

AWARD/CONTRACT		1 THIS CONTRACT IS A RATIO ORDER UNDER DPAS (15 CFR 350)		RATING 94897	PAGE OF PAGES 1 63
2 CONTRACT (Proc Inst Ident) NO AEP-0009-C-00-3057-00		3 EFFECTIVE DATE See Block 20C		4 REQUISITION/PURCHASE REQUEST/PROJECT NO 499-0009	
5 ISSUED BY AGENCY FOR INTERNATIONAL DEVELOPMENT SA-14, Room 1539 Attn: FA/OP/B/AEP Washington, D.C. 20523-1429			6 ADMINISTERED BY (If other than Item 5) Technical Office: ASIA/DR/TR		

7. NAME AND ADDRESS OF CONTRACTOR (No., street, city, county, State and ZIP Code) DEVELOPMENT ALTERNATIVES, INCORPORATED 7250 Woodmont, Suite 200 Bethesda, MD 20814 CEC: 06-678-1956 TIN: 52-0904808		8. DELIVERY <input type="checkbox"/> FOB ORIGIN <input type="checkbox"/> OTHER (See below)	
9 DISCOUNT FOR PROMPT PAYMENT		10 SUBMIT INVOICES (4 copies unless otherwise specified) TO THE ADDRESS SHOWN IN	

ENTERED
OCT 18 1993
Section

CODE		FACILITY CODE	
11. SHIP TO/MARK FOR N/A		12. PAYMENT WILL BE MADE BY AGENCY FOR INTERNATIONAL DEV. FA/FM/CMPD/DC, SA-2, Room 700 Washington, D.C. 20523-1424	
13. AUTHORITY FOR USING OTHER THAN FULL AND OPEN COMPETITION. <input type="checkbox"/> 10 U.S.C. 2304(c)(1) <input type="checkbox"/> 41 U.S.C. 253(c)(1)		14. ACCOUNTING AND APPROPRIATION DATA See Section G, Page 53	

15A ITEM NO	15B SUPPLIES/SERVICES	15C QUANTITY	15D UNIT	15E UNIT PRICE	15F AMOUNT
	The revised Small Business/Small Disadvantaged Business Subcontracting Plan attached as an Attachment to this contract, is incorporated as a part of the contract.				
	This award is contingent upon a positive Equal Employment Clearance review.				
15G. TOTAL AMOUNT OF CONTRACT					\$ 5,096,645.00

(V)	SEC.	DESCRIPTION	PAGE(S)	(V)	SEC.	DESCRIPTION	PAGE(S)
PART I - THE SCHEDULE				PART II - CONTRACT CLAUSES			
X	A	SOLICITATION/CONTRACT FORM		X	I	CONTRACT CLAUSES	59-62
X	B	SUPPLIES OR SERVICES AND PRICES/COSTS	3-9	PART III - LIST OF DOCUMENTS, EXHIBITS AND OTHER ATTACH.			
X	C	DESCRIPTION/SPECS./WORK STATEMENT	10-50	X	J	LIST OF ATTACHMENTS	63
X	D	PACKAGING AND MARKING	51	PART IV - REPRESENTATIONS AND INSTRUCTIONS			
X	E	INSPECTION AND ACCEPTANCE	51		K	REPRESENTATIONS, CERTIFICATIONS AND OTHER STATEMENTS OF OFFERORS	
X	F	DELIVERIES OR PERFORMANCE	52-		L	INSTRS., CONDS., AND NOTICES TO OFFERORS	
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CONTRACTING OFFICER WILL COMPLETE ITEM 17 OR 18 AS APPLICABLE

17. <input type="checkbox"/> CONTRACTOR'S NEGOTIATED AGREEMENT (Contractor is required to sign this document and return _____ copies to issuing office.) Contractor agrees to furnish and deliver all items or perform all the services set forth or otherwise identified above and on any continuation sheets for consideration stated herein. The rights and obligations of the parties to this contract shall be subject to and governed by the following documents: (a) this award/contract, (b) the solicitation, if any, and (c) such provisions, representations, certifications, and specifications, as are attached or incorporated by reference herein. (Attachments are listed herein.)		18. <input checked="" type="checkbox"/> AWARD (Contractor is not required to sign this document.) Your offer on Solicitation Number: <u>OP/B/AEP-93-002</u> including the additions or changes made by you which additions or changes are set forth in full above, is hereby accepted as to the items listed above and on any continuation sheets. This award consummates the contract which consists of the following documents: (a) the Government's solicitation and your offer, and (b) this award/contract. No further contractual document is necessary.	
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19A. NAME AND TITLE OF SIGNER (Type or print)		20A. NAME OF CONTRACTING OFFICER ANNE T. QUINLAN	
19B. NAME OF CONTRACTOR		20B. UNITED STATES OF AMERICA	
BY _____ (Signature of person authorized to sign)		BY <u>Anne T. Quinlan</u> (Signature of Contracting Officer)	
19C. DATE SIGNED		20C. DATE SIGNED 9/30/93	

The following Sections B - I apply to the
cost reimbursement, level of effort contract
in support of the core
activities for the
Asia Bureau Agribusiness Projects

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SECTION B

SUPPLIES OR SERVICES AND PRICES/COSTS

B.1. OVERVIEW

The Contractor shall provide/perform the definite quantity of services (level of effort) and submit/deliver the definite quantity of supplies (reports and other deliverables) necessary to implement A.I.D.'s design for the core activities portion of the Regional Agribusiness Project (RAP), as specified herein.

B.2. SUPPLIES AND SERVICES

This is a Cost plus Fixed Fee (or Cost Reimbursement - No Fee contract see section I of this contract for applicability of the clauses entitled either "Fixed Fee" [FAR 52.216-08] or "Cost Contract - No Fee" [FAR 52.216-11], respectively). For the consideration set forth in this Section B, the Contractor shall, during the period specified in Section F.1 of this contract, provide/perform the following services and submit/deliver the following reports and other deliverables:

a. Services

In accordance with A.I.D.'s project design and the Contractor's original and/or best and final offer which is accepted by A.I.D. through award of this contract, the Contractor shall provide/perform 330.8 total person months of direct employee, consultant, and/or subcontract labor, as further described in Section F.5.a. of this contract. In the event that the Option for a fifth year is exercised by the government, the contractor shall provide 70.2 additional person months of direct employee, consultant, and/or subcontract labor, as further described in Section F.5.a. of this contract.

b. Reports and Other Deliverables

The Contractor shall submit/deliver the quantities of reports and other deliverables as specified in Section F.5 of this contract.

B.3. ESTIMATED CONTRACT COST AND FINANCING

a. Total Estimated Cost and Fixed Fee

The total estimated cost for performance or the work required hereunder, exclusive of the fixed fee, is \$ 4,867,230.00. The fixed fee, is \$ 229,415.00 /
The total estimated cost plus fixed fee, is \$ 5,096,645.00.

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b. The funds presently available and obligated under this contract are limited to \$ 721,000.00, and the Contractor shall not exceed this amount unless approved in writing by the Contracting Officer as provided in the clause of this contract entitled "Limitation of Funds". It is estimated that the amount currently obligated will be sufficient to fund this contract through June 30, 1994.

c. Source of Funds

The source of funding for this contract is the Asia Bureau Technical Office, i.e., A.I.D./Washington's Asia Bureau, Office of Development Resources/Technical Resources Division. Such funding is intended for what is hereinafter referred to as the "core activities" portion of this project. However, A.I.D. anticipates that other A.I.D./Washington Bureaus and Offices as well as USAID missions will require access to the resources and expertise developed by and under this contract.

d. Funding for this contract shall be provided in increments (hereinafter referred to as "incremental funding") and shall be obligated by modifications to this contract. The Contractor's rights and responsibilities under incrementally funded contracts are described in the clause of this contract entitled "Limitation of Funds" (FAR 52.232-22).

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B.4. BUDGET

a. The following itemized budget sets forth the estimates for reimbursement of dollar costs for individual line items of cost, and the fixed fee, if any, for providing the services and other deliverables specified in this contract. Without the prior written approval of the Contracting Officer, the Contractor may not exceed the total estimated cost set forth in Section B.3.a. above, or the obligated amount set forth in Section B.3.b. above, whichever is less. Without the prior written approval of the Contracting Officer, the Contractor may not exceed the estimated dollar cost for any individual line item of cost shown below by more than 15% of such line item, except for indirect costs, which are governed by Section B.6. below.

b. Itemized Budget (09/30/93 -09/29/97)

Salaries and Wages.....	\$1,749,320
Indirect Cost	1,934,825
Travel, Transportation, and Per Diem.....	730,043
Other Direct Costs.....	453,042
TOTAL ESTIMATED COST.....	\$4,781,055
Fixed Fee.....	<u>229,415</u>
TOTAL ESTIMATED COST PLUS FIXED FEE.....	<u>\$5,096,645</u>

OPTION YEAR:

Itemized Budget (09/29/97 -09/30/98)

Salaries and Wages.....	\$ 398,296
Indirect Cost.....	426,144
Travel, Transportation, and Per Diem.....	127,976
Other Direct Cost.....	<u>62,526</u>
TOTAL ESTIMATED COST.....	1,014,942
Fixed Fee.....	<u>50,493</u>
TOTAL ESTIMATED COST PLUS FIXED FEE.....	<u>\$1,065,435</u>

c. The inclusion of a dollar amount for salaries and wages, subcontract(s), and/or consultants in the above budget does not obviate the requirements of the clause of this contract entitled, "Subcontracts under Cost-Reimbursement and Letter Contracts" (FAR 52.244-02), or Section H. of this contract for prior written approval by the A.I.D. official indicated therein.

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- d. The inclusion of any costs in the above budget does not obviate the requirement for prior approval by the Contracting Officer of cost items designated as requiring prior approval by any of the terms and conditions of this contract including the applicable cost principles (see the clause of this contract entitled "Allowable Cost and Payment" [FAR 52.216-07]), nor does it constitute a determination of allowability by the Contracting Officer of any item of cost, unless specifically stated elsewhere in this contract.
- e. The Contractor also agrees to furnish data which the Contracting Officer may request on costs expended or accrued under this contract in support of the budget information provided herein.
- f. All purchases of nonexpendable equipment require approval of the Contracting Officer, except as specified in Section H. Approvals provided pursuant to this paragraph must be within the terms of this contract, and shall not serve to change them in any way.

B.5. ESTABLISHMENT OF INDIRECT COST RATES

Pursuant to the clause of this contract entitled "Allowable Cost and Payment", [and, if applicable, the clause of this contract entitled "Predetermined Indirect Cost Rates" (FAR 52.216-15)], an indirect cost rate or rates shall be established for each of the Contractor's accounting periods which apply to this contract. Pending establishment of revised provisional, final, or revised predetermined indirect cost rates for each of the Contractor's accounting periods which apply to this contract, payments on account of allowable indirect costs shall be made on the basis of the following negotiated provisional or predetermined rate(s) applied to the base(s) which is (are) set forth below:

<u>Description</u>	<u>Rate</u>	<u>Base</u>	<u>Type</u>	<u>Period</u>	
Fringe Benefits	Core	<u>11.7%</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>
	STTA	<u>28.1%</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>
Overhead (Home Office/On-Campus)		<u>2 /</u> <u>78 %</u>	<u>2 /</u>	<u>2 /</u>	<u>2 /</u>
Overhead (Off-Site/Off-Campus)		<u>3 /</u> <u>76 %</u>	<u>3 /</u>	<u>3 /</u>	<u>3 /</u>
G&A		<u>4 /</u> <u>%</u>	<u>4 /</u>	<u>4 /</u>	<u>4 /</u>

1/ Base of Application: Direct labor
 Type of Rate (Provisional/Predetermined): Provisional
 Period: 9/30/93 - 9/29/98

2/ Base of Application: Direct Labor plus fringe benefits
 Type of Rate (Provisional/Predetermined): Provisional
 Period: 9/30/93 - 9/29/98

3/ Base of Application: Direct Labor plus fringe benefits
 Type of Rate (Provisional/Predetermined): _____
 Period: _____

4/ Base of Application: _____
 Type of Rate (Provisional/Predetermined): _____
 Period: _____

B.6. ADVANCE UNDERSTANDING ON CEILING INDIRECT COST RATES AND FINAL REIMBURSEMENT FOR INDIRECT COSTS

a. Notwithstanding any other clause of this contract, for each of the Contractor's accounting periods during the term of this contract, the parties agree as follows:

The distribution base for establishment of final fringe benefit rates is Direct labor.

The distribution base for establishment of final overhead rates is Direct labor plus fringe benefits.

The distribution base for establishment of final G&A rates is N/A.

The Contractor shall make no change in its established method of classifying or allocating indirect costs without the prior written approval of the Contracting Officer.

b. Reimbursement for indirect costs shall be at final negotiated final or predetermined rates, but not in excess of the following ceiling rates:

For Accounting Period Ending	G&A Rate	Overhead Rate		Fringe Benefits
		On-Site	Off-Site	
<u>12/31/98</u>	<u>N/A</u> %	<u>80</u> %	<u>70</u> %	Home Office: <u>28.1</u> % Off-site: <u>11.7</u> %
_____	_____ %	_____ %	_____ %	_____ %
_____	_____ %	_____ %	_____ %	_____ %
_____	_____ %	_____ %	_____ %	_____ %
_____	_____ %	_____ %	_____ %	_____ %
_____	_____ %	_____ %	_____ %	_____ %

c. The Government shall not be obligated to pay any amount on account of indirect costs above the ceiling rates established herein.

d. This advance understanding shall not change any monetary ceiling, cost limitation, or obligation established in the contract.

