



May 2010
Request for Proposal:
Improved Surveillance, Diagnostic and Reporting of
Classical Swine Fever (CSF)
Exotic Newcastle Disease (END)
In Mexico

Introduction:

The U.S. Meat Export Federation (USMEF) is a non-profit trade association seeking to expand U.S. red meat exports. USMEF's mission is to increase the value and profitability of the U.S. beef, pork and lamb industries by enhancing demand for their products in targeted export markets through a dynamic partnership of all stakeholders. Headquartered in Denver, Colorado, USMEF represents the export interests of U.S. beef, pork, and lamb growers, processors and exporters. With a worldwide network of offices USMEF has forged a series of partnerships which have ensured that USMEF and other trade associations, U.S. companies, and U.S. products have become integral parts of the international red meat markets. It has been in existence for 31 years and has had an office in Mexico City for almost 19 years. Also, USMEF-Mexico has one office in Monterrey for supporting trade in Northern Mexico. USMEF closely works with all trade segments in Mexico to provide Mexican consumers high quality, competitively priced red meats. USMEF promotes and recognizes science-based regulations with regard to food safety and animal health policies including the control and eradication of animal diseases that impedes the free trade of meats.

Goals and Objectives:

USMEF proposes contracting a third party to conduct consulting services to (a) help Mexico develop systems, procedures, and infrastructure to control and/or eradicate Classical Swine Fever (CSF) and Exotic Newcastle Disease (END) and hence to be recognized by USDA's Animal Plant Health Inspection Service (APHIS) for CSF and END regionalization; and (b) to support Mexico's Secretariat of Agriculture (SAGARPA) to develop and recognize science-based regulations with regard to control and eradication of CSF and END. The assistance to the Mexican government and industries with their efforts to modernize their systems for monitoring and managing disease outbreaks provides enhanced protection and security for the animal health of the United States. As a result, higher risk pathways from Mexico via the United States are mitigated and the recognition of more disease-free Mexican regions provides increased animal health protection and economic benefits to both countries.

To address results of earlier APHIS technical reviews in Mexico, the specific activity goal is to provide technical assistance and guidance to SAGARPA in order to meet APHIS' requirements and recognition for CSF and END regionalization. Specifically, the goal is to strengthen and increase capabilities of Mexico's national CSF and END surveillance, eradication, and control programs with high priority given to laboratory diagnosis and reporting procedures.

Two primary target measures are: 1) immediate study to determine if CSF and END viruses are in circulation and 2) enhanced surveillance programs to quickly detect their occurrence in the Central Western region (for CSF) and other Mexican states (Baja California, Chihuahua, Coahuila, Durango, Nayarit, Nuevo Leon and Lagunera Region) where END is still prevalent. However, among these states the activity will be initially focused on, and give priority to, Jalisco and Michoacan for CSF and Nuevo Leon for END.

The consulting work must cover, at a minimum, the following areas:

- (a) the status of the two diseases,
- (b) laboratory and surveillance procedures,
- (c) training requirements, and
- (d) laboratory infrastructure needs.

At the beginning of the consulting work, the project team will draw heavily on recent work and reports done by APHIS and the OIE to evaluate. The team will produce two comprehensive written protocols, one for laboratory diagnostics and another for surveillance and monitoring, and it will make recommendations for ways to upgrade Mexico's laboratory infrastructure. The team also will train key public and private sector personnel and groups involved in Mexico's animal health system and will provide SAGARPA with a comprehensive training plan, including educational materials, to be used after the completion of the project. The contractor will design the methodology and approach.

Process:

USMEF will award the contract based on the submission of a competitive bid. Upon awarding the contract, USMEF will provide the contractor with all relevant information concerning this project. Upon developing a suitable methodology and implementation approach, the contractor will prepare a final report and present results to USMEF.

Funding Limit: Not to exceed U.S. \$558,500 for the one-year project.

