If the Proposer cannot accept the terms, conditions or requirements, the Proposer shall raise their exceptions in writing (by email) to the Procurement Official on or before the date/time indicated in Section III. Appalachian Abattoir may address them in the form of an addendum to the RFP. It is Appalachian Abattoir's sole discretion as to whether or not it will accept or deny any exceptions raised by Proposers.

Furnish Information. Proposers shall furnish all information required by the Solicitation. Unnecessarily elaborate Proposals or lengthy presentations are not desired or required; however, Proposals should be clear, concise, and include sufficient detail for effective evaluation. The Proposer is cautioned that it is the Proposer's sole responsibility to submit information related to the evaluation categories, and that Appalachian Abattoir is under no obligation to solicit such information if it is not included in its Proposal. Failure by the Proposer to submit such information may cause an adverse impact on the evaluation of its Proposal.

General Proposal Format.

Please provide clear and succinct response to this proposal. The team discourages unnecessarily elaborate proposals.

Proposal shall be **no more than twenty (20) pages**. Cover, resumes, and other graphics included as appendices do not count towards the page limit.

Please include the following on the cover of proposal:

- Project Identification
- Request for Proposal name
- Name of Proposing Firm
- Date of Submission/Date RFP Response Due Date
- Table of Contents

Proposal documents shall be prepared in single-spaced type, on 8-1/2" x 11" pages. Pages shall be numbered to show the page number and total number of pages in the Proposal (e.g., Page 1 of 15, Page 2 of 15, etc.).

Cost proposal must be clearly marked on its own page. To provide uniformity and to facilitate comparison of Proposals, all information submitted should clearly refer to the section, or other identifying reference in this RFP. All information submitted must be noted in the same sequence as its appearance in this RFP.

Required Signatures. All Proposals must be signed by an individual authorized to extend a formal Proposal. Proposals that are not signed may be rejected. By signing the Proposal, the Proposer certifies compliance with the signature authority required.

Alternate Proposals. Proposers may submit more than one Proposal. All Proposals must comply with the requirements of the RFP except that additional Proposals may incorporate, by reference, repetitive information which is provided in the original Proposal.

Trade Secrets or Other Confidential Information. Proposers may clearly mark each page of the Proposal that contains trade secrets or other confidential commercial or financial information, which the

Proposer believes should not be disclosed outside Appalachian Abattoir. Appalachian Abattoir will hold proprietary information private however, disclosure of requested information can only be protected to the extent permitted under West Virginia law.

Use of Subcontractors. If the Proposer intends to use subcontractors to perform any portion of the work/provide any of the parts/equipment described in this RFP, the proposal must clearly state so. The Proposer's response must include a description of which portion(s) of the work will be subcontracted out and the names and addresses of potential subcontractors under the Contract.

Proposal Preparation Costs. Appalachian Abattoir shall not be liable for any costs incurred by a Proposer in responding to this RFP, regardless of whether Appalachian Abattoir awards the Contract through this process, cancels this RFP for any reason, or contracts through another RFP or another process.

Errors and Omissions. The Proposer is expected to comply with the true intent of this RFP taken as a whole and shall not avail itself of any errors or omissions to the detriment of the services. Should the Proposer suspect any error, omission, or discrepancy in the scope of work or other portions of the RFP, the Proposer shall immediately notify Appalachian Abattoir, in writing, and Appalachian Abattoir shall issue written instructions to be followed. The Proposer is responsible for the contents of its Proposal and for satisfying the requirements set forth in the RFP.

Firm Offer Period. Offers must be kept firm for acceptance by Appalachian Abattoir for at least one hundred twenty (120) days after the date that Proposals are due. Proposals with acceptance periods of less than one hundred twenty (120) days may be considered non-responsive. The Proposer may specify a longer period than indicated here. If the Proposer indicates no time period for acceptance, the Proposal will be considered firm for one hundred twenty (120) days and thereafter until written notice to the contrary is received.

E. CONTENT SUBMISSION

Submission. Email final proposal as a PDF file to Annie Stroud, annie@beef.buzz

The Deadline for receipt of Proposals is **February 11, 2019 by 4:00pm ET.**

Proposal Format. The response shall be set out in the Sections outlined in Section IV. These sections represent the minimum amount of information required by Appalachian Abattoir. Proposers are encouraged to add content if needed; however, unnecessarily elaborate Proposals are discouraged.

F. PROPOSAL MATERIALS

The Proposal material submitted in response to the RFP becomes the property of Appalachian Abattoir upon delivery to the Procurement Official and may be appended, if necessary, to any formal document which would further define or expand the contractual relationship between Appalachian Abattoir and the Contractor. All material will be considered as part of this RFP.