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B.7. COSTS REIMBURSABLE, PAYMENT, AND LOGISTIC SUPPORT TO THE CONTRACTOR

a. Costs Reimbursable

In accordance with the clauses of this contract entitled, "Allowable Cost and Payment" (FAR 52.216-07) and "Documentation for Payment" (AIDAR 752.7003), the Contractor shall be reimbursed in U.S. dollars for reasonable, allowable, allocable, and necessary costs incurred during performance of this contract, subject to the clauses of this contract entitled "Limitation of Cost" (FAR 52.232-20) and "Limitation of Funds" (FAR 52.232-22), and other applicable terms and conditions of this contract.

b. Fixed Fee

In addition to reimbursement of costs, the Contractor, shall be paid a fixed fee in accordance with said clause. Payment of fee will be made at the time of each payment to the Contractor for allowable dollar costs, such that the Contractor shall be paid a dollar amount which is in the same ratio to the total fixed fee as the related payment being made for allowable dollar costs is to the total estimated cost, as amended from time to time; provided however, that whenever in the opinion of the Contracting Officer such payment would result in a percentage of fee in excess of the percentage of work completion, further payment of fee may be suspended until the Contractor has made sufficient progress, in the opinion of the Contracting Officer, to justify further payment of fee up to the agreed ratio; provided further, that after payment of eighty-five percent (85%) of the total fixed fee, the provisions of the clause of this contract entitled "Fixed Fee" (FAR 52.216-08) shall be followed.

c. Payment

1. Payment shall be made in accordance with the clauses of this contract entitled "Allowable Cost and Payment" (FAR 52.216-07), "Prompt Payment" (FAR 52.232-25), "Electronic Funds Transfer" (FAR 52.232-28), "Documentation for Payment" (AIDAR 752.7003); and if applicable, "Fixed Fee" (FAR 52.216-08) and "Letter of Credit Advance Payments" (AIDAR 752.232-70).
2. Payment shall be made by the payment office designated in Section G.2. of this contract.

d. Logistic Support

1. The Contractor shall be responsible for providing or arranging for all logistic support in the United States and shall generally be responsible for providing or arranging for all logistic support for its overseas performance of this contract.

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2. To the extent that a USAID Mission or a cooperating country provides logistic support for the Contractor's overseas performance under this contract, the costs of such logistic support will not be charged by the Cooperating Country and/or the USAID Mission to the Contractor, and shall not be charged by the Contractor to this contract. Logistic support provided in the form of local currency shall be paid to the Contractor in a manner adapted to the local situation and as agreed to by the Mission Director, in writing. The documentation for such costs shall be on such forms and in such manner as the Mission Director shall prescribe.

3. If, under emergency circumstances, it is necessary for a USAID Mission to pay for any in-country costs on behalf of the Contractor in order to facilitate implementation of any activities under this contract, the Mission may bill the Contractor for such costs, and the Contractor may, in turn, charge those costs against this contract (however, see Section B.7.[d]{2} above, wherein logistic support to be provided by the Mission will be provided without charge). Under no circumstances will the Mission recoup those costs via an Advice of Charge (AOC) to the payment office. In addition, in order to maintain the Contractor's responsibility for compliance with the clauses of this contract entitled "Limitation of Cost" and "Limitation of Funds", a Mission may not pay any in-country cost without the prior written approval of the Contractor, which approval must indicate a maximum amount which may be paid.

END OF SECTION B

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THIS APPLIES TO CORE ACTIVITIES ONLY

SECTION C

STATEMENT OF WORK

C.1. TITLE

The ASIA REGIONAL AGRIBUSINESS PROJECT (RAP)

C.2. BACKGROUND

The agribusiness subsector in the economies of Asia represents an important area of development focus as it provides expanding opportunities for increased trade and generating increased employment and income for men and women. The emerging importance of the subsector is a result of overall economic growth in the region and a shifting in the source of agricultural sector growth away from field production to processing, marketing, and value-added services such as post-harvest handling, packaging, storage, transportation, and food retailing. These functions and services will continue to grow rapidly and assume greater importance as agricultural sector growth and overall economic development continue, domestic consumer preferences become more sophisticated, and trade opportunities in new markets for agricultural products are accessed.

While much economic progress has been seen in the Asia region, various constraints, nonetheless, remain to the further development of the agribusiness subsector which need to be addressed to sustain and accelerate growth. Continued advances in agricultural technology development are fundamental to sustaining the growth process, particularly for developing environmentally benign production and processing technologies. Many of the region's nations still maintain remnants of statist production and marketing policies and trade barriers which inhibit investments in agribusiness, the development of export capability, and foreign investment. There is also a lack of essential managerial and technical skills among host country entrepreneurs, and key agribusiness support services such as credit and information on major international markets are required for developing market efficiencies and promoting the further growth of indigenous enterprises.

Viable agribusiness systems in Asia will need to be built on solid, market-oriented foundations. These should include improved national commercial policies; vertically integrated private agribusiness firms operating in open, competitive markets; high levels of investment in agribusiness; and sustained, market-driven technology transfer. Key infrastructure, business support services, and market regulations are required. Also, there is a pressing need to solve regional problems related to transportation, natural resource management, phytosanitary control, and market barriers.

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Recognizing the importance of agribusiness in the economies of Asia, all Asia Bureau missions, with the exception of Cambodia, Mongolia, Pakistan, and Thailand, have begun implementation of agribusiness projects in 1991 and 1992 with an overall life-of- project value of \$280 million. The investment in these projects is programed to run well into the 1990s. Additionally, the value of the Asia Bureau's investment attributable to agribusiness components of other ongoing projects is significant. The role of the agribusiness subsector in the individual country economies varies across the region. This diversity is reflected in the different strategic approaches and configurations of mission agribusiness projects.

The Regional Agribusiness Project (RAP) will respond to missions' expressed technical support requirements for the implementation of their agribusiness projects and for supporting their private sector clients. Agribusiness represents a new technical focus for the Asia Bureau which cuts across several diverse areas. Moving to a systems approach for achieving private sector-led, post-farm vertical market integration for key agricultural products requires a much broader perspective than that of the traditional production emphasis.

An Asia focused regional agribusiness project offers comparative advantages and economies of scale for: accessing and interacting with the U.S. private sector for involvement in mission programs; analysis of key intraregional and international marketing issues; disseminating state-of-the-art knowledge and lessons learned; addressing specific technical concerns such as environmentally sustainable agroprocessing, high-value crop production, and market enterability requirements; and expanding the range of services offered through existing and new Asia agribusiness programs. It also offers an excellent opportunity to integrate a concern for gender issues into all current and future agribusiness activities, in keeping with both the AID Women in Development (WID) mandate and the Asia Bureau's strong interest in enhancing the role of women in AID countries.

C.3. OBJECTIVE

The objective of the Asia Regional Agribusiness Project (RAP) is to improve private sector agribusiness performance and participation in Asia resulting in increased employment and income. Business performance here refers to increased access to business opportunities and support services for small, medium-sized businesses, which are often women-owned, to broaden business participation. The result will be both increases in employment and income in Asian countries and increased U.S. agribusiness trade and investment. The purpose of the project is to increase and continue the effectiveness of Asia bureau mission agribusiness projects and programs in promoting market efficiency and trade investment in an environmentally sustainable manner. RAP will serve the technical and information needs of Asia missions and their clients, and will provide a mechanism for coordinating mission, bureau, and other AID and U.S. private sector and government agribusiness development efforts in Asia.

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RAP will focus on gaps that other AID projects cannot or have not addressed such as information systems design, environmentally sound agribusiness technology promotion, gender integration and gender-based planning, and support for international cooperation on regional agribusiness problems in Asia. The continuation of the effectiveness of mission projects enhanced by RAP will be done primarily through private sector arrangements.

To achieve this purpose, a contract will be awarded to provide technical assistance to address mission-identified agribusiness development implementation support services. The RAP design process entailed extensive review of mission agribusiness projects and close collaboration with Bureau missions. As a result, an array of integrated services have been identified. These services are intended to provide alternative approaches for supporting mission agribusiness development efforts.

RAP will emphasize: improving regional market transparency, creating a better understanding of regional market support infrastructure, and defining product quality standards for market entry; identifying solutions to agribusiness development environmental concerns; serving as a regional liaison with the U.S. private sector; incorporating gender concerns into missions agribusiness efforts; and addressing key regional agribusiness development issues which transcend individual country programs.

RAP will provide certain services directly via its core funding and will identify channels and provide mechanisms for accessing a multitude of other agribusiness information and support services. The integrated services to be provided by RAP are organized under (4) four principal components:

- o Market Information Services
- o Environmental Services
- o Trade and Investment Services
- o Analytical Support

The contract under RAP will require long and short-term technical assistance for the provision of an integrated set of agribusiness services to support the implementation of Asia Bureau field mission agribusiness projects. The services to be delivered fall within the (4) four RAP components indicated above, and by two cross-cutting implementation themes, a project monitoring system and a sustainability plan.

C.3.1 GOAL

"The goal of RAP is to improve private sector agribusiness performance and participation in Asia resulting in increased employment and income. Business performance here refers to increased access to business opportunities and support services for small- medium-sized businesses, which are often women-owned, to broaden business participation. The result will be both increases in employment and income in Asian countries and increased U.S. agribusiness trade and investment.

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C.3.2 PURPOSE

The purpose of the project is to increase and continue the effectiveness of Asia bureau mission agribusiness projects and programs in promoting market efficiency and trade and investment in an environmentally sustainable manner. RAP will serve the technical and information needs of Asia missions and their clients, and will provide a mechanism for coordinating mission, bureau, and other AID and U.S. private sector and government agribusiness development efforts in Asia. RAP will focus on gaps that other AID projects cannot or have not addressed such as information systems design, environmentally sound agribusiness technology promotion, gender integration and gender-based planning, and support for international cooperation on regional agribusiness problems in Asia. The continuation of the effectiveness of mission projects enhanced by RAP will be done primarily through private sector arrangements.

To achieve this purpose, a contract will be awarded to provide technical assistance to address mission-identified agribusiness development implementation support services. The RAP design process entailed extensive review of mission agribusiness projects and close collaboration with Bureau missions. As a result, an array of integrated services was identified. These services are intended to complement, to expand the range of services available, and to provide alternative approaches for supporting mission agribusiness development efforts.

RAP will emphasize: improving regional market transparency, creating a better understanding of regional market support infrastructure, and defining product quality standards for market entry; identifying solutions to agribusiness development environmental concerns; serving as a regional liaison with the U.S. private sector; incorporating gender concerns into missions agribusiness efforts; and addressing key regional agribusiness development issues which transcend individual country programs.

RAP will provide certain services directly via its core funding and will identify channels and provide mechanisms for accessing a multitude of other agribusiness information and support services. The integrated services to be provided by RAP are organized under four principal components¹:

- * Market Information Services
- * Environmental Services
- * Trade and Investment Services
- * Analytical Support

By the end of the project, achievements under RAP are expected to include:

* **Improved market information services.** The project will establish an agribusiness information system for collecting, analyzing, and disseminating marketing, technical, trade, and investment information to missions and their clients. The information will be delivered in a newsletter in hard copy and electronic form, and on request through a RAP information clearing house. Information services will be demand-driven, and will conform to content and format to the needs of missions and their clients. The newsletter is expected to continue after the project as a commercial venture supported by subscriptions, advertising and fees for electronic access.

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* **Sustainable linkages between U.S. and host-country agribusinesses and support organizations.** With assistance from a Senior Technical Advisory Group of U.S. agribusiness executives, RAP will identify business opportunities and provide referrals and transaction support. These services will link U.S. agribusinesses with buyers, suppliers, and investors in host countries, and U.S. business associations with counterparts in Asia.

* **Increased capacity of agribusiness to deal with environmental issues:** Agribusinesses operating in Asia will have enhanced capacity to meet standards for food safety and quality, particularly in qualifying products for entry into export markets. They will have the ability to conduct production, processing, and other post-harvest operations to minimize pollution and other adverse environmental impacts.

* **Improved project design and agribusiness monitoring and evaluation systems in missions.** RAP will assist missions in designing financial markets, environmental, information service, and trade and investment activities to complement their ongoing projects. In addition, the project will assist in establishing agribusiness monitoring and evaluation systems.

* **Improved coordination with other technical assistance and business support resources for mission programs.** Because agribusiness development involves a variety of disciplines, it is essential to coordinate resources from several AID and non-AID sources. RAP staff will work closely with other projects to focus resources on agribusiness development.

C.3.3 APPROACH

The contract under the RAP will require long- and short-term technical assistance for the provision of an integrated set of agribusiness services to support the implementation of Asia Bureau field mission agribusiness projects. The services to be delivered fall within the four RAP components indicated above, and by two cross-cutting implementation themes, a project monitoring system and a sustainability plan. The project components and the cross-cutting themes are elaborated in Section 5 below. The financing for the services to be provided by this contract will come from RAP core funding and field mission buy-ins.

The contract will provide four long-term technical assistance positions over the five-year life-of-project (for a total of approximately 240 person-months of long-term technical assistance): 1) Market Information Specialist; 2) Environmental Specialist; 3) Trade and Investment Specialist; and 4) Agribusiness Specialist. The specific scopes of work for each position are provided as an annex to this section. These individuals will have the overall implementation responsibility for the project. The contract will also provide approximately 135 person-months of short-term technical assistance.