Funding Period: One year from date work begins

Contracting Procedures

1. Recipients will receive notification their proposal has been accepted on or before July 15, 2010.
2. Recipients will use the USMEF contract template, which will be provided once notification of acceptance has been sent.

Deliverables

- Two comprehensive written protocols, one for laboratory diagnostics and another for surveillance and monitoring. Each protocol will present a detailed plan of action for responding to different CSF and END outbreak scenarios. The protocols will identify what is to be done, by whom, and when. The protocol for laboratory diagnostics will focus on laboratory personnel. The surveillance protocol will focus on work outside the laboratories and will include components such as disease trace-back, outbreak source identification, containment, and control or eradication. The lack of good protocols was cited by APHIS as a major weakness of Mexico's animal health system.
- Training of key personnel throughout the animal health system about the importance of implementing and following the established protocols. This training during the first year

will serve as the initial step in changing the culture of the animal health bureaucracy in Mexico.

- A comprehensive training and communications plan, including educational materials, to be provided to SAGARPA at the end of the first year. This plan will be the roadmap for necessary follow-up to the one-year project in order to inculcate the desired cultural changes throughout the bureaucracy as well as the private sector and producer groups—all of whom have an important role in the development and maintenance of an effective animal health system.
- Recommendations on the necessary upgrades and improvements to Mexican laboratories to meet establish international standards.

The selected consultant/firm will be expected to provide the following in three bound copies and one electronic copy suitable for duplication:

1. Interim reports/updates are due bimonthly.
2. The final report must be submitted to USMEF not later than twelve months after the contract is signed.

USMEF has the exclusive rights to publish the final report.

Proposal Requirements:

The consultant should have:

- Comprehensive understanding of USDA/APHIS requirements for declaring regions or countries free of CSF and END; preferably related work experience in APHIS
- Comprehensive understanding of OIE requirements with respect to declaring regions or countries free of CSF and END
- Working knowledge of Mexico's animal health systems, procedures, and bureaucratic structure; preferably related work experience in Mexico
- Professional fluency in the use of the Spanish language

Due to the short time-frame in order to make a selection, interested parties should submit bids no later than close of business on July 15, 2010. Proposals should not exceed 15 pages in length and include:

- A descriptive overview of the study to be completed
- A statement on the proposed methodology to complete the assistance project
- A outline of major tasks and proposed timing required for the completion of each task
- A listing of key personnel to be assigned to the project and a description of their related professional experience
- A detailed budget (in U.S. dollars) to complete the project (fees are comprehensive and should include all profit, overhead, relevant taxes, etc.)

- An overview of the consultant's/firm's capabilities and prior applicable experience with regard to international agricultural consulting and/or program evaluations
- A list of references

USMEF expects to make a decision by August 02, 2010, or before. USMEF will award the contract to the consultant(s) whose proposal is most responsive to the RFP and is most advantageous with regard to price and the other stated factors.

Submittal:

All communications will be directed through Chad Russell or Nelson Huerta. Please submit your proposal by mail or by e-mail to:

USMEF-Mexico (Primary Contact)
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Other:

USMEF and USAPEEC Mexico-based staff will facilitate the involvement of the Mexican private sector in the activity and provide general overall guidance to ensure successful implementation. The FAS/Mexico and APHIS/Mexico offices will facilitate cooperation from Sagarpa and other Mexican federal and state institutions and help to ensure project implementation is consistent with and supportive of the ongoing U.S. agricultural relationship with Mexico. Additionally, APHIS/Mexico would provide resources to the extent possible to support the implementation of the project by participating in meetings, providing some staff and logistical support, and bridging and facilitating communications and coordination of the project with Sagarpa.

USMEF is not liable for any cost associated with any consultant's/firm's response to this Request for Proposal. USMEF reserves the right not to award this contract if, in the opinion of the evaluators, no suitable proposal is received. USMEF reserves the right to waive proposal defects or request supplementary information or otherwise negotiate with the applicant regarding the proposal.