

# REQUEST FOR PROPOSAL

---

DESIRED SERVICE

---

ORGANIZATION/ ENTITY NAME

## PROJECT BACKGROUND

\_\_\_\_\_ (\_\_\_\_\_) wishes to adopt a traceability technology system to enable \_\_\_\_\_'s vision for a data-rich fishery. This system will help capture greater value from \_\_\_\_\_ and other products while also supporting effective management and preservation of stocks by facilitating data reporting requirements.

To that effect, \_\_\_\_\_ is seeking one or more traceability solutions to fulfill their needs:

Solution 1:

Solution 2:

Solution 3:

Solution 4:

\_\_\_\_\_ formally invites traceability technology vendors to respond to this Request for Proposal (RFP), to propose their technology and service offerings to fulfill the needs of \_\_\_\_\_ as identified in this document.

Instructions for how to respond to this RFP are included in the end of this document.

## ABOUT \_\_\_\_\_

Please describe in 2-5 paragraphs the organization, nature of your business, types of product or products you wish the RFP to cover, and any other relevant information about your business (i.e. for fishing cooperatives, methods of harvest fishing):

Organizational Information: \_\_\_\_\_  
Number of members, other data

Annual Trade Volume: \_\_\_\_\_  
Pertinent fishery data

## PROJECT HISTORY AND CONTEXT

Enter two paragraphs with information on the organization and their interest in traceability:

## TRACEABILITY READINESS

To assist vendors in formulating responses to this RFP, \_\_\_\_\_ short name has undergone a basic assessment of its readiness for traceability, to guide where services may be valuable or required to support implementation of one or more traceability technology solutions.

*The readiness assessment should be reviewed and completed for all elements of the fishery as needed.*

<i>Ideal State of Readiness</i>	<i>Current State in</i> _____ <small>Location</small>
<b>Infrastructure readiness:</b> <ul style="list-style-type: none"> <li>• Fast, reliable internet connectivity</li> <li>• Electricity is reliable and accessible throughout the facility</li> </ul>	Describe status:
<b>Organizational readiness:</b> <ul style="list-style-type: none"> <li>• Workers embrace and are adaptable to change</li> <li>• Established precedent for adopting new technologies and workflows</li> <li>• Workers are accustomed to working with technology systems (e.g. mobile devices, etc.)</li> </ul>	Describe status:
<b>Process readiness:</b> <ul style="list-style-type: none"> <li>• Organization is process-driven, has well-ingrained processes for receiving, handling, transforming, and shipping product</li> <li>• Traceability workflows exist (paper-based or digital). Product is tracked as it moves from receiving through shipping.</li> </ul>	Describe status:
<b>Information readiness:</b> <ul style="list-style-type: none"> <li>• Decision-making is data-driven, proactive</li> <li>• Culture of information sharing is established</li> </ul>	Describe status:
<b>Financial readiness:</b> <ul style="list-style-type: none"> <li>• Organization has the capacity to absorb the financial investment into traceability implementation</li> </ul>	Describe status:

## PROJECT GOALS AND APPROACH

\_\_\_\_\_ has identified a number of goals to guide its' traceability adoption efforts, as outlined below:  
Short name

### Technical Goals

- Any traceability technology solution(s) adopted are required to be interoperable with each other (if more than one) and with \_\_\_\_\_ fisheries information system via web services, such that systems can easily share data with each other. In the \_\_\_\_\_ governing body evolving implementation \_\_\_\_\_ short name's system will need to capture, store, then post Key Data Elements (KDEs) required by \_\_\_\_\_ governing body to \_\_\_\_\_ governing body's licensing database.
- This system should also provide for elimination of redundant bookkeeping, while providing fishers with hard copy receipts at aggregation points. Administrative benefits should also include comments about interoperability with financial software about ERP systems that can be reviewed by \_\_\_\_\_ short name as they expand their internal management systems.
- In addition to \_\_\_\_\_ governing body KDE's, \_\_\_\_\_ short name's system shall provide support for capturing, storing, and potentially transmitting the KDE's identified in the KDE list located in Appendix C.
- It is desired that the solution will provide additional functionality toward future web service integrations, for example, to supply chain stakeholders and new export geographies.
- Systems shall provide access control, such that accessibility of KDEs can be configured to the needs of each stakeholder, as needed.
- A fully functional technology systems solution should be in place and functional by \_\_\_\_\_ x date.