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Other organizations participating in the implementation of RAP are: 1) the USDA's Animal and Plant Health Inspection Service (APHIS) which will provide short-term advisory assistance for plant quarantine and phytosanitary control issues; 2) the USDA's Agricultural Marketing Service which will provide specialized training for host-country personnel in market news reporting; 3) the Environmental Protection Agency (EPA) for assistance in addressing issues related to agroprocessing and other forms of agroindustrial pollution problems; and 4) the Oregon Department of Agriculture's Export Service Center (ESC) for maintaining and expanding its data base on international food quality standards for Pacific Rim markets.

A key element for successful project implementation will be the degree of involvement of the U.S. private sector. The prime contractor will be responsible for convening a Senior Technical Advisory Group which will be comprised of senior representatives of leading U.S. agribusinesses. The Technical Advisory Group will provide a forum for AID and the U.S. private sector to exchange information on agribusiness development activities in the region and for AID to maintain an industry perspective regarding U.S. investment interest in Asia.

Although the Technical Advisory Group represents one entree to the U.S. private sector under the project, interested offerors should also present other means for establishing linkages with the private sector and advocating its mainstream involvement in project activities. This approach is considered important for accessing a highly skilled and knowledgeable pool of technical assistance, disseminating information on investment opportunities, and accessing business management expertise. To this end, it will be expected that offerors under the terms of this Request for Proposals (RFP) be very clear as to their strategies for involving the U.S. agribusiness community in project activities. RFP evaluation criteria will be weighted in favor of proposals which effectively delineate innovative approaches for private sector participation.

All RAP components will require the rationalization of the multitude of information available on agribusiness and environment in order that it can be efficiently accessed, interpreted, and put into a useful form for mission use. The achievement of RAP outputs, thus, will, likewise, depend on the contractor being able to identify myriad data bases and other information relevant to agribusiness development in Asia and install means for its on-line access and dissemination. As such, the contractor must place an emphasis on information management. This will include publishing the **Asian Agribusiness News (AAN)**, sourcing information on key niche markets of interest to mission programs, providing referrals on a range of environmental concerns, keeping rosters of buyers/seller, etc. In effect, the contractor will be required to establish a RAP Clearing House. To this end, prospective offerors are encouraged to be as explicit as possible in their proposals as to the design and implementation modalities of the information management needs of RAP.

AID has a strong commitment to Women in Development (WID), and RAP will provide an excellent opportunity to further women's role in agribusiness development. As many agribusinesses in the Asia region are dominated by women, it will be important for the contractor to understand their roles, and it will be critical for RAP to assist in diminishing the constraints to women's expanded involvement in agribusinesses.

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Many subsectors in which female labor predominates, such as agribusiness, have high growth potential but do not receive adequate policy or program support. What is required most is a genuine commitment to making women's equal participation a reality in the project planning and implementation process. RAP has the potential to be an innovative and path-breaking project for furthering the women's role in agribusiness. To this end, offerors should be clear in their proposals as to how gender issues will be addressed by the project.

In addition to the four principal components of the project, offerors are also required to address three cross-cutting implementation themes in their proposals: 1) Monitoring Plan; 2) Sustainability Plan; and 3) Gender Integration Plan. The Asia Bureau, and AID in general, emphasize being able to measure the results of development assistance interventions. It is important to establish an effective monitoring system of project activities at the beginning of the project to be able to gauge the impacts of RAP's contributions to enhanced implementation of mission programs and overall private sector agribusiness growth over the life of project. To this end, offerors are required to include a Monitoring Plan as part of their proposals.

The second cross-cutting implementation theme is a Sustainability Plan. A major effort during project implementation will be the introduction of mechanisms for sustaining the services provided by RAP after project completion. In most cases, this will entail the transfer of RAP services to private sector entities, either individual firms or trade associations. Where RAP services are more appropriately public sector functions, efforts will, likewise, be made to transfer these services to public sector business support organizations. For the purposes of this RFP, offerors are required to include in their proposals a Sustainability Plan which describes the approach for devolving the services from RAP support to another service delivery mechanism.

Finally, in keeping with AID's Congressional mandate to incorporate women to the extent possible in AID assistance, the Asia Bureau is requesting each prospective offeror to submit a Gender Integration Plan to demonstrate its commitment to a gender-sensitive approach to agribusiness development assistance. This will require bidders to address such issues as the types of information which will be needed for the project to successfully understand the socio-cultural and business environment in which it is working; to identify prospective consultants who have a proven record of treating their technical specialties in a gender-balanced manner; and to explain how they will monitor the project to ensure that a gender-based approach is maintained throughout the implementation process."

C.4. SCOPE OF WORK

C.4.1. Market Information Services

The MIS component will consist of (3) three subcomponents:
1). Bimonthly Newsletter; 2). Information coverage of selected Asian import markets; and 3). Training in market news reporting.

C.4.2 Background

The project development process indicated that mission agribusiness projects could meet their objectives more effectively if they were complemented by activities that build linkages to intraregional and international markets. The MIS component will focus on establishing the basic framework for a market information clearing house, facilitating the flow of relevant information to the Asia region, and fostering market information skills. The result will be low-cost delivery of a broader range of market intelligence than is currently available.

C.4.3. Bimonthly Newsletter

Two key elements of agribusiness project implementation are timely access to market information and sharing of project experiences. As a cost-effective way to meet these needs, RAP will support publication of a bimonthly newsletter, ASIA Agribusiness News (AAN). The AAN will target a range of readers from policy makers to shippers and receivers of agribusiness products. To maximize its appeal, the newsletter will be appropriately packaged and effectively distributed; its contents will be highly relevant, including commentary, trade data, and market analysis.

The AAN will provide regular, indicative price and quantity information for selected high-value crops such as grapes and mangos in targeted regional markets, e.g., Singapore and Tokyo. Recurring information will be supplemented by feature articles on products of high current interest to clients of Asia missions. Articles will assess demand prospects in target markets, the status of competition in these markets, and relevant technical information. Information on prices and quantities in producing countries will be included. This information is intended to help clients identify potential marketing opportunities, assess their comparative advantage, develop marketing strategies, and identify market windows by analyzing time series data. Clients who require specific information for investment decisions or business deals will be assisted by RAP through its trade and investment services, described under component three.

The AAN will also provide a medium for sharing experiences among AID staff working in Asia in the agribusiness field. Contributors will include AID personnel, contractors, and other leaders in the public and private agribusiness community. The AAN will publish articles addressing topical agribusiness development issues: policy, marketing, phytosanitary requirements, the role of trade associations, and the like. AAN can serve to provide specific information about women in the subsector and explore other gender-specific issues. It will be important to ensure that users in the field of both genders have access to AAN. This may require a special targeted campaign to ensure that women's concerns are aired. As many women in the region are illiterate yet very active in agribusiness, it will be important that the content of AAN is adequately communicated to them through alternative means.

The AAN will provide a mechanism for communicating information generated by the RAP project, including the output of other components. It will give expression to AID's concern with environmental issues related to agribusiness development. It will also be an important vehicle for improving the transparency of information for buyers and suppliers to and from Asian markets by distributing the newsletter outside Asia through private sector sales agents.

In addition to data culled from RAP's own activities, the AAN will collect information from varied sources. It will compile data on selected import markets, as described below, and will monitor major world markets of interest to Asian agribusinesses. It also will tap into information sources used by other Asia Bureau agribusiness projects. Finally, the AAN will develop and maintain master directories of buyers, sellers, and input vendors.

The AAN will be distributed by mail by trade associations, chambers of commerce, and other regional or subregional organizations that are involved in AID agribusiness projects. These organizations will use subscriptions to cover distribution costs.

The contents of the newsletter will be made available for electronic interrogation. RAP's data files will provide a resource for conducting market and product profiles, historical price analysis of imports and exports, wholesale price and volume movements on major markets, searches on buyers and sellers in world markets, and other areas of inquiry.

Trade Data: Each issue of AAN will contain statistical tables detailing prices and trade volumes of important agribusiness products across the region. A major focus will be agribusiness exports, but the newsletter will also address the import trade in services, equipment, and agricultural inputs such as seed and fertilizer.

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The AAN will contribute to the dialogue on agribusiness trade and its impact on development by publishing market news on municipal wholesale markets in Asia Bureau countries. If price and volume data for selected products are available through local newspapers and other regional sources, the AAN will carry the information to help Asian countries stay abreast of prices and supply in competing nations. Also included will be air and sea transport rates between ports in Asia and world markets.

Market Analysis: The AAN will provide narrative and statistical summaries of markets for which trade data is generated. Each issue will profile a product or market of potential interest to exporters in the Asia region. For example, the AAN may address transport issues, or the world market for shrimp, bird seed, or fruit juices. These analyses may borrow from other RAP activities, especially the analytical services component.

In addition to these topics, each issue of the AAN will carry information on agribusiness trade and investment services, including:

- Transportation: updates on fleet capacities, routes, rates, port developments, and other issues of interest to shippers and receivers.
- Technology: news pertaining to production technologies (high-yielding seed varieties, disease-resistant shrimp hatchlings), processing and packaging technologies, and equipment.
- Investments: news on major investments in agribusiness production and handling, including potential opportunities, planned investments, and the status of enterprises already established.
- Policy: news concerning significant policy/regulatory changes affecting Asian agribusiness and its major markets.
- Updates: news on other AID central projects of relevance to the region.
- Conferences: information on conferences, workshops, trade fairs, and other industry events.
- Literature review: a description of reports pertaining to markets, investments, technology, and the cost and availability of these reports.

Technical assistance: domestic market information services exist to some degree in all Asian countries, at least for the most important crops. The AAN will include articles on sources of agribusiness information, information service vendors, developments in hardware and software, and the availability of technical assistance for collecting, analyzing, organizing, and disseminating agribusiness information.

Commodity coverage: coverage in the AAN will highlight products and inputs that are being promoted by Asia Bureau and mission agribusiness projects. Initially, these will include selected markets in regionally targeted markets in the following group:

- fresh and processed fruits and vegetables
- cut flowers and ornamental plants
- nuts, spices, and essential oils
- aquacultural products
- seeds and fertilizers
- feed grains
- miscellaneous goods.

C.4.4. Coverage of Selected Import Markets In Asia

As its second major activity, the MIS component will collect and disseminate intelligence on the leading import markets for fruits and vegetables in Asia. One of the key areas to be addressed is the transparency of local, regional, and world markets. Where U.S. and Western European markets for perishable products are readily transparent, the major markets in Asia generally are not, except perhaps from a domestic perspective. Language difficulties, protectionist sentiments, and thinly traded markets for niche products contribute to Asian market opacity. RAP's news coverage of selected Asian import markets will help to alleviate this situation.

Key to the successful implementation of this component will be the ability to identify public and private sources of market intelligence for Japan, Hong Kong, Singapore, Taiwan, Korea and other markets of interest to Asia missions and their agribusiness clients. Once identified, mechanisms for accessing the data on a regular basis and determining costs for its provision will be necessary. Where objective sources of information are not readily available, it will be necessary to arrange for consultant services to collect it.

Market reports will be prepared two days a week for selected crops. Monthly, bimonthly, seasonal, and yearly product market summaries will also be prepared, as well as wholesale and FOB/CIF reports for major markets. All reporting will be done in English.

Past experience with market reports suggests that user demand will be widespread, not only in Asia but also the United States and other countries that trade with Asia. In Asia, RAP will price its reports to cover distribution costs. Outside Asia, subscription prices will be competitive with those of commercial vendors. Distribution will be by telecopier (fax), electronic mail, and regular mail. By the end of the project, the reports will be included in regular issues of the newsletter and available electronically. This will be supported by subscription fees, advertising and fees for on-line access.

C.4.5. Training In Market News Reporting

For most agribusiness export products in Asia, domestic markets represent a much larger and rapidly growing source of demand than export markets. The export market for fresh horticultural products, for example, absorbs only a small fraction of total production, with the remainder consumed domestically. Off-farm demand in Asian countries accounts for much of the increase, thereby creating the need for basic infrastructure investments to move perishable product to market. Information is an important component of this infrastructure, since rural producers base their marketing decisions on knowledge of prices prevailing in municipal markets.

Most, if not all, countries in Asia provide some daily coverage of commodity prices. But coverage is limited to a few products, partially because market grades and standards are not uniform. Market reporting helps to establish grades and standards, and, thus, fosters commercialization. It also helps to establish producer confidence that competitive prices are being paid. Given the dynamics of trade in Asia, improving domestic market transparency by improving market reporting appears to be a productive area for development assistance.

The USDA Market News Service (AMS) offers training in six commodity groups: fresh fruits and vegetables, poultry, livestock and grains, dairy, cotton, and tobacco. As the third activity in the MIS component, a USDA official will be provided by A.I.D to train Asian public officials in market news reporting. The Contractor's responsibility in this task area will be to identify those individuals who require such training.

1). SUBACTIVITIES

Establish mechanisms and procedures for publishing a bimonthly newsletter over the life of RAP entitled the Asian Agribusiness News (AAN), the content of which conforms to the description given above.

