



Request for Proposal

Services and Deliverables

Agriculture Strategy Completion

January 26, 2009

Deadline: February 12, 2009, 4:30 pm PST

Project Title:

Completion of an Agriculture Strategy.

Background, Context and Situation:

In September 2005, the Omineca Beetle Action Coalition (the OBAC) was formed with a grant from the Provincial Government to build a diversification plan and take action that supports long-term sustainability for the OBAC communities and region and reduces the impacts of the mountain pine beetle. The OBAC planning area includes the communities and region of Smithers, Telkwa, Granisle, Houston, Burns Lake, Fraser Lake, Fort St. James, Vanderhoof, Prince George, McBride, Valemount and Mackenzie; the many rural communities represented by the Bulkley-Nechako and Fraser-Fort George Regional Districts; and, many First Nations communities. The coalition is led by a Board of the region's Mayors and Regional District Chairs and works with all sectors and levels of government, First Nations leaders and our practitioner and research communities to develop solutions and strategies and take action to create a bright future together. The Coalition believes that by acting collectively they can be more effective.

The purpose of the OBAC is "to work to ensure sustainable development and resiliency for the OBAC region". The OBAC will achieve this purpose by:

- Gathering/sharing credible information from/with different people;
- Being a place for senior governments & industry to communicate on community interests re: beetle epidemic/ economic diversification;
- Developing positions/advice & influencing decisions that support sustainable development;
- Following up on decision-makers' commitments to this region;
- Influencing/informing government and corporate policies & decisions that support the aims and objectives of OBAC and support sustainable development.

In 2006, community dialogues and consultations were held across the region to gather input on what community members see as the priority challenges and opportunities and what their expectations are from the OBAC initiative.

Based on these and follow up discussions, twelve priority topics emerged for strategy work and an OBAC planning framework has been built that establishes processes to generate the strategies and build the Diversification Plan. From the twelve topics chosen to begin strategy work, this request for proposals is for the completion of the Agriculture Strategy.

Significant background is available to assist in developing the agriculture strategy. A list of these sources and initiatives includes, but is not limited to:

- OBAC Summary of the region's LRMP's and individual LRMP documents.
- *Cariboo-Chilcotin Beetle Action Coalition (CCBAC) Agriculture Sector Strategy*.
- B.C. Ministry of Agriculture and Lands; *British Columbia Agriculture Plan* and related strategies.

Organizations that may have additional relevant information include but are not limited to:

- OBAC member communities and Regional Districts
- BC Ministry of Agriculture and Lands
- BC Cattlemen's Association
- UBC Faculty of Land and Food Systems.
- UNBC School of Environmental Planning & Ecosystem Science and Management Program
- BC Ministry of Forests and Range
- First Nations Agricultural Association
- Certified Organic Growers Associations of B.C.
- BC Food Processors Association
- BC Association of Farmer's Markets
- BC Greenhouse Grower's Association
- BC Agriculture in the Classroom Association
- Farm Folk/City Folk
- BC Food Systems Network

For more information about OBAC please visit our website www.ominaccoalition.ca .

The Project Objective:

OBAC's objective is to develop a strategy that will enable the OBAC region to strengthen and diversify the agriculture sector. OBAC seeks to develop positions and advice to influence decisions that support agriculture development in the Omineca region as one of a number of diversification paths that are being pursued.

The strategy will enable community leaders to present recommendations to senior government decision makers and others which will support growth and investment in the agriculture sector in the region. It is an important component of the overall diversification effort which the OBAC region is pursuing.

Project Scope and Deliverables:

1. **Phase 1:** In your proposal, present a method and a budget that includes the following:
 - Preparation of a **Backgrounder Document**, based largely upon the consolidation of existing knowledge gained by reviewing existing reports and engaging select community and agriculture sector representatives. This backgrounder document will be developed based on **Sections 2, 3, 4, and 5** of the **Strategy Outline Template** (Appendix A). If new knowledge or research is required to fill an

identified gap, then these needs should be highlighted as part of the backgrounder document.