### Management Goals

- \_\_\_\_\_ Short name wishes to contribute to a data-rich fishery, where co-management stakeholders (e.g. \_\_\_\_\_ governing body, partner NGO, FIP coordinator, etc) can receive traceability data to design, implement, and enforce effective interventions, manage performance, and react to changes. In addition the technical requirements already identified, co-management will require the ability to easily integrate and provide tailored access to information, potentially including support for anonymizing or aggregating data.

### Value-generation Goals

- By adopting traceability, \_\_\_\_\_ short name aspires to generate financial value through various avenues, including operational efficiencies and potentially through access to premium markets, price premiums, and new revenue streams.
- \_\_\_\_\_ Short name will take into consideration the extent to which traceability technologies provide additional functionality in support

## CONCEPTUAL ARCHITECTURE

\_\_\_\_\_ Short name wishes to engage in full chain traceability with stakeholders in the \_\_\_\_\_ fishery and product description.

Interoperability across stakeholders' systems is to be achieved via web services integration for Key Data Elements (KDEs) outlined in Appendix C.

## SCOPE OF WORK AND DELIVERABLES

\_\_\_\_\_ Short name requests the purchase and/or licensing of technology as well as the implementation of technology systems, including internal setup and configuration, and integration with \_\_\_\_\_ governing body's fisheries information system.

Budget for this solution is \_\_\_\_\_.  
XXX USD

Preference will be given to competitive proposals that include the full scope of implementation and details about capacity for interoperability with other systems; cost of necessary patches or plug-ins also should be discussed. Shared costs such as infrastructure improvements or hardware should be called out as project expenses and included in cost assumptions.

Please specify the types of technology and implementation services that your organization provides in the Critical Tracking and KDEs listed in Appendix C.

## TIMELINE

Vendors are invited to respond to this RFP until the submission deadline of \_\_\_\_\_ at 11:59PM \_\_\_\_\_ Time.  
date time zone

## PRINCIPAL POINT OF CONTACT

The principal point of contact for this RFP shall be \_\_\_\_\_, \_\_\_\_\_;  
contact name contact title  
available by email at: \_\_\_\_\_.  
contact email for questions and submissions

## FORMAT AND KEY DATES

Please submit RFP responses in .DOC or .PDF format to the principal contact by \_\_\_\_\_.  
date

Key dates for the RFP process are indicated below:

- RFP posted: \_\_\_\_\_  
date
- Last date for submission of questions and registration of interest: \_\_\_\_\_  
+ 3 weeks
- Clarifications issued: \_\_\_\_\_; All Q&A shared with all respondents  
+ 2 weeks
- RFP responses due: \_\_\_\_\_  
+ 1 to 2 weeks
- RFP response analysis: \_\_\_\_\_  
+ 3 to 5 weeks
- Shortlist notifications: \_\_\_\_\_  
date of analysis completion deadline
- \_\_\_\_\_ clarifications and interviews: \_\_\_\_\_  
Short name + 3 to 4 weeks
- Final notifications: \_\_\_\_\_  
+ 1 week

## ELIGIBILITY

To be considered for selection, vendors must:

- Have **at least two** client references from previous implementations of technology with a seafood client and description of two independent implementation examples. See template in *Appendix H*.
- Provide full coverage of KDE's identified in *Appendix C* (if customization to your system will be required to satisfy KDE requirements, please include any details including fee and timing estimates in your proposed scope of services), where coverage refers to:
  - Ability to capture the KDE, or receive the KDE if already captured upstream (please refer to the "Processor" column);
  - Ability to store and recall the KDE;
  - Ability to transmit the KDE to another organization via Web Services integration (e.g. via POST request).
- Provide visibility to implementation and operational costs, with review of technology and services and a proposed budget. See *Appendix I*.
- Ability to expand and address additional KDEs over time.

**Collaboration among vendors is encouraged to provide a full suite of solutions. Two or more vendors may choose to respond as a collaborative solution, working together to provide full coverage of KDEs and functionality needs.**

Each vendor should describe their specific KDE coverage and functionality to be provided in this case, as well as any history of integrating their solutions, and details related to additional fees and timing that will result from integration of solutions. Each vendor participating in a collaborative bid shall provide two client references from previous implementations of their technology with a seafood client.

## SCORING AND KEY CRITERIA FOR SELECTION

The following table is populated with example answers. Complete the table on the following page with answers specific to this RFP.