Develop mechanisms for collecting, analyzing, and disseminating intelligence on the leading import markets for fruits and vegetables in Asia. This will include;

- identifying public and private sources of market intelligence;
- determining methods and costs for accessing market data;
- arranging for the necessary consultant services to collect data on a regular basis;
- preparing biweekly market news reports and monthly, bimonthly, seasonal, and yearly product market summaries for dissemination in hard copy and electronically.
- Establish capacity within RAP home office for making information from AAN and market news reports available for electronic interrogation, i.e., RAP Clearing House.
- Serve as a liaison with Asia Bureau field missions and the USDA's Agricultural Marketing Service and assist in assessing market news reporting training needs and identify candidates for training.

2). OUTPUTS

Improved market information and intelligence on key agribusiness products made available to Asia bureau field missions and Asian agribusiness:

- publication of a bimonthly newsletter (approximately 25 issues of AAN over the life of project;
- sources of public and/or private market intelligence identified and arrangements made to access information on timely basis established;
- market news reports issued over life-of-project;
- capacity for missions to access RAP Clearing House via electronic interrogation established;
- response capability to field mission information requests established.

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-- Improved capacity for market news reporting established within host-country market news services.

-- host-country personnel trained in market news reporting.

C.5 COMPONENT 2: ENVIRONMENTAL SERVICES (ES)

C.5.1 OBJECTIVE

To provide technical and informational support to AID missions in the Asia region vis-a-vis existing agribusiness projects; new agribusiness projects involving environmental issues and regulations; and the environmental sustainability of overall project portfolios.

C.5.2 BACKGROUND

In response to mission surveys and field interviews conducted during the design phase, the ES component of RAP will address: 1) regulatory issues, generally related to international trade; and 2) agroindustry pollution, whose ramifications are largely domestic. Regulatory issues will undoubtedly arise on a case-by-case basis. Agroindustrial pollution, on the other hand, may not be a priority for some countries and businesses because of more pressing economic concerns. It has, nonetheless, been identified by AID and the U.S. Government, in general, as of utmost concern for sustained economic growth.

RAP's environmental objectives will be achieved through 1) information collection, generation, and dissemination; 2) training; and 3) technical assistance. Dissemination will be carried out in conjunction with the MIS component, as will training in market news reporting and environmental and regulatory issues. Technical assistance will be provided directly under the ES component.

C.5.3 INFORMATION

Many sources of environmental information exists in the form of data banks, texts, directories, and listings of regulations. RAP will add an important dimension to this work by providing technical expertise in data interpretation and data collection to fill in the gaps in targeted crops and market areas.

Information on regulatory issues: Regulations can be a formidable trade barrier to export industries. With rapid increases occurring in production and export in much of Asia, regulatory issues can be particularly significant. Many problems can be avoided, however, simply through greater understanding of the regulations.

As stated above under the MIS component, RAP will provide information on pesticide, quarantine, and food safety regulations for high-value food crops and processed goods that are entering major foreign markets , i.e., the U.S., Europe, Japan, and Singapore, and neighboring Asian markets. Other environmental and technical regulations that effect the entry of a product into a foreign country will also be handled through the MIS component.

Compiling additional Information: RAP will compile data on regulations on food quality and pesticide use in participating countries in conjunction with local AID missions and the Oregon Department of Agriculture's Export Service Center (ESC). The latter specializes in food processing regulations in the Pacific Rim/Asian countries. This information will be added to data banks on larger markets (U.S., Japan, the EC) to facilitate intraregional trade and provide a basis for evaluation of government support of environmental issues in agriculture. The ground work and inquiries from the field will help identify problems at foreign ports of entry.

The collection of previously inaccessible data on market entry and domestic production and processing operations will fulfill information needs for investors who want to investigate projects in Asian countries. RAP will also provide information on changing regulations in European markets in light of EC standardization.

Information access through RAP headquarters: A principal activity in RAP's first three years will be responding to ad hoc information requests. In the fourth year, however, in an effort to sustain this service delivery, this work should evolve into monitoring and backstopping services provided by local trade associations. In the meantime, all requests for information concerning regulations or the environment will be handled exclusively through the AID mission or a designated trade association of a given country. This work will help develop a body of knowledge and a library of case studies for each country.

By the time the project ends, it is expected that environmental information from publicly available sources will have been much better organized for access, particularly by electronic means. This and the experience in accessing information sources during the project will enable designated trade associations to continue these services.

Important trade information of a nonglobal dimension will be available in the RAP headquarter's library. Topics might include national laws and international agreements on trade in endangered species; the international ban on using drift nets for commercial fishing (which takes effect in December 1992); selective bans on wood products from rainforest countries; new requirements for recycled packaging materials for the German market; and other trade issues with an environmental component. Consideration will be given to wider dissemination of these issues in AAN.

Information on industrial pollution: The RAP library and an inter-agency agreement with the Environmental Protection Agency (EPA) will provide information on pollution control measures that effect specific industries in the U.S. and elsewhere.

C.5.4 TRAINING

Interpretation: Correct interpretation of information is every bit as important as access. Environmental training will help participants interpret regulations, find resources to better comply, and for countries more advanced in international trade, to challenge regulations that are unnecessarily restrictive or scientifically unsound. Early networking with regional professionals (from government or academic research centers) will facilitate regulatory reform and address the reality that most trade remains intraregional.

Ongoing training: Early in the project, there will be numerous informal and formal training opportunities for 1) AID personnel, and 2) trade associations and national government offices, often in the form of trade fairs or annual meetings. Issues will include the related areas of IPM, post-harvest quality, handling, shipping, quarantine, pesticide use and residues, and pollution from agroprocessing (primarily water quality issues).

To begin with, RAP will rely on existing training materials and courses. Feedback from each mission will later result in more tailored training programs. For example, several inquiries coming out of the region would tend to argue for a one-time regional meeting on commodity treatments to meet quarantine requirements in targeted markets, e.g., vapor treatment for tropical fruits entering Japan, and irradiation). Other topics might be packing house procedures and design, considering both regulatory and quality issues; sustainable methods for farming selected crops, e.g., rice; and new equipment in refrigeration processing and waste recycling. Training would include both information and demonstration components.

C.5.5 TECHNICAL ASSISTANCE

RAP will coordinate with the Asia Bureau Environmental Office and provide personnel to work with AID staff on environmental analyses of AID projects. RAP can also provide support in initial environmental examinations (IEE) and in strategy meetings concerning each mission's project portfolio.

More specific analyses for agribusiness proposals or operating sites would be handled as delivery orders under the companion requirements contract or be reimbursed by the beneficiary. Missions may wish to consider tying analysis to a loan program or trade promotion role for a given company. Also, local environmental engineers and chemists interested in carrying out environmental studies should be invited to work with visiting experts to learn their methodology while contributing insight into local conditions.

Technical assistance in many environmental fields will take place through referrals, although basic knowledge of environmental issues is necessary to offer appropriate referral services. For technical assistance and vendor contracts, RAP will focus on screened rosters and professional organizations such as the Air and Waste Management Association. For the most part, these groups are listed in directories, but valuable additions will be made by the RAP team. Additions will include the Society for Risk Analysis, which has expanded rapidly in its international programs and has information on environmental risk analysis software and publications, as well as a member roster.

Examples of technical assistance that could be provided through APHIS, EPA, and other U.S. government agencies include pesticide registration; establishment or improvement of residue and food safety laboratories; food sampling and inspection; integrated pest management (IPM); and other government activities. Specific programs for each country can be designed through buy-ins. For example, a course on inspection and field IPM methods for reducing pests in cut flowers could be carried out by APHIS personnel.

Short-term consultancies from private sources (universities, private firms, and U.S. agribusinesses) will also help fill technical assistance needs.

1). SUBACTIVITIES

Establish a reference source for information on pesticide, quarantine, and food safety regulations for high-value food crops and processed goods that are entering major foreign markets. This will include:

- compiling existing information currently available on targeted crops and market areas from established data bases and collecting additional information to be added to existing data banks on regulations in participating countries;
- provide capacity for responding to ad hoc information requests from Asia Bureau missions and agribusinesses over an array of environmental topics;
- make data available via RAP clearing house.
- Provide data interpretation expertise to assist missions and referred agribusinesses in addressing regulatory and other quality-related issues.
- Assist in developing country-specific information and case studies on agribusiness development environmental concerns/issues.
- Through training in data and regulatory interpretation and in sourcing other information resources, build capacity within host-country trade associations for providing environmental monitoring and backstopping services to their memberships.

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-- Liaison with the EPA, APHIS, and ESC as appropriate to coordinate their involvement in project activities.

2). OUTPUTS

Comprehensive environmental data base and reference source established offering increased and real-time availability of relevant information for addressing environmental and food regulatory issues related to agribusiness development.

Increased capacity within host-country business associations for responding to information needs of clientele on environmental, food safety and other regulatory concerns.

Increased understanding among host-country agribusinesses of regulatory requirements for international trade.

Increased capacity for Asian agribusinesses to meet standards for food safety and quality, particularly in qualifying products for entry into export markets.

C.6 COMPONENT 3: TRADE AND INVESTMENT SERVICES (TIS)

C.6.1 OBJECTIVE:

To provide services to increase the international market participation of Asian agribusinesses, and to develop commercial linkages with U.S. agribusinesses interested in accessing foreign markets.

C.6.2 BACKGROUND

Most AID mission agribusiness projects emphasize agricultural exports and technology imports as key elements of agribusiness growth. The identification of new markets and the strengthening of external market linkages will be important factors in the success of this strategy. The myriad information needs of Asian agribusinesses will also need to be addressed to help them access trade opportunities in the Asian region and major international markets. U.S. business partnerships are of vital importance in this regard, particularly for sourcing environmentally safe technologies, encouraging increased investment and accessing the U.S. market. RAP will enhance the effectiveness of mission agribusiness programs as a whole by strengthening business linkages to serve shared agribusiness needs.

The TIS component is designed to identify business opportunities and facilitate transactions between Asian and U.S. businesses. It will include the support of a Senior Technical Advisory Group made up of U.S. business representatives. Also, collaboration with other U.S. Government programs promoting trade and investment is also encouraged such as the USDA's Going Global Initiative. For example, Going Global is an attempt by the USDA to assist small- and medium-scale U.S. agribusinesses in becoming more internationally competitive by disseminating trade and investment information through the Cooperative Extension network.

While RAP will establish regional-level operations to identify trade and investment opportunities, it will use the USDA and other appropriate networks to disseminate this information to U.S. agribusinesses. Using mechanisms of other U.S. Government programs will give RAP a comparative advantage in leveraging trade and investment opportunities to a broader audience than would be possible through individual country projects. Also, by centralizing information on trade and investment, RAP will help projects concentrate on identifying such opportunities in-country.

The TIS component has two core activities: 1) Referral Service, and 2) Transaction Support. These will be linked with the private sector with the help of a third activity, the Senior Technical Advisory Group.

C.6.3 REFERRAL SERVICE

A catchment referral service will be established to help RAP identify trade and investment opportunities. It will provide three basic services: opportunity screening, opportunity listing, and opportunity profiles.

Opportunity screening is the first level of interaction between RAP and the potential buyer/seller/investor. The screening service will operate on a referral basis, with referrals coming from representatives of AID agribusiness projects in Asia.

Opportunity listing. Once screened, trade and investment opportunities will be listed in the AAN in hard copy, in the RAP electronic clearing house, and in Intellibank, the on-line program for business leads used by USDA's Going Global Initiative.

Opportunity profiles will be prepared by the RAP Trade and Investment Advisor on request. Profiles will provide industry, market, and enterprise analyses. For example, the Senior Technical Advisory Group may recommend that RAP analyze the overseas investment pattern of a given industry or firm. Similarly, American businesses may call on RAP to identify suppliers of a particular agroindustrial product. Opportunity profiles will be filed in the RAP clearing house.

C.6.4 TRANSACTION SUPPORT

Transaction support will involve the preparation of detailed investor/supplier profiles leading to better identification of potential business partners. Custom advisory services will be provided, whereby the RAP Trade and Investment Advisor will serve as a broker to financial, accounting, and legal intermediaries as required. A detailed data base of consultants will be maintained. In addition to identifying U.S. expertise, the data base will include the names of consultants who might facilitate trade and investment for Asian agribusinesses in other regions, especially Europe, the Far East, and the Middle East.

Various methods could be used to disseminate the trade and investment information. For example, once a trade opportunity has been identified, RAP will publicize it to the U.S. agribusiness community via the USDA's Going Global network. Going Global will solicit and screen U.S. businesses and arrange direct communications between interested parties. As the USDA program is currently structured, communication takes place at industry trade fairs where visiting delegations can have face-to-face meetings with U.S. businesses. RAP's role will be to more accurately identify promising ventures, leading to more effective brokering of trade opportunities. Other collaborating U.S. government agencies could include Commerce, EPA, state development agencies, etc.

C.6.5 SENIOR TECHNICAL ADVISORY GROUP

To enlarge the scope of RAP's trade and investment activities, and to introduce an industry perspective, RAP will form a Senior Technical Advisory Group. The group will consist of about 20 representatives from key agribusiness sectors and will effectively supplement the expertise of RAP team members. Some of the sectors represented by the group will be: produce, meat, spices, flowers and ornamentals, shipping, packaging, distribution/logistics, frozen foods, agrochemicals, finance, product testing, and quality control, and equipment manufacture.

Group members will carry out the following functions:

- provide timely advice on the feasibility of proposed trade and investment opportunities;
- provide guidance and direction on issues in their business sector;
- assist in identifying potential investors and trade partners from screened proposals from Asian businesses;
- identify important technologies, facilities, and trade contacts for industry tours;
- play the role of liaison for Asian agribusiness people attending industry and trade events for the first time, particularly in the U.S.;

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- participate in trade missions to visit counterpart businesses as appropriate.