NB: In this backgrounder, OBAC is seeking to document the current situation with the suite of existing agriculture enterprises, opportunities and challenges to expand and diversify its agriculture products and take better advantage of its substantial transportation infrastructure and other sector related assets. In this backgrounder we are seeking to understand “what is” as a foundation for the strategy work on “what could be”.

- Preparation of a **Discussion Paper** based on **Sections 1 and 6** of the **Strategy Outline Template**. Include in this discussion paper a distillation of the findings from the backgrounder, specifically a summary of the regional opportunities and challenges. Together these sections will identify possible goals and objectives for the agriculture sector and provide a set of draft recommendations and specific action statements which will allow these to be achieved. The actions should have sufficient detail such that the development of subsequent implementation plans would be relatively straight forward.
- Preparation of a more detailed plan for undertaking Phase 2

2. **Phase 2:** In your proposal, present a method and a budget that includes the following:

- Obtaining stakeholder, community, and expert review and input on the Backgrounder and Discussion Paper. The methods should take into account the existing OBAC approach to consultation (below) but are not limited to this approach.
 - Establishing and facilitating a regional strategy working group. This working group provides direct input and advice on the strategy. The working group includes representatives from communities, First Nations, government agencies, sector interest groups, and industry.
 - Facilitating input from a broader audience of additional contacts (e-mail list) beyond the working group. This broader review group will provide ongoing input and advice on the strategy as it develops.
 - Preparing and facilitating a one day Summit meeting where specialists/ stakeholders, economic development specialists and other identified specialists are invited to share their ideas on a regional vision for development of the sector; further identify opportunities and challenges; and, provide input and feedback on the draft strategy recommendations.
- Preparation of a final Agriculture Sector Strategy as per the Strategy Outline Template and which incorporates and addresses the Phase 2 input.

3. Please demonstrate in your proposal that you have an understanding of the project objectives, requested deliverables and also present clear milestones, deliverables and timelines. In those instances where proponents are proposing to deliver services in partnership with other consultants, please identify in your proposal the lead proponent (who is in charge of oversight and who the contract will be written with).

4. The strategy should have the “look and feel” of the existing OBAC strategies. (see www.ominecacoalition.ca) Note, however, that the contractor is responsible only for the delivery of a clean MS Word version of the document which is suitable for the preparation of the final published version.
5. A contract is expected to begin February 16th, 2009 and be completed by June 1st, 2009
6. Deliverables include:

Phase 1

- a. A “Backgrounder Report” which will be the foundation for Sections 2-5 of the strategy.
- b. A “Discussion Paper” which will be the foundation for Sections 1 and 6 of the strategy
- c. A report on progress and findings and, a first draft of the Backgrounder on or before March 16th,2009
- d. A second draft of the Backgrounder and first draft of the Discussion Paper on or before March 30th,2009
- e. A final draft of the Backgrounder and Discussion Paper and more detailed plan for undertaking Phase 2, by April 13

Phase 2

- a. An Agriculture Strategy for Omineca region which incorporates community, sector, and expert input by May 18, 2009.

Criteria for Selection:

Proposals will be evaluated based on the following criteria:

1. Price that is in line with the budget of \$60,000
2. Quality, clarity and scheduling of the proposal and proposed methods
3. Demonstrated experience in report preparation
4. Familiarity with the agriculture sector in British Columbia
5. Familiarity with the OBAC region
6. Demonstrated skills in gathering and consolidating input from various sources, writing, research, problem analysis, strategic thinking, synthesizing and simplifying complex issues down to core elements so that these can be understood by a broad audience.

Your Proposal:

Please provide the OBAC with a proposal describing your proposed methodology, relevant experience and fees and price. Phase 1 and Phase 2 should be priced separately.

The proposal should be supported by résumé and references. It should include project objectives, requested deliverables and also present clear milestones, deliverables and timelines. The body of your proposal should not exceed 8 pages in length.

Please demonstrate in your proposal that you have an understanding of the project objectives and the deliverables. Clear milestones and timelines should also be specified. You should also explain how you will deal with the potentially very wide scope of the project such that

the recommendations and actions add value and build on the extensive work that has been done in the province in this field.