Vendor responses that meet minimum requirements identified above will be weighted according to the following criteria:

Criteria	Description	Weighting
Ability to address technical and co-management goals	Portfolio score based on the capacity and ability of the system to capture, store, transmit, and verify the Key Data Elements (KDEs) identified.	25%
Service and training processes, and implementation plan	Portfolio score, reviewing support, training and implementation planning that supports success in the field.	10%
Ability to address value generation goals	Portfolio score assessing the solution and its ability to support Client Group in their goals to generate additional value (e.g. through efficiency, cost savings, risk management, financial systems integration, etc.)	10%
References	Qualitative score based on qualifications provided. Influenced by relevance of previous implementations and client testimonials.	20%
Overall fit, Approach	Qualitative score based on fit of vendor's response to needs outlined in the proposal. Will be influenced by ability to assemble vendor's solution into a viable portfolio of technology products.	15%
Price	Portfolio score on products and services at a price that fits the budget of the Client Group. Will be considered in aggregate for the proposed portfolio of products.	20%

## SCORING AND KEY CRITERIA FOR SELECTION

Vendor responses that meet minimum requirements identified above will be weighted according to the following criteria:

Criteria	Description	Weighting

## APPENDIX A: KEY PROCESSES AND SYSTEMS

The \_\_\_\_\_  
short name and associated businesses, such as processing plants, cold storage or distribution centers, etc.

---

are deployed in \_\_\_\_\_ (a map is available in *Appendix G*).  
location description

Enter 3 to 7 paragraphs to describe important processes and systems for source fishery and trade. Please provide as detailed information as possible on the following elements:

- |                                       |   |   |
|---------------------------------------|---|---|
| 1) fishing methods                    | 7) special requirements for export of processed or fresh products   | 10) labeling and packaging requirements and tracking for resale, and                                    |
| 2) boat systems                       | 8) internal document flow and accounting processes                  | 11) full understanding of livelihoods and impact of the fishery on the economic well-being of the area. |
| 3) offload and transport systems      | 9) HACCP or equivalent processes for FDA or other government bodies |   |
| 4) aggregation methods                |   |   |
| 5) handling and processing, if any    |   |   |
| 6) distribution or export of products |   |   |

### **Connected and Supporting Systems**

Comment on systems such as processing, packaging or other work done by short name, to support the handling and marketing of their catch.

## APPENDIX B: PRODUCT FLOW CHARTS

Detailed flow charts of fishing, offloading, transport, handling, processing, packaging, export, sale, etc. should be included separately with the submission of this RFP. Particular interest should be paid to government required methods for handling and processing of products.



## APPENDIX C: CRITICAL TRACKING EVENTS AND REQUIRED KDE LIST

This list should be edited by Critical Tracking Event (CTE), based on actual activities and requirements of governing body. The FishWise Master KDE list is a recommended guiding document, but will require editing to be fishery specific. Include any additional KDEs necessary to the specific fishery in the spaces provided. For unnecessary KDEs, indicate N/A where appropriate.

- Vendors must have the capacity to record KDEs at each defined point in compliance with the regulations or certifications desired by \_\_\_\_\_ .  
short name
- The required KDEs for US SIMP are outlined below. Additionally, vendors should be able to record all KDEs required for processing, which can be found in the CCP HACCP Documents<sup>1</sup>.
- Please respond to each question with a summary of your solution to each Critical Tracking Event (CTE) and the implementation strategy for field training and go-live:
- Harvest Tracking – Consider the steps and mechanisms for tracking and recording of data, using the Catch Landing Data Collection Form (CLDC) or similar form and meeting the \_\_\_\_\_ requirements.  
name of specific requirements, such as US SIMP

### CTE A-Vessel/Harvesting or Producing Entity

• \_\_\_\_\_  
 Name and flag state of harvesting vessel(s)

• \_\_\_\_\_  
 Evidence of authorization to fish (permit or license number)

• \_\_\_\_\_  
 Unique vessel identifier (when available)

• \_\_\_\_\_  
 Type(s) of fishing gear

• \_\_\_\_\_  
 Name of vessel(s), Captain, Fishers

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

*The fishing area and type of fishing gear should be specified per the reporting convention and codes by the competent authority exercising jurisdiction over the wild capture operation (in this case \_\_\_\_\_). If no such reporting requirements exist, the Food and Agriculture Organization (FAO) fishing area and gear codes should be used.* governing body

### CTE B-Fishing/ Harvest Event- what, when, and where

• \_\_\_\_\_  
 Species- FAO 3-Alpha Species Code (i.e. Alpha code 43, Panulirus argus)

• \_\_\_\_\_  
 Landing date(s)

• \_\_\_\_\_  
 Product form(s) at time of landing- including quantity and weight