The Advisory Group represents a formalized relationship that will add depth to RAP trade and investment linkages, and give private business a more substantial role to justify the time spent on pro bono technical support. Besides the public service nature of CEO involvement in the Advisory Group, companies will gain insight into the status of corresponding businesses in an important trade region.

This arrangement for pro bono private sector support is focussed on the project scope and is intended to expedite progress in agribusiness development during the life of the project. It is not expected to continue as such when the project is completed. However, the relationships established during RAP are expected to continue linkages and information exchanges directly between enterprises or through other voluntary mechanisms, such as programs of U.S. trade associations and state and municipal trade and investment promotion entities.

The Senior Technical Advisory Group will be started early in the project. Its membership should not be static, since field requests may indicate the need for collaboration in new fields. A flexible approach will also allow the natural attrition of members whose business has proved less relevant or who have not been active. Membership will be at the CEO level. Group members will receive copies of the AAN and other publications to keep them abreast of project events.

The Senior Technical Advisory Group would complement other linkages in the trade and investment area. Links with U.S. trade associations, for example, would help associations in Asia learn about association operations and programs, but would not take the place of business contacts. The contractor must ensure that women are adequately represented in the business organizations with which they work.

1). SUBACTIVITIES

Assist U.S. agribusinesses through research and analysis in the identification of investment opportunities in Asia. This will include:

- on a referral basis, screen potential investment opportunities;
- prepare investment opportunity profiles based on industry, market and enterprise analysis;
- prepare detailed investor/supplier profiles for the identification of potential Asian business partners.
- Disseminate investment opportunities identified via AAN, RAP clearing house, Intellibank, and other real-time business information data bases.

- Maintain data base of business consultants who provide advisory services for international business transactions, i.e., brokers to financial, accounting, legal, etc., intermediaries, and for facilitating trade and investment for Asian agribusinesses in other regions, i.e., Europe, Middle East, Far East.
- Organize meetings of the Senior Technical Advisory Group as a means for accessing an industry perspective of agribusiness activities in Asia and for maintaining ongoing advocacy of the U.S. private sector's involvement in Asia Bureau programs.
- Liaison with other U.S. Government trade and investment promotion programs and refer U.S. and Asian agribusinesses for participation.
- Liaison with other AID programs promoting trade and investment such as Market and Technology Access Project, Center for Trade and Investment Services, Trade and Investment Promotion Services, etc.

2). OUTPUTS

Strengthened commercial linkages and information exchanges with the U.S. private sector and Asian agribusinesses;

- increased information on agribusiness investment information available.
- Increased U.S. investments/transactions in the Asia region.
- Senior Technical Advisory Group organized;
- 5-10 meetings held over the life of project.
- Improved coordination of AID and other USG agencies in trade and investment efforts in the Asia region.
- Increased international market participation of Asian agribusinesses.

C.7 COMPONENT 4: ANALYTICAL SUPPORT (AS)

C.7.1 OBJECTIVE:

To provide selected analytical services to support mission agribusiness project design, implementation, monitoring and evaluation, and to investigate agribusiness development issues of common interest across the region.

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C.7.2 BACKGROUND

The area of highest priority for Asia Bureau missions is the analysis of region-wide issues. Monitoring and evaluation of agribusiness development efforts is also significant because it will enable missions and the Bureau to learn from experience and report on results. Finally, the design of complementary activities, particularly agribusiness financing and privatization, constitutes a unique target of opportunity, in that the U.S. business community has already identified the lack of local financing as a critical constraint for the development of the agribusiness sector in Asia.

The AS component of RAP will consist of the following four subcomponents: 1) Regional analysis (Special studies); 2) Export market analysis; 3) Monitoring and evaluation; and 4) Agribusiness financing and design in privatization.

1). SUBACTIVITIES

Regional Analysis (Special Studies)

Certain trade and investment issues transcends individual mission programs. If these issues are addressed from a regional perspective, economies of scale may be achieved. For the most part, these issues involve an understanding of intraregional and international markets, what is required to penetrate them, and the characteristics of regional market infrastructure to support external trade. Some of the priority concerns identified by missions include: commodity grades, standards, phytosanitary control, and other regulatory issues; transportation availability, regulations and costs; technology development and transfer; and, in some cases, intellectual property rights.

Although all Asia Bureau agribusiness projects have an export promotion objective, most project designs do not address market enterability and international market support infrastructure. These issues are usually of limited interest at the early stages of implementation, but they become a fundamental concern as project implementation matures, external market opportunities are identified, and efforts are devoted to developing specific export strategies. Market enterability requirements are very commodity-specific. They also differ depending on the country of export, although information on individual country regulatory regimes is not available from any central source, be it in Asia or the U.S. Likewise, knowledge of international trade infrastructure is a fundamental factor in developing strategies to compete in international markets.

In collaboration with Asia Bureau field missions, RAP will facilitate export promotion efforts by conducting analyses of these regional concerns. In most cases, RAP core funding will be used to initiate the analyses. In addition, RAP will assemble data on the regulatory regimes of major Asian markets on a commodity-specific basis, to the extent such information exists, and make it available via the RAP clearing house. As missions become more specific as to their priority markets, buy-ins will be used to access analytical assistance and/or special information.

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Export Market Analysis

Closely associated with the analysis of regional issues is RAP assistance to individual countries for the development of market penetration strategies. The development of such strategies begins with detailed information on a particular target market, including regulatory requirements for entering the importing country; commodity price, volume, and seasonality; and the importing country's particular market characteristics.

While most of this information will be in hard copy or electronic form via the AAN, the importing country's market characteristics may require additional analysis. To this end, RAP will provide assistance to mission clients to determine market characteristics that need to be addressed, i.e., primary sources of competition, identification of comparative advantages such as quality, alternative varieties, seasonality, and market support infrastructure. Also, RAP will make available a roster of importing country buyers, wholesalers, distributors, and retailers to facilitate commercial transactions.

It is anticipated that most specific export analyses will be initiated through mission buy-ins to RAP. In certain cases, RAP will be proactive in directing mission programs toward promising trade opportunities. An essential output of this activity will be to identify these export market opportunities through review and analysis of data on countries' production, consumption and trade flows.

Monitoring and Evaluation

A fundamental AID programming concern world wide is the establishment of monitoring and evaluation systems to measure development impacts. The ability to demonstrate the results of development assistance programs is becoming an increasingly important factor in determining future funding levels. Since agribusiness development represents a fairly recent program focus, and since the Bureau's investments in agribusiness are substantial, RAP is in a position to provide leadership in developing a monitoring and evaluation approach across the region. Thus, RAP will focus on the development of a monitoring and evaluation methodology, the identification of key indicators, and data sources to quantify them.

RAP will focus on two types of assistance in monitoring and evaluation. First, as a technical reference for the Asia missions, the project will develop a framework for the development of monitoring and evaluation systems. This document will be prepared under the core budget at the beginning of the project. Assistance from the Center for Development Documentation and Evaluation (CDIE) will be solicited to insure a standardized format.

Second, RAP will provide short-term technical assistance to the missions to design their monitoring and evaluation systems, as well as to conduct actual evaluations. The aim is to provide common criteria for tracking Bureau agribusiness activities, recording lessons learned, and sharing experiences from across the region, to be applied to new design efforts.

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A preliminary list of indicators for Bureau agribusiness efforts includes: industry-specific market share, gross increases in private investment in project-supported activities, gender disaggregated employment and real wages in particular industries in order that the project's impact can be monitored and evaluated in a gender-sensitive manner, private industrial capacity, public infrastructure capacity, and the availability and quality of selected support services such as market information. Indicators of RAP sustainability will include transition of AAN to a commercially supported industry newsletter, continuation of selected informational, environmental, trade and investment services on a fee for service basis or continued on a voluntary basis by private sector enterprises or associations.

Agribusiness Financing and Project Design In Privatization

Two regional activities identified where RAP could provide analytical leadership are: agribusiness financing and the design of privatization projects.

Credit for agribusiness enterprises from private commercial sources is extremely limited in most Asian countries.

The privatization of parastatal enterprises presents another area of RAP assistance. Asian governments are recognizing the importance of the private sector in providing essential support services in agricultural development; yet vast resources and financial assets are tied up in failed state-run enterprises. An investigation of the key issues related to parastatal privatization will help missions develop their policy agendas, and project designs to promote the privatization of key agribusiness enterprises.

2). OUTPUTS

RAP agribusiness support services being maintained and sustained by host-country or regional private and/or public sector organizations.

C.8 CROSS-CUTTING THEME: GENDER INTEGRATION PLAN

C.8.1 OBJECTIVE

To ensure that RAP maintains a gender-sensitive approach throughout the project, both to uphold the Congressional mandate that women be fully incorporated into development and to enhance project success through maximization of opportunities for all people to participate in agribusiness activities.

C.8.2 BACKGROUND

The RAP RFP already addresses this cross-cutting theme in an integrated manner by highlighting the importance of gender issues. It acknowledges that RAP will provide an excellent opportunity to further women's roles in agribusiness development. It notes that it will be critical for RAP to assist in diminishing the constraints to women's expanded involvement in agribusinesses. It also makes specific references to special targeted campaigns to ensure that women's concerns are aired; to a need to ensure that women are adequately represented in the business organizations with which the project works; to collection of gender-disaggregated employment and wage data in order that the project's impact can be monitored in a gender-sensitive manner; and to the importance of the involvement of both men and women to the sustainability plan.

To reinforce the current emphasis in AID on the cross-cutting nature of gender considerations, contractors are requested to make explicit their suggestions for ensuring that the project does not become gender neutral. Without attention to gender issues from the very inception of project design and implementation, these considerations are often overlooked.

1). SUBACTIVITIES

Market Information Services: This component will provide an excellent opportunity for gender issues in agribusiness to be explored and for specific information about women in the sector to be aired, for their utilization and benefit of men as well. It will be important to ensure that someone technically skilled and qualified in gender issues is in the production loop of information and that users in the field, of both genders and at all educational levels, have access to the information.

Environmental Services: As training opportunities become available, women trainees should be encouraged to participate. It has long since been demonstrated that women play a major role in both the depletion and conservation of the environment. Their talents should thus be improved so that their energies can be more effectively mustered.

Trade and Investment Services: As trade associations are identified, it will be important to note whether women are adequately represented in the existing organizations and, if not, to devise special approaches to encourage their increased participation.

Analytical Support: Where relevant, any analyses performed should identify actual and potential differences of the dynamics of agribusiness development as they effect men and women.

Monitoring Plan: As indicated, the Monitoring Plan requests data which is disaggregated by sex, where appropriate. This information should then be utilized to make project adjustments which respond to the lessons learned from the data.

Sustainability Plan: Any sustainability plan needs to focus on the utilization of the maximum number of participants to be successful. As stated, working in a gender-neutral framework is not sufficient to the achievement of the RAP objectives, particularly if sustainability is to be a measure of success.

2). OUTPUTS

Data Collection and Utilization: A data collection and utilization plan should be developed which allows for appropriate project adjustments. This data may be both quantitative and qualitative.

Consultant Roster: A consultant roster of both long-and short- term assignments should be presented indicating individual capabilities to address agribusiness-related activities in a manner sensitive to the different constraints and opportunities for men and women in the sector.

Impact Evaluation: Gender-sensitive indicators will need to be developed to measure project impact.

It is necessary that services requested under this contract be approved in advance by the Bureau for Asia, Director, DR/TR.

C.9 CROSS-CUTTING THEME: MONITORING PLAN

C.9.1 Objective

To develop a framework for monitoring RAP inputs, outputs, and analyzing purpose-level indicators by organizing and continually analyzing data from mission and Bureau reports and RAP operations.

C.9.2 Background

A system will be implemented under project inputs, outputs and other key economic indicators to measure the degree of achievement of the project's objectives and RAP's contribution to enhancing missions' abilities to implement agribusiness projects, and host-country private sector agribusiness performance.

Four types of indicators will be monitored: 1) Purpose level indicators; 2) Output indicators; 3) Project inputs; 4) Sustainability indicators.

1. Purpose Level Indicators

As an Asian mission support project, RAP outputs will contribute to the project purpose indirectly by enhancing the impact of mission agribusiness projects. Indicators measure achievement at the micro (firm or subsector) level for selected agribusinesses. Indicators pertain to economic data for sales, exports, investments, etc., and institutional data which pertain to the availability and quality of public and private agribusiness support services.

Economic data: The principal economic indicators for agribusiness subsectors are gross private investment, gender disaggregated employment and wages for inflation, subsector contribution to gross product value, and levels of international trade and investment. The measures are components of national income accounts and are derived from census data and information on agriculture, trade, and industry sources. Such data are available from secondary sources for the economy as a whole or major subsectors.

There is no classification for agribusiness in standard census, national accounts, or agricultural data sets. Agribusiness includes activities in several agricultural, trade, and industry categories, and these categories include data pertaining to other businesses as well. Thus, it is not a question of simply disaggregating existing data. Data must be adjusted to fit the concept of agribusiness before they are relevant to RAP. Consequently, RAP will devote some effort to identifying proxy indicators for agribusiness trade and investment levels: for example, the number of export food containers shipped as an indicator for trade volume, or food machinery sales as an approximate measure of the levels of investment in food processing.

Agribusiness projects thus far designed by Asia Bureau missions focus on nontraditional and specialty crops, the feed-livestock subsector, and functional areas such as export, postharvest, processing, and transport. Staple food or retail distribution subsectors are not addressed. Therefore, while the commodity and functional emphasis is not yet fully defined, subsectors will be both diverse and narrow in scope.