G. LATE SUBMISSION AND MODIFICATIONS

Any Pre-qualification Proposal received after the exact time specified for receipt will not be considered unless:

- it is determined by Appalachian Abattoir that the late receipt was due solely to mishandling by Appalachian Abattoir after receipt at Appalachian Abattoir; or
- it is the only Proposal received.

Any modification of a Proposal should be prepared on company letterhead, signed by an authorized representative, and state that the new document supersedes or modifies the prior Proposals, and resubmitted to the Procurement Official as required pursuant to this RFP.

A late modification of an otherwise successful Proposal which makes its terms more favorable to Appalachian Abattoir may be considered at any time it is received and accepted.

H. WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice to the Procurement Official before the deadline established for receipt of Proposals. Withdrawals must be made on company letterhead and signed by an authorized representative of the Proposer. Proposals may only be withdrawn by the Proposer's authorized representative, provided the identity of the person requesting withdrawal is established and the person signs a receipt.

I. PROPOSAL EVALUATION

Upon receipt of Proposals, the Procurement Official will initiate the evaluation and selection process, to include a general review to determine if Proposals comply with the solicitation provisions and contain the required information and submittals. If they do not, the Procurement Official may reject them.

Selection Committee. A Selection Committee shall be appointed to evaluate Proposals. Appointments to the Selection Committee are at the sole discretion of Appalachian Abattoir.

Substantiation of Proposals. Appalachian Abattoir reserves the right to require each Proposer to substantiate any aspect of its Proposal, including its own qualifications for providing the services required, and any other area of interest relative to the Proposal response.

Discussions/Negotiations. If discussions/negotiations occur, they may include both the technical and financial aspects of the Proposals.

Final Negotiations of Terms/Conditions with Best Proposer. Following the selection of the best Proposal, Appalachian Abattoir selected Proposer may enter into negotiations to arrive at mutually agreeable terms and conditions. The contents of the selected Proposal may become contractual obligations if a Contract is mutually agreed to, accepted and signed by both parties. Failure of the Proposer to accept or negotiate in good faith these obligations in a Contract may result in rejection of the Proposal. If Appalachian Abattoir is unable to negotiate a mutually satisfactory contract with the best Proposer, negotiations shall be formally ended with that Proposer and begun with the next best Proposer. Negotiations shall be undertaken in this manner until a mutually satisfactory contract has been negotiated or the solicitation is canceled. Appalachian Abattoir will demonstrate "good faith" in reaching a mutually acceptable contractual agreement

Notwithstanding this, there are certain conditions that are unacceptable. Following is a non-exclusive list:

- Governing law other than the State of West Virginia.
- Clauses requiring Appalachian Abattoir to indemnify and hold harmless the successful respondent.
- Clauses that unduly restrict or place unacceptable claims of ownership on data which are the subject of the agreement/contract.
- Clauses relating to requiring Appalachian Abattoir to enter into reimbursement arrangements relative to attorney's fees.

J. AWARD OF CONTRACT

Basis of Award. Appalachian Abattoir will award a contract based upon the evaluation of Proposals. Appalachian Abattoir may award a contract, based solely Proposals. Accordingly, initial Proposals should be submitted on the most favorable terms from both a technical and price standpoint.

Determination of Responsibility. The Contract will be awarded to the responsible Proposer whose Proposal, conforming to the solicitation, will be most advantageous to Appalachian Abattoir, technical and price factors considered. A responsible Proposer is one who affirmatively demonstrates that it has adequate financial resources and the requisite capacity, capability, and facilities to perform the Contract, has a satisfactory record of performance on other comparable projects, has a satisfactory record of integrity and business ethics, and is otherwise qualified and eligible to receive award under the solicitation and laws or regulations applicable to the procurement. Appalachian Abattoir reserves the right to investigate the capabilities of Proposers, confirm any part of the information furnished by a Proposer, and require other evidence to determine that the Proposer is responsible.

Rejection of Proposals & Waiver of Minor Informalities/Irregularities. Appalachian Abattoir reserves the right to reject any or all Proposals in part or in total for any reason, to accept any Proposal if considered best for its interest, and to waive informalities and minor irregularities in Proposals received, commensurate with best public procurement practices.

Notice of Award. Any award of a Contract resulting from this RFP will be made only by written authorization from Appalachian Abattoir.

Proposer's Responsibility for Services Proposed. It is understood and the Proposer hereby agrees it shall be solely responsible for all services it proposes, notwithstanding the detail present in the RFP.

K. CANCELLATION OF SOLICITATION

Appalachian Abattoir may cancel this solicitation before or after receipt of Proposals.

L. COMPLAINTS OR PROTESTS

Complaints or protests associated with this solicitation must be submitted to annie@beef.buzz.