• \_\_\_\_\_  
 Area(s) of wild-capture or aquaculture harvest

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

• \_\_\_\_\_  
 Additional KDE: \_\_\_\_\_

*Note: In cases where a shipment to the US is comprised of more than one harvest event, each event that is relevant to the shipment must be reported. However, the importer does not need to link a particular fish or portion of the shipment to any one harvest event. For \_\_\_\_\_ purposes, tracking of boat performance may be of particular interest, even if not required for export.* short name

**CTE C&D-Landing, Offload, Transport of Catch**

- \_\_\_\_\_  
Point(s) of first landing
- \_\_\_\_\_  
Name of entity(ies) to which the fish was landed or delivered
- \_\_\_\_\_  
Weight of harvest by species and type, state at harvest
  - \_\_\_\_\_  
Product 1
  - \_\_\_\_\_  
Product 2
- \_\_\_\_\_  
Tracked by boat during aggregation and transport
- \_\_\_\_\_  
Ice logs for harvested product

- \_\_\_\_\_  
Sensory checks of all harvested products
- \_\_\_\_\_  
Size and condition of live harvest
- \_\_\_\_\_  
Final weight for Vessel/ Captain- by product
- \_\_\_\_\_  
Confirmation of payment by \_\_\_\_\_ to Boat/ Captain  
short name
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_

**CTE E&F-Aggregation and Processing of Live and Harvested Products**

- \_\_\_\_\_  
Inspection and check-in of load at processing facility
- \_\_\_\_\_  
Record of temperature and condition of product upon receipt
- \_\_\_\_\_  
Net weight or gross shipment weight confirmed upon receipt
- \_\_\_\_\_  
Transport log for total shipment
- \_\_\_\_\_  
Transfer of data for CDLC form to \_\_\_\_\_ administration for reporting  
short name
- \_\_\_\_\_  
Transfer of information on vessel/captain payments
- \_\_\_\_\_  
Sorting of harvest prior to processing
- \_\_\_\_\_  
Processing date/ time
- \_\_\_\_\_  
Unique production code for each harvest/processing date
- \_\_\_\_\_  
Verification of blast chilling and temperature at movement to storage
- \_\_\_\_\_  
Net weight ready for export, by species
- \_\_\_\_\_  
Cold storage inventory tracking (may be a value-add)
- \_\_\_\_\_  
FDA- approved processing facility information
- \_\_\_\_\_  
PREDICT data requirements- species, processing facility, export location
- \_\_\_\_\_  
Final tracking for \_\_\_\_\_ of vessel/ captain info  
short name
  - \_\_\_\_\_  
Product 1
  - \_\_\_\_\_  
Product 2
  - \_\_\_\_\_  
Product 3
  - \_\_\_\_\_  
Product 4

- Load data and description of each product to be processed
  - \_\_\_\_\_  
Product 1
  - \_\_\_\_\_  
Product 2
  - \_\_\_\_\_  
Product 3
  - \_\_\_\_\_  
Product 4
  - \_\_\_\_\_  
Product 5
  - \_\_\_\_\_  
Product 6
- SSOPs for FDA
  - \_\_\_\_\_  
Quality Checks
  - \_\_\_\_\_  
Holding and stabilization methods
  - \_\_\_\_\_  
Time/ temperature checks
  - \_\_\_\_\_  
Parasitic checks
  - \_\_\_\_\_  
Cooler/ freezer and other equipment checks
  - \_\_\_\_\_  
Methods of recording and collection of corrective actions
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_
- \_\_\_\_\_  
Additional KDE: \_\_\_\_\_

Note: SSOPs are required for FDA inspectors, and are critical to maintaining good standing as a processing facility. Per the FDA, SSOPs must be stored on-site with any corrective actions. Respondents may recommend continued storage in analogue fashion or storage in the traceability tool. Respondents may provide yes/no responses at appropriate points in processing along with corrective action notes in place of all daily SSOP records.