The monitoring plan for RAP will provide baseline estimates of purpose-level economic indicators. Commodity and functional subsectors will be determined by review of Bureau and mission reports and consultation with missions early on in the project. They will become the part of the life-of-project monitoring plan for RAP.

This plan will be the basis for a data classification framework containing benchmarks to measure economic impact. The components in the framework will be aggregated to show the combined effects of agribusiness interventions on the agribusiness subsector and national economics as a whole.

Data for the framework will be collected periodically over the life of project. It will be collected from several sources and adapted to the subsector and functional concepts defined by the missions. Approximations will be necessary in some case. Data collected will be official statistical agencies, mission in adjusting project activities or reallocating project resources into more productive areas.

Institutional Data: Private sector performance will also be influenced by infrastructure and support services. An institutional capacity assessment will be conducted in parallel with the economic baseline study. The assessment will describe the elements of infrastructure and support services necessary for development of targeted agribusiness subsectors. On the basis of Bureau and mission monitoring and evaluation reports, RAP will record infrastructure investments and service improvements in dock and air transport facilities. Market information services will also be described at the beginning of the project and monitored as the project progresses.

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2. OUTPUT INDICATORS

Monitoring will be accomplished on the basis of RAP records, surveys, and spot checks. However, the services provided under the four RAP components differ in scope and character. Methods for assessing their impact will vary accordingly.

Market Information Services: The AAN (both hard copy and electronic form) is the principal medium for disseminating RAP information. Wide distribution, reader application, and satisfaction will demonstrate that marketing, trade, investment, and environmental information is being appropriately communicated.

RAP monitoring records will note the number and size of issues, keep track of the number of copies distributed, and the number of electronic inquiries. There will be continual review by RAP management of the quality, relevance, and apparent impact of AAN. Formal and informal reactions from missions, agribusinesses, and other readers will be sought and evaluated. Readers of AAN will be surveyed to determine the usefulness of the information.

With regard to market news reporting training, the number of trainees who successfully complete the program will be an indication of capacity to provide market news services.

Environmental Services: RAP will keep records showing the amount of information on regulatory and pollution issues delivered to missions and mission clients. A narrative description will be maintained indicating the character and extent of interpretive information provided. RAP records will note the referrals to EPA, USDA, and Oregon Department of Agriculture's Export Service Center. The records will also show written reports, such as those in the AAN, participation in workshops, and information provided during field visits.

RAP environmental training outputs will be better interpretation of environmental issues, especially the interpretation of regulations affecting product enterability in export markets, and pollution issues related to processing and other postharvest activities. Understanding will be demonstrated by the successful entry of host-country products in export markets, and investments in environmentally friendly enterprises. RAP will ascertain these developments from mission and Bureau monitoring and evaluation reports.

Trade and Investment Services: The desired output of this component is increased trade and investment and establishment of lasting business linkages, as evidenced by completed transactions and business linkages. RAP will monitor the outcomes of opportunity identification, referrals, and the number, scale of investments, or value of trade, from completed transactions. This information can also be the basis for further investment decisions. RAP will also describe linkages that have been established between private firms or trade associations and Asian agribusinesses as a result of RAP support.

Analytical Services: RAP will monitor mission projects to ascertain the impact of the studies on the availability and use of information, trade and investment transactions, environmental awareness, improved project designs, and monitoring and evaluation systems. For example, RAP will assess whether or not new export preparation of export market analysis of enterability requirements, demand estimates, etc. This information will be gleaned from Bureau and mission reports and interviews during field visits.

3. PROJECT INPUTS

RAP will record the resources, technical assistance, commodities, and training allocated to each of the four components. The project will systematically maintain records describing services delivered, their quantity, when applicable, qualitative assessments of their magnitude and value.

Review and analysis of Asia Bureau agribusiness project papers, the RAP PID, and statements of mission staff and agribusiness representatives have established the current level of services as well as future needs. These resources will be reviewed again at project start-up and updated with new information, such as plans for new projects and progress on existing ones. A baseline document will be prepared summarizing the status of agribusiness information availability, to be used for comparison over the life of the project.

The RAP implementation plan calls for a visit to major Asian markets immediately after start-up so that plans to gather market news from Japan and other key Asian markets can be fully developed early in the project. Upon conclusion of this effort, the means of sourcing price and quantity data, plans for publication, and distribution targets will be set. RAP will maintain production and sales records of AAN containing price and quantity information and related market intelligence disseminated from the market news reports collected in Asia.

The input of the RAP clearing house will be measured by records kept under the RAP monitoring system. Logs, memoranda, reports and other material will be generated by all members of the team in the course of their work.

4. SUSTAINABILITY INDICATORS

The RAP monitoring system includes indicators that assess sustainability as well as economic impact from interventions in selected agribusiness subsectors. For private sector activities, profitability is the ultimate indicator. The sale and profitability of the AAN is one such indicator. This and other RAP services that have profit potential will be sustained by the private sector as long as there is adequate incentives.

The sustainability plan for the project provides that vital agribusiness services will be sustained after RAP without extending the project or creating a new public sector entity. Therefore, the monitoring system will track indicators of progress toward sustainability. Market information services will be continued as the AAN evolves into a self-supporting trade publication financed by advertising, subscriptions and user fees for on-line access to information. Clearing house functions that provide market, trade, investment, and technical information will be continued in part as a basic part of generating editorial content for the newsletter and in part as collateral services offered in association with the newsletter.

The primary measure of sustainability will be survival and growth of the AAN and related activities. The indicators will be increased subscriptions, expanded scope of information, and sufficient revenue to sustain the services.

C.9.3 SUBACTIVITIES

Establish a project monitoring system which provides relevant information for ongoing analysis of project performance and impact;

identify key economic institutional, project input, project output, and sustainability indicators to be monitored over the life of the project;

determine by review of mission reports and consultation the commodity and functional subsectors to be monitored;

collect and organize project data (official statistics; Agency, Bureau, mission reports; RAP operational data; studies) to conform with the identified indicators; provide ongoing analysis of data to assess project status, implementation performance, and economic impact.

C.9.4 OUTPUTS

A project monitoring system established which provides ongoing analysis project status, implementation performance, and economic impact.

C.10 CROSS-CUTTING THEME: SUSTAINABILITY PLAN

C.10.1 OBJECTIVE

To implement mechanisms for sustaining most agribusiness services initiated under the project in order to continue the benefit flows that will contribute to further agribusiness development in the region.

C.10.2 BACKGROUND

The RAP design provides for sustaining most agribusiness services initiated under the project after the life of the project without extending the project or creating a new public sector entity. The intent is to continue those benefit flows that will contribute to the long-term development of agribusiness in the region. The general approach of the project is sustaining the impact of those RAP services in various ways depending on the characteristics of the services.

Services planned to be temporary or found unsuitable for handing over will be discontinued. Services that prove to be worthwhile will be continued by private organizations or public sector institutions, U.S. or Asian as appropriate. Those services that are private goods will be delivered through the private sector. Services in the nature of public goods will be delivered primarily through the public sector. However, there will be cases where services for public benefit will attract private ownership. For example, distribution of market price information to media accessible by the general public can be a constructive form of public relations for a trade association. Temporary services will be dropped by the end of the project.

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As a part of a sustainability plan, it is important that the plan involve both men and women. To this end, the integration of gender specific concerns should be part of the plan to demonstrate more than a gender-neutral framework. Working in a gender-neutral framework is simply not sufficient to accomplish the full range of RAP objectives. Planning for agricultural growth in the 1990's offers a major challenge to RAP to engage in innovative support for women in the agribusiness sector.

Market Information Services: The AAN, the bimonthly newsletter, has been designed to evolve in to a self-supporting trade publication. Upon project completion, it is anticipated that the AAN will become a commercial trade publication supported by advertising and subscription fees and user fees for on-line access to information. Subscriptions to the newsletter will be sold through private sector news organizations in Asian countries from the beginning, covering at least reproduction and distribution costs. However, advertising revenue is essential to cover production costs, i.e., for information collection, analysis, and editorial work. The newsletter will be issued by an entity capable of accepting commercial advertising. Sale of advertising and on-line access services will be introduced during the life of the project.

The clearing house functions that provide market, trade, investment, and technical information have commercial potential for the publishers of AAN or another information company. The collection and translation of market news from sources in Japan and other Far Eastern markets will be continued by the publishers of AAN as warranted. Gathering and analyzing information is a basic part of generating editorial content for the newsletter. The training of public sector employees in market news reporting is an activity that will not necessarily be continued after the project. Both the public and private sectors benefit as a result of such training. Thus, this type of training could be continued in the future by mutual agreement between Asian governments and the USDA.

Environmental Services: RAP-established environmental services are partly public goods and partly private goods. It is expected that the private sector trade organizations and companies will continue to access the sources of market enterability, engineering and information and product testing services introduced by RAP. The enhancement of knowledge and skills regarding grades, standards, phytosanitary controls and other regulatory issues will help to sustain the capacity of the public sector to deal with these issues and provide appropriate services. Agribusiness interest in these environmental issues is part of a broader concern for business and public policy. These must be dealt with by the respective business organizations and governments individually and through cooperative efforts of associations or countries. RAP services that are temporary in nature, such as environmental awareness training, will be phased out when completed.

RAP's environmental objectives involve the gradual transfer of skills in information gathering and interpretation to cooperating trade associations in each country. These associations would be given guidance on appropriate fees and resource credibility are well established.

Each mission would have to determine if this is an appropriate step for their clients. If a country is not yet at this stage, it would perhaps require further outside support.

Services to provide regulatory information would be sustainable insofar as entry requirements affect a country's export potential and company profits. Countries without diversified exports probably would not have sufficient market demand to maintain the service. One option for these countries is to access data from neighboring country associations. This approach has been used by several countries in Latin America that use information services from Chile.

With regard to pollution control, the EPA eventually plans to establish a clearing house in a regional office in Singapore, and then in each country's environmental agency by request. Although not in place for a few years, by the end of RAP, this particular service should be available directly and, therefore, sustainable.

Specific environmental training opportunities will not be sustainable unless other donors or country sources can finance participation. Training is always passed on, however, via the information learned by training participants, even if they end up leaving the government and working for a private company.

The ability to access environmental technical assistance will be sustained via the directories and contacts made by AID personnel and trade associations, and through use of the EPA. Ties with specific consultants or specialists can, of course, be sustained beyond the life of the project.

Trade and Investment Services: The trade and investment service component of RAP is designed to support the trade and investment components of the Asia mission projects that directly interface with the agribusinesses in each country. The RAP contribution is technical assistance, training, and establishment of linkages with U.S. organizations and businesses. That will be sustained by the individuals and organizations participating and benefiting from the services and linkages established through RAP.

RAP is not the only public or private entity providing referral and transaction support for trade and investment. It is unique, however, in serving those who are interested in trading and investing with business persons in developing countries. When traders and investors have more experience in these countries and agribusiness opportunities become more visible, RAP services will no longer be needed. The resources and skills in U.S. and Asian private sector trade organizations will, by the end of the project, be developed sufficiently to continue these trade and investment services provided by RAP. Support services will then be performed by private firms and trade associations, and, to the extent the U.S. public sector is involved, by appropriate federal or state agencies.

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Analytical Services: The specific analytical services provided under RAP are aimed at helping speed up the development of agribusiness in Asia during the period of the project. Similar issues will need to be addressed in the future, but it is not the intention of RAP to continue them under a single successor level analysis.

C.10.3 SUBACTIVITIES

Introduce over the life of the project implementation mechanisms that will foster the transfer of RAP services to private and public sector entities, as appropriate, to sustain service provisions after contract completion;

introduce advertising, user and subscription fees for the AAN and on-line access to market news to evolve AAN into a self-supporting commercial trade publication;

develop capacity within collaborating trade associations and other business organizations trade and investment referral, screening, and transaction facilitation services;

improve capacities of Asian public and private sector organizations for accessing sources of market enterability, engineering and other information on product testing, and skills regarding grades, standards, phytosanitary controls and other regulatory issues;

transfer skills in information gathering and interpretation to cooperating trade associations in each country.

C.10.4 OUTPUTS

RAP agribusiness support services being maintained and sustained by host-country or regional private and/or public sector organizations.

C.11 Scopes of Work for Key Personnel

C.11.1 Market Information Specialist

This individual will be responsible for developing an implementation approach, establishing implementation mechanisms, and coordinating all the activities for achieving the outputs of the Market Information Services component. While all components of RAP will emphasize the compilation, analysis, and dissemination of a range of technical information, the Market Information Specialist will take the lead in coordinating the project's information management activities. This will require close collaboration with the other members of the technical assistance team. There are no minimum academic requirements for this position. However, the individual filling this position must have previous extensive experience, as evidenced by previous work history, in establishing market information systems. This individual must have knowledge of and demonstrated competence in working with state-of-the-art on-line computer data bases and other electronic information management techniques. The Market Information Specialist's specific duties will include:

1). Establish a system for the collection, analysis, and dissemination of market intelligence on the leading import markets for fruits and vegetables in the Asia region;

a. based on mission interest, determine the priority commodities and markets for coverage under the MIS component;

b. identify private and public sources of market information in the countries covered by mis;

c. for market information not currently available, arrange for consultant services in the particular market of interest to source and collect data on a regular basis;

d. coordinate the preparation of biweekly market news reports and monthly, bimonthly, seasonal, and yearly product market summaries for dissemination in hard copy and electronically.

