

NOTICE TO BIDDERS

Pursuant to Chapter 103D, Hawaii Revised Statutes

The Hawaii Department of Agriculture (HDOA), Market Development Branch (MDB), is seeking proposals in response to Request for Proposals RFP-21-04-MDB.

The Supplemental Appropriations Act (Act 5, SLH 2019, as amended by Act 7, SLH 2020 and Act 9, SLH 2020) appropriated funds for the fiscal year beginning July 1, 2020 and ending June 30, 2021. Act 7 and Act 9 include funds for the promotion of Hawaii agricultural products through marketing activities. The Sponsorship and Product Promotion RFP (SPP21) requests proposals from Hawaii-registered non-profit agricultural associations and non-profit commodity organizations for sponsorships and product promotion activities that will be conducted within the State. SPP21 will consider marketing activities conducted out-of-state that enhance the competitiveness of Hawaii agricultural products and provide extraordinary benefit to the members of the non-profit association or non-profit commodity organization.

To achieve this goal, the Hawaii Department of Agriculture (HDOA) announces the availability of \$99,000 in program funds for projects to enhance the competitiveness of local agricultural products and their industries including, but not limited to, agritourism, apiary/beekeeping, aquaponics, dairy, eggs, fish (marine or freshwater), floriculture, livestock (cattle, goats, sheep, swine, poultry), organic, specialty crops, and value-added products (manufactured, processed).

Priority will be given to Hawaii-registered non-profit commodity groups representing animal protein ranchers and producers (non-specialty crop producers) and agricultural associations representing conventional, organic, natural, and independent, socially disadvantaged, and/or family farmers.

SPP21 will consider proposals that request funds for marketing activities including, but not limited to, sponsorships for conferences, festivals, seminars, trade shows, or workshops; and for product promotion projects for Hawaii agricultural products including, but not limited to, ad campaigns, development of banners, brochures, or posters, collaterals (bags, buttons, clips, pens, pencils, packaging, boxes), in-store demonstrations, sampling events, or website improvement.

Applicants must submit their proposals electronically in MS word format with all attachments via email to hdoa.addrfp@hawaii.gov. All proposals must be received by **12:00 p.m. Noon on Monday, June 7, 2021**, as evidenced by the HDOA time clock. Proposals received after this deadline will not be processed by staff or reviewed by the evaluation committee.

A copy of the RFP is available online at <https://hands.ehawaii.gov/hands/opportunities>. In addition, to request or inspect a copy, or for further information, interested parties may contact the Market Development Branch, Sharon Hurd (808) 973-9465 or Facsimile: (808) 973-9590; email sharon.k.hurd@hawaii.gov.

Procurement Notice posted on May 6, 2021