\_\_\_\_\_ HACCP documents are available upon request.  
Short name

**CTE G&H- Packaging, Shipping, and Tracking of Exporter and Importer of Record**

- \_\_\_\_\_  
Name, affiliation, and contact information
- \_\_\_\_\_  
NOAA Fisheries issues IFTP number
- \_\_\_\_\_  
Records of transshipment of product (declarations by harvesting/ carrier vessels, bills of lading)
- \_\_\_\_\_  
Records on processing, re-processing, and commingling of product

*Note: importer of record is responsible for keeping records regarding the chain of custody detailed above.*

**CTE I J&K Local Broker, Retailer, Restaurant**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• _____<br/>Invoiced weight of shipment</li> <li>• _____<br/>Catch weight by package</li> <li>• _____<br/>Harvest date, location, vessel, fisher</li> <li>• _____<br/>UPC Product Code/GTIN (where applicable)</li> <li>• _____<br/>COOL</li> <li>• _____<br/>FDA-Approved processing facility information</li> <li>• _____<br/>SSOP logs for time/ temperature tracking</li> <li>• _____<br/>Fair Trade/MSC/Other certification</li> </ul> | <ul style="list-style-type: none"> <li>• _____<br/>Fishery Information (story)</li> <li>• _____<br/>Processing data, allergens, ingredients</li> <li>• _____<br/>Nutrition data (where required)</li> <li>• _____<br/>Production codes/lot numbers for distributor and processor</li> <li>• _____<br/>Additional KDE: _____</li> <li>• _____<br/>Additional KDE: _____</li> <li>• _____<br/>Additional KDE: _____</li> <li>• _____<br/>Additional KDE: _____</li> </ul> |
|--|---|

*CTE’s I, J, and K are related to local brokers, retailers, and restaurants who are moving supply to consumers. If the fishery has interests in these activities, they must be addressed as part of the full-chain solution for technology.*

<sup>1</sup>Please note: Full chain traceability is encouraged for all traceability implementations and thus, this template provides capacity to account for KDE requirements across multiple nodes, including import. However, companies looking to issue an RFP for a single node or across select nodes, may not need the full suite of KDEs suggested here.

## **APPENDIX D: FOOD SAFETY CRITICAL CONTROL POINTS**

Overview of HACCP program or equivalent should be displayed in chart form and included separately with the submission of this RFP. These processes will be helpful in understanding the processing portion of the supply chain.

## **APPENDIX E: INFRASTRUCTURE INFORMATION**

Include floor plans, equipment, mechanical and electrical data for infrastructure and facilities included in the harvest and handling of products. Architectural drawings or detailed renderings are helpful. Documents should be included separately with the submission of this RFP.

## **APPENDIX F: INFORMATION, SAMPLES, OR PICTURES OF DOCUMENTATION BEING USED BY THE FISHERY**

Entries may include documents required for authorities, internal tracking, fishery specific information, etc. Documents should be included seperately with the submission of this RFP.

## **APPENDIX G: PERTINENT AREA MAPS, CHARTS, OR DIAGRAMS**

Fishery specific information, MPAs, Coop or fishery assigned territories are worthwhile for providers to understand the breadth and scope of the fishery. Documents should be included seperately with the submission of this RFP.

## APPENDIX H: VENDOR REFERENCE PROJECT DESCRIPTIONS

This section to be filled in by Vendor and submitted as part of their proposal to the issuing body. This is an opportunity for vendors to showcase past projects and demonstrate fit for current RFP.

### Reference Project 1

Please speak to each of the following:

1. Name of client (or description if anonymity is needed)
2. Date of project execution and completion
3. Type of Service (3-4 sentences)
4. Geographic Region
5. Project Description and Scope (4-5 sentences)
6. Client Management Process (2-3 sentences)
7. Challenges and Successes (3-4 sentences)
8. Reference Contact Information\*

*\*References will only be contacted if a technical provider is determined to be a finalist in the proposal process.*



## **Reference Project 2**

Please speak to each of the following:

1. Name of client (or description if anonymity is needed)
2. Date of project execution and completion
3. Type of Service (3-4 sentences)
4. Geographic Region
5. Project Description and Scope (4-5 sentences)
6. Client Management Process (2-3 sentences)
7. Challenges and Successes (3-4 sentences)
8. Reference Contact Information\*

*\*References will only be contacted if a technical provider is determined to be a finalist in the proposal process.*

## APPENDIX I: VENDOR BUDGET TEMPLATE

This section to be filled in by Vendor and submitted as part of their proposal to the issuing body.

Description	Estimated Cost (USD)
<b>Initial Set Up</b> (technology & infrastructure assessments)	
<b>Training</b> (travel, materials)	
<b>Testing</b> (include travel, equipment)	
<b>Infrastructure</b> (changes to plant layout or equipment, fishing methods, recording, storage, transport)	
<b>Technology</b> (new software, creation and implementation of interoperable systems, hardware)	
<b>Travel</b> (technical demonstrations, initial project scoping, training, implementation & maintenance)	
<b>Ongoing Client Costs</b> (licensing, legal, system maintenance, software updates, equipment updates)	
<b>Other</b>	