2). Establish mechanisms and procedures for publishing a bimonthly newsletter over the life of RAP entitled the Asia Agribusiness News (AAN), the content which conforms to the description of the AAN provided in Section of the Statement of Work;

a. a bimonthly newsletter will be published over the life of the contract (approximately 25 copies),

3). Establish capacity within the RAP Home Office for making information from AAN, market news reports, and information compiled for the other components of RAP available for electronic interrogation, i.e., a rap clearing house;

a. coordinate with the other components of RAP and establish procedures for responding to specific information requests from missions and agribusinesses in a timely manner.

4). Serve as a liaison with the Asia Bureau field missions and the USDA's Agricultural Marketing Service in assessing market news training needs and assist in identifying host-country candidates for training.

5). Provide both quantitative and qualitative input and data on indicators selected for the MIS component included in the RAP monitoring system on an ongoing basis;

a. provide ongoing analysis of the MIS component's implementation progress and problems.

6). Develop mechanisms and implementation procedures over the life of RAP intended to foster the transfer MIS component services to appropriate private or public sector institutions in Asian countries to meet the sustainability objectives of the project;

a. work with host-country trade associations and other private and public business support organizations to create capacity within these organizations for providing MIS component services to their clientele.

7). Identify the various short-term technical assistance required to implement the MIS component.

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C.11.2 Environmental Specialist

This individual will be responsible for developing an implementation approach, establishing implementation mechanisms, and coordinating all activities for achieving the outputs of the environmental services component. The Environmental Specialist will be required to rationalize the multitude of information available and determine the major gaps over a range of agribusiness development environmental issues. The individual filling this position must have a Ph.D. (preferable) or M.S. degree in a relevant environmental or agricultural discipline. RAP's emphasis on food quarantine, phytosanitary controls and other food quality concerns will require an individual with demonstrated knowledge and experience in these areas. The Environmental Specialist's specific duties will include:

- 1). Establish within the RAP Home Office a comprehensive reference source for information on pesticide use, quarantine procedures, and other relevant food safety regulations for high-value food crops and processed goods targeted for export in the Asia region. This will include:
 - a. compiling any existing information currently available on targeted crops and market areas from existing data sources and collecting additional information as necessary to be added to existing data banks on regulations in participating countries;
 - b. in collaboration with the MIS Specialist, develop the capacity within the RAP Home Office for responding to information requests from Asia Bureau missions and agribusinesses for an array of relevant agribusiness topics in a timely manner via the RAP clearing house;
2. Develop RAP's capacity to provide environmental and regulatory data interpretation expertise to missions and host-country agribusinesses to address specific regulatory and food quality-related issues.
3. Develop country-specific information and, as appropriate, case studies on agribusiness development environmental concerns and issues.
4. In working with host-country entities, develop tailored training programs in data and regulatory interpretation, in other topics as is determined relevant, in sourcing other environmental-related information and arrange for the conduct of the training.
- 5). Establish contacts in the field with country and regional research organizations and maintain and disseminate information on state-of-the-art research and extension programs on integrated pest management (IPM).
- 6). Develop an approach and implementation mechanisms during the life of RAP to transfer ES component services to appropriate private or public sector institutions in host-countries to sustain the services' delivery after the project terminates.
 - a. RAP work with host-country entities to create capacity within these organizations for providing ES component monitoring and backstopping services to their clientele.

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7). Serve as the contractor's liaison with the EPA, APHIS, and ESC to coordinate their involvement in project activities.

8). Provide both quantitative and qualitative input on an ongoing basis on indicators selected for the ES component for inclusion in the RAP Monitoring Plan;

a. provide ongoing analysis of the ES component's implementation status and report on progress or problems as appropriate.

9). Identify the various short-term technical assistance required to implement the ES component and prepare scopes of work as required.

C.11.3 Trade and Investment Specialist

This individual will be responsible for developing an implementation approach, establishing implementation mechanisms and coordinating all activities for achieving the outputs of the Trade and Investment Services component. As the involvement of U.S. agribusiness is considered a vital aspect of RAP implementation, this individual will be the project's principal liaison with the U.S. agribusiness community. There are no minimum academic requirements for the individual filling this position. The individual must, however, have previous experience in managing private sector business/agribusiness related enterprises and investments. The Trade and Investment Specialist must have a documented history of successful work with private sector U.S. agribusinesses that demonstrates their understanding of international interests and investment strategies. Knowledge of the Asian region with a familiarity with Asian markets and those constraints affecting U.S. business participation in the region is a requirement for this position. The Trade and Investment Specialist's specific duties will include:

1). Serve as RAP's principal liaison with the U.S. agribusiness community, and through collaboration with mission programs and host-country private sectors, identify promising agribusiness investment opportunities in Asia;

a. based on information and referrals from country programs, screen potential investment opportunities;

b. through market research and industry and enterprise analysis, prepare investment opportunity profiles;

c. prepare detailed investor/supplier profiles for the identification of potential business partners;

2). Based on the information compiled through 1 above, disseminate information on investment opportunities to the U.S. agribusiness community via AAN, RAP clearing house, Intellibank, and other realtime business information data bases.

3). In collaboration with the Market Information Specialist, maintain a data base of business consultants who provide advisory services for international business transactions, i.e., brokers to financial, accounting, legal, etc., intermediaries, and for facilitating trade and investment for Asian agribusinesses in other regions, i.e., Europe, Middle East, Far East.

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4). Organize and coordinate meetings of the Senior Technical Advisory Group on a periodic basis;

a. through the solicitation of expressions of interest and research, determine Group participants, prepare meeting agendas, and prepare and disseminate meeting results.

5). Liaison with the USDA's Going Global Initiative and other U.S. Government business promotion efforts and refer both U.S. and Asian businesses for participation in these programs.

6). Liaison with other AID programs promoting trade and investment such as the Market and Technology Access Project, Center for Trade and Investment Services, etc.

7). Develop an approach and implementation mechanisms over the life of the project to transfer TIS component activities to appropriate private or public sector organizations in the U.S. or host countries to sustain the services' delivery after the project terminates.

8). Provide both quantitative and qualitative input and data on an ongoing basis on indicators selected for the TIS component for inclusion in the RAP Monitoring Plan;

a. provide ongoing analysis of the TIS component's implementation status and report on progress and problems as appropriate.

C.11.4 Agribusiness Specialist

This individual will be responsible for developing an implementation approach, establishing implementation mechanisms, and for coordinating all activities for achieving the outputs of the Analytical Support component. This individual will also take the lead in establishing an overall Project Monitoring Plan and Sustainability Plan and coordinate the input and activities of the other members of the team for the implementation of each Plan. The Analytical Support component will be the lead component for acquiring improved information of the workings of the major markets in the region, establishing a standard monitoring and evaluation system for the agribusiness projects in the region, investigating key regional issues and for discerning and disseminating important lessons learned for incorporation into future agribusiness project designs. The individual filling this position must have a Ph.D (preferable) or M.S. in a relevant discipline related to agribusiness, i.e., agricultural economics, international trade and finance, business administration, etc., and previous experience in conducting market and agribusiness-related research in Asia. Specific duties include:

1). Arrange for the conduct of analyses of various region-wide and international marketing issues intended to:

a. assist missions in developing export market penetration strategies;

b. determine market enterability requirements for selected crops and markets;

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c. identify export market opportunities through review and analysis of data on countries' production, consumption, and trade flows;

d. increase the information available and understanding of the available market support infrastructure.

2). Arrange for the conduct of selected analyses of other agribusiness topics of importance to the region.

3). Disseminate the results of analyses to widest possible audience.

4). Develop a standard monitoring and evaluation methodology to be used by agribusiness projects across the region. This will include:

a. identifying common indicators and data sources for their quantification;

b. assisting missions in installing project monitoring systems as requested;

c. disseminating useful lessons learned on a periodic basis to feed into future project designs and implementation adjustments.

5). Arrange for the conduct of agribusiness project evaluations as requested.

6). Develop an approach and introduce implementation mechanisms over the life of the project to transfer the AS component services to appropriate private or public sector organizations in the host countries to sustain the services' delivery after the project terminates.

7). Provide both quantitative and qualitative input and data on an ongoing basis on the indicators selected for the AS component in the RAP Monitoring Plan;

a. provide ongoing analysis of the AS component's implementation status and report on progress or problems as appropriate.

8). Take the lead in establishing and coordinating the implementation of the project's Monitoring Plan and Sustainability Plan.

C.12 Roles and Responsibilities

The Regional Agribusiness Project (RAP) will be managed from the Agriculture Enterprise and Access Unit of the Asia Bureau's Office of Development Resources (DR) Technical Resources (TR) Section (ASIA/DR/TR). A U.S. direct hire Project Officer will be responsible for providing policy guidance, supervision and coordination of project implementation. RAP project management will be the primary responsibility of a Project Manager provided under a Resources Support Services Agreement (RSSA) with the USDA. The USDA Project Manager will be responsible for the day-to-day project implementation actions and have operational oversight of all elements of the project. They will supervise the prime technical assistance contractor and manage the other collaborating organizations under the project i.e., APHIS, AMS, EPA, and ESC.

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C.13 RELATIONSHIP WITH A.I.D.

Performance of work under the technical direction of the designated A.I.D. project manager. He/She will provide guidance to the Contractor for the services required, fill in details, suggest possible lines of inquiry or otherwise facilitate completion of the work.

C.14 REPORTS

C.14.1 Annual Work Plans and Work Plan Reviews

The prime contractor will prepare Annual Work Plans which delineate implementation activities, responsibilities, and an implementation schedule. An indicative first year's Annual Work Plan will be submitted as a part of the proposal. After the award of contract and with additional research and interaction with the missions and the private sector, the contractor will submit the first year's Annual Work Plan to ASIA/DR/TR for review and approval within (90) ninety days after the signing of the contract. All subsequent Plan's submitted within (30) thirty days before the end of each previous Plan's ending period. The Annual Work Plan will be the principal tool for monitoring project progress and contractor performance. Annual Work Plans will be reviewed and approved by ASIA/DR/TR. Annual Work Plans will include a component on sustainability that describes progress and proposes implementation adjustments as may be indicated by ongoing project monitoring and evaluation of implementation results.

To assist in monitoring the contractor's implementation of the Annual Work Plan, the Chief of Party and the Project Manager, in addition to their ad hoc informal meetings, will, at the end of each six month period conduct a formal review of the Plan's implementation status. The end-of-year reviews will include a technical report from each team member. As appropriate, other project representatives will also participate in these reviews. Based on these reviews, the Chief of Party will record decisions on implementation actions which result from the reviews and will submit to ASIA/DR/TR a written report which details the status of project inputs, outputs, and project activities. In this report, the COP will also provide action recommendations to correct implementation constraints.

C.14.2 Technical Reports

The contractor will also submit to ASIA/DR/TR technical reports prepared in the course of project implementation. This will include a report on each short-term technical assistance activity undertaken by the contractor.

C.14.3 Quarterly Financial Reports

The contractor will provide AID with quarterly financial status reports on project expenditures within (30) thirty days of the end of the preceeding quarter. Data provided in such reports will include actual disbursements by the contractor and any subcontractors, as well as estimates of accrued expenditures as of the last day of the reporting period.

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C.14.4 Final Report

The contractor will prepare a Final Report for the project in a format approved by ASIA/DR/TR. At a minimum, this report will provide a comprehensive review of project strategies, inputs, outputs, key achievements/impacts, and lessons learned. The Final Report will be submitted within (60) sixty days of the completion of the work.

In addition to the reports, the Contractor shall submit to the project officer in Asia/DR/TR copies of final reports on a MS/DOS formatted diskette(s). Diskette label information should indicate the software format used and identifying contract information. Reports shall be in Word Perfect 5.1. The contractor may also consult with the IQC project officer to determine a mutually acceptable software format.

Data that are caused to be collected or that are directly used or analyzed to produce the final report may be provided in the software format specified in the delivery order. The calculations or model(s), not included in the data presentation, that were designed specifically to produce, manage, or perform analysis for the final report, may also be provided in the software format. In any event, the contractor may also consult with the project officer to determine a mutually acceptable software format.

END OF SECTION C

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SECTION D - PACKAGING AND MARKING

This Section is not applicable to this contract.

SECTION E - INSPECTION AND ACCEPTANCE

E.1 52.252-2 CLAUSES INCORPORATED BY REFERENCE (JUN 1988)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available.

Federal Acquisition Regulation (48 CFR Chapter 1) Clause

52.246-5 INSPECTION OF SERVICES -- COST-REIMBURSEMENT
(APR 1984)

END SECTION E

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SECTION F - DELIVERIES OF PERFORMANCE

F.1 PERIOD OF CONTRACT

The effective date of this contract is the date of signature by the A.I.D Contracting Officer. The estimated completion date is four (4) years from that date or if the Government chooses to exercise the OPTION for an additional year it will be five (5) years from the date of the Contracting Officer's signature..

F.2 TECHNICAL DIRECTIONS

Performance of the work hereunder shall be subject to the technical directions of the cognizant A.I.D. Project Officer. Only the cognizant A.I.D. Project Officer (and not any other A.I.D. official) may issue technical directions. As used herein "technical directions" are directions to the Contractor which fill in details, suggest possible lines of inquiry, or otherwise complete the general scope of the work. "Technical directions" must be within the terms of this contract and any modifications issued hereunder, shall not change or modify in any way, and shall not constitute Changes (as described in the clause of this contract entitled "Changes - Cost Reimbursement" (FAR 52.243-02, Alternate II), which may only be issued by the Contracting Officer. The Contractor shall comply with the clause of this contract entitled "Notification of Changes" (FAR 52.243-07).