We expect that there will be a range of skills and knowledge that will be needed to deliver the services contemplated in this RFP. As such, we encourage proponents to consider bringing together a professional services team. In those instances where proponents are proposing to deliver services in partnership with other consultants, please identify in your proposal the lead proponent (who is in charge of oversight and who the contract will be written with).

A contract is expected to begin February 16th, 2009 and will be completed by June 1st, 2009.

Proposals must be received electronically by OBAC on or before February 12th, 2009, 4:30 pm PST.

Please submit your proposal by e-mail to:

Herb Langin
Strategy Coordinator
Omineca Beetle Action Coalition
250-563-7005 (phone)
hlangin@ominecacoalition.ca

Located at:
101-1968 Queensway Street
Prince George, BC V2L 1M2

Appendix A - OBAC Solution and Sector Strategies Outline Template



OBAC Sector Strategies Outline Template

A standard format for sector and solution strategies will help with consistency

To provide consistency across the final strategy documents and to enable the diversification plan to be built, each Solution or Sector strategy will follow the template outlined below.

OBAC staff and advisors will use this generic template as a guide for the creation of more detailed individual Solution and Sector strategy development outlines.

Each strategy will have a communications process to ensure engagement of individual communities and sector/interest representatives in the creation of these strategies. The detailed individual strategy development outlines will also include a proposed timeline and key milestones for completion of the sector strategy development process.

It's important to note that while we believe this will form the content of the strategies, it remains to be tested. As we move through strategy work, opportunities or needs to include more insight or commentary may be revealed and we will be open to this.

Sector strategy content outline:

1. Community and Regional aspirations for development

The purpose of this section is to present and discuss the vision of individual communities (where possible) and the region as a whole, for growth and expansion of the sector or for the development and implementation of solutions.

2. Sector Profile

The purpose of this section is to set the context and explain the point of this strategy. An overview description of the sector or of the problem that requires a solution that could include (but may also extend beyond):

- A geographical description - where does this apply, where is this found
- Baseline statistics
- Relationship with other solution or sector strategies
- Groups that have an interest in this strategy
- A brief discussion of the major opportunities and challenges
- Who is in the intended audience for this strategy - i.e. politicians, researchers, neighboring communities and regions, policy makers, First Nations, private sector businesses, funding sources, community members, interest group or industry group representatives?



OBAC Sector Strategies Outline Template

3. Summary of Historical Sector Development Initiatives

The purpose of this section is to acknowledge and to build upon the work of previous studies and initiatives and to prevent 're-inventing' the wheel.

- Sector strategy - An inventory of previous sector development studies and initiatives in the region; and a summary description of the major conclusions of these studies and initiatives.
- Solution strategy - An inventory of the initiatives and efforts that have been previously undertaken to solve a problem including a brief review of the successes and failures.

4. Opportunity and Challenge Analysis

The purpose of this section is to discuss global, international, national, regional and local trends that could be a barrier to or promote the sector or the solution(s).

- Discuss any major current provincial and federal strategies/ initiatives relevant to expansion of the sector or the solutions.
- Discuss any major current private business or sector strategies/ initiatives relevant to expansion of the sector or the solutions.

5. Land and Resource Management Issues for the Sector

The purpose of this section is to review any land base opportunities or challenges - this can be informed by our LRMP summary project as a starting point. This section will likely be more relevant for sector strategies than solution strategies.

- Discuss both (i) any current land and resource issues the sector currently faces and (ii) identify and make recommendations regarding new land and/or resource use issues and policies required for sector expansion.

6. Sector Development Action Plan

The purpose of this section is to set targets and recommend an action plan.

- Include a summary implementation table that lists each recommendation, identifies the organization responsible for leading completion of that recommendation



OBAC Sector Strategies Outline Template

- Set a suggested timetable for completion of the recommendation(s)
- Identify policy requirements, land & resource requirements, business development requirements, social development requirements, infrastructure requirements, training and extension requirements, investment requirements
- Identify opportunities for collaboration and partnership both within and outside of the region.