F.3. REPORTS

- a. General status reports covering services provided under this contract shall be included in reporting requirements contained in Section C.
- b. Specific reports to be prepared under this contract, will be specified therein. All such reports shall bear the name of the Contractor, the contract number, and shall be prepared in the English language unless otherwise specified.
- c. Two copies of all reports required under this contract and shall be submitted to the Center for Development Information and Evaluation, Bureau for Program and Policy Coordination (PPC/CDIE/DI), Agency for International Development, Washington, D.C., 20523. The title page of each report shall include the contract and project numbers.

F.4. 52.252-02 CLAUSES INCORPORATED BY REFERENCE (JUN 1988)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make the full text available.

Federal Acquisition Regulation (48 CFR Chapter 1) Clause

52.212-13 Stop Work Order (AUG 1989)

END OF SECTION F

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SECTION G - CONTRACT ADMINISTRATION DATA

G.1 TECHNICAL OFFICE

The cognizant technical office for administration of this contract is Asia/DR/TR.

G.2 FISCAL DATA

a. PIO/T: 1) 499-0009-3-3672517/01/02 - \$ 532,895.00
 2) 499-0009-3-3672533 - \$ 174,298.00
 3) 499-0009-3-3672547 - \$ 13,807.00
Project No.: 499-0009
Appropriation No.: 1) 72.1131021.1
 2) 72.1131021.1
 3) 72.1131021.1
Budget Plan Code: 1) HDVA-93-37499-KG12
 2) HDVA-93-37499-EG12
 3) HDVA-93-37499-KG12
Amount Obligated: \$ 721,000.00

G.3 PAYMENT OFFICE:

- a. Vouchers should be submitted for payment to the office as indicated on the cover page of the contract.
- b. All payments requests for which the A.I.D./Washington Cash Management and Payment Division (FM/CMPD) is the paying office are to be sent directly to the Document Control Branch (DC) at the following address:

A.I.D. Office of Financial Management
FM/CMPD/DC
Room 700, SA-2
Washington, D.C. 20523-0209

END OF SECTION G

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SECTION H - SPECIAL CONTRACT REQUIREMENTS

H.1. PERSONNEL COMPENSATION

- a. Unless approved in writing in advance by the Contracting Officer, salaries for work performed under this contract shall not exceed the lesser of the prevailing maximum payable salary rate for a Foreign Service Officer Class FS-1 as established in the payment schedule of the Uniform State/AID/USIA Regulations, or the maximum daily rate.
- b. Section 2311 of the Foreign Service Act of 1980, 5 U.S.C. 5928, and Executive Order 12292 authorizes Danger Pay Allowance for U.S. direct-hire employees. When performance will be at a post where civil insurrection, civil war, or warlike conditions exist, this allowance will be granted to Contractor employees and authorized consultants on the same basis as is determined for U.S. direct-hire employees.

H.2. AUTHORIZED WORK WEEK/DAY

- a. The Project Officer will specify the length of the authorized work week for performing the required services (5 or 6 days). Regardless of the length of the work week, no overtime or premium pay will be authorized or paid.
- b. "Direct labor" for the purposes of this contract shall include, in addition to direct time spent in performing services, time actually spent in authorized travel necessary in connection with duties directly related to the work to be performed. In no event, however, will payment be made for any travel time in excess of the time required for travel by the most direct and expeditious route as determined by AID in its sole discretion.

H.3. RESTRICTIONS DURING PERFORMANCE AND ON WORK RESULTING THEREFROM

- a. The personnel specified in the contract will be considered essential to the work being performed thereunder. Prior to diverting any of these individuals to other duties, the Contractor shall notify the Contracting Officer reasonably in advance and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on work being performed. No diversion of personnel shall be made by the Contractor without the prior written consent of the Contracting Officer. A.I.D. will not pay for repatriation or fielding costs of departing or replacement personnel, respectively, without prior written approval by the Contracting Officer.

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- b. The Contractor and its personnel may be declared ineligible to participate in subsequent AID contracts, if necessary, to preclude an organizational conflict of interest. Such restrictions, if any, will be specified in.

H.4. SPECIAL PROVISION REGARDING THE CLAUSES ENTITLED "TRAVEL AND TRANSPORTATION" (AIDAR 752.7002 AND "PERSONNEL" (AIDAR 752.7027)

- a. In accordance with each of the above clauses of this contract, whereunder all international travel funded under this contract requires the prior written approval of the Contracting Officer, the Contracting Officer does, hereby, provide said approval for those individuals required to travel outside the United States; provided, however, that concurrence with the assignment of any and all said individuals outside the United States is obtained by the Contractor, in writing, from the ASIA/DR/TR Technical Officer prior to their assignment abroad. Such concurrence must be within the terms of this contract, is subject to availability of funds, and shall not be construed as authorization to increase the ceiling amount of the contract, or the amount obligated, whichever is less, which are subject to the clauses of this contract entitled "Limitation of Funds" (FAR 52.232.22) A copy of each concurrence issued pursuant to this paragraph shall be retained by the Contractor for audit purposes.
- b. After approval of the proposed international travel, the Contractor shall provide the USAID Mission, with a copy to the ASIA/DR/TR Technical Officer, of the arrival date and time and flight identification of A.I.D. financed travellers.
- c. The Contractor shall obtain the ASIA OP CTO's prior concurrence for travel within the United States. Such concurrence must be within the terms of the contract, is subject to availability of funds, and shall not be construed as authorization to increase the ceiling price of the contract.

H.5. DEFENSE BASE ACT (DEA) INSURANCE

Pursuant to the contract entitled "Worker's Compensation Insurance (Defense Base Act)" (A.I.D.AR 752.228-3), the Contractor is required to have DBA coverage for certain categories of employees involved in performing work overseas. This insurance is required to be placed with CIGNA through its agent:

Wright & Company
1400 I Street, N.W.

Suite 1100
Washington, D.C. 20005

Telephone: (202) 289-0200
(800)
424-9801
Telex: 440508

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H.6. PROCUREMENT AND SUBCONTRACTING

a. Authorized Geographic Code

With reference to the clause of this contract entitled "Source and Nationality Requirements for Procurement of Goods and Services" (AIDAR 752.7004), the following applies:

Each developing country for which services are specified shall be deemed to be a cooperating country for the purpose of permitting local cost financing for the activity being conducted in such country. Such activities may be undertaken in any country included in A.I.D. Geographic Code 935.

Goods and services, except for ocean shipping, financed by A.I.D. under the contract shall have their source and origin in a cooperating country or in the United States except as A.I.D. may otherwise agree in writing.

Except as A.I.D. may otherwise agree in writing, the procurement of subcontract technical services shall be financed only with citizens or firms of any country included in A.I.D. Geographic Code 935, except that non-U.S. citizens lawfully admitted for permanent residence in the United States are eligible regardless of their citizenship.

b. Travel and Transportation

Air travel and transportation shall be financed only on U.S. Flag Air Carriers, (A.I.D. Geographic Code 000) unless service by such carriers is unavailable (see the clauses of this contract entitled "Preference for U.S.-Flag Air Carriers" [FAR 52.247-63] and "Source and Nationality Requirements for Procurement of Goods and Services" [AIDAR 752.7004]).

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Ocean shipping financed hereunder shall, except as A.I.D. may otherwise agree in writing, be financed only on flag vessels of the United States (A.I.D. Geographic Code 000) (see also the clauses of this contract entitled "Preference for Privately Owned U.S.-Flag Commercial Vessels" [FAR 52.247-64] and "Source and Nationality Requirements for Procurement of Good and Services" [AIDAR 752.7004]).

Except as A.I.D. may otherwise agree, in writing, marine insurance shall be placed only with insurance companies located in the United States (A.I.D. Geographic Code 000) and authorized to do a marine insurance business in any State of the United States (see the clause of this contract entitled "Source and Nationality Requirements for Procurement of Goods and Services" [AIDAR 752.7004]).

c. Subcontracting

With the exception of any subcontractors identified in the Contractor's proposal and/or best and final offer which were accepted by A.I.D. through the award of this contract, additional subcontracting by the Contractor shall comply fully with requirements set forth in FAR 52.244-2, "Subcontracts (Cost-Reimbursement and Letter Contracts) (JUL 1985)". Notwithstanding the above, it is recognized that during the performance particularly overseas, small dollar subcontracting will be required for services such as videotaping, etc. It is further recognized that subcontracting with local, host country institutions may be required for the development of subprojects and preparation of protocols. These type of activities will be permitted in accordance with applicable regulations.

H.7. MEDICAL EVACUATION (MEDEVAC) SERVICES (MAR 1993)

(a) Contractors agree to provide medevac service coverage to all U.S. citizens, U.S. resident alien, and Third Country National employees and their authorized dependents while overseas under an AID financed direct contract. Coverage shall be obtained pursuant to the terms of the contract between AID and AID's medevac service provider unless exempted in accordance with paragraph (b) of this clause.

(b) The following are exempted from the requirements in paragraph (a) of this clause:

(i) Eligible employees and their dependents with a health insurance program that includes sufficient medevac coverage as approved by the Contracting Officer.

(ii) Eligible employees and their dependents located at Missions where the Mission Director makes a written determination to waive the requirement for such coverage based on findings that the quality of local medical services or other circumstances obviate the need for such allowance.

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(c) Contractors further agree to insert in all subcontracts hereunder to which medevac coverage is applicable, a clause similar to this clause, including this sentence, imposing on all subcontracts a like requirement to provide medical evacuation services coverage and obtain medevac coverage in accordance with the contract between AID and AID's medevac service provider.

END OF SECTION H

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SECTION I

CONTRACT CLAUSES

I.1. FEDERAL ACQUISITION REGULATION (48 CFR CHAPTER 1) CLAUSES

SECTION I - CONTRACT CLAUSES

52.252-2 Clauses Incorporated by Reference (JUN 1988)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available.

Federal Acquisition Regulation (48 CFR Chapter 1) Clauses

- 52.202-1 Definitions (APR 1984)
- 52.203-1 Officials Not to Benefit (APR 1984)
- 52.203-3 Gratuities (APR 1984)
- 52.203-5 Covenant Against Contingent Fees (APR 1984)
- 52.203-6 Restrictions on Subcontractor Sales to the Government (JUL 1985)
- 52.203-7 Anti-Kickback Procedures (OCT 1988)
- 52.203-10 Remedies for Illegal or Improper Activity (MAY 1989)
- 52.209-6 Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (MAY 1989)
- 52.210-5 New Material (APR 1984)
- 52.215-1 Examination of Records by Comptroller General (APR 1984)
- 52.215-2 Audit - Negotiation (DEC 1989)
- 52.215-22 Price Reduction for Defective Cost or Pricing Data (APR 1988)
- 52.215-24 Subcontractor Cost or Pricing Data (APR 1985)
- 52.215-26 Integrity of Unit Prices (APR 1987) Alternate I
- 52.215-30 Facilities Capital Cost of Money (SEP 1987)
- 52.215-31 Waiver of Facilities Capital Cost of Money (SEP 1987)
- 52.215-33 Order of Precedence (JAN 1986)
- 52.216-7 Allowable Cost and Payment (APR 1984)
- 52.217-8 Option to Extend Services (AUG 1989)
- 52.217-9 Option to Extend the Term of the Contract (MAR 1989)
("Exercising of the option will occur no later than 60 days prior to the completion of the contract. The not exceed 5 years)" is inserted in the blank space.

- 52.216-8 Fixed Fee (APR 1984)
- 52.227-14 Rights in Data - General (JUN 1987)
- 52.219-8 Utilization of Small Business Concerns and Small Disadvantaged Business Concerns (FEB 1990)
- 52.219-9 Small Business and Small Disadvantaged Business Subcontracting Plan (JAN 1991)

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52.219-13 Utilization of Women-Owned Small Business (AUG 1986)
 52.219-16 Liquidated Damages-Small Business Subcontracting
 Plan (AUG 1989)
 52.220-1 Preference for Labor Surplus Area Concerns (APR 1984)
 52.220-3 Utilization of Labor Surplus Area Concerns (APR 1984)
 52.220-4 Labor Surplus Area Subcontracting Program (APR 1984)
 52.222-2 Payment for Overtime Premiums (JUL 1990)
 52.222-3 Convict Labor (APR 1984)
 52.222-4 Contract Work Hours and Safety Standards Act
 Overtime Compensation (MAR 1986)
 52.222-26 Equal Opportunity (APR 1984)
 52.222-28 Equal Opportunity Preaward Clearance of
 Subcontracts (APR 1984)
 52.222-29 Notification of Visa Denial (APR 1984)
 52.222-35 Affirmative Action for Special Disabled and Vietnam Era
 Veterans (APR 1984)
 52.222-36 Affirmative Action for Handicapped Workers (APR 1984)
 52.222-37 Employment Reports on Special Disabled Veterans and
 Veterans of the Vietnam Era (JAN 1988)
 52.222-45 Notice of Compensation for Professional
 Employees (APR 1984)
 52.222-46 Evaluation of Compensation for Professional
 Employees (APR 1984)
 52.223-2 Clean Air and Water (APR 1984)
 52.223-6 Drug-Free Workplace (JUL 1990)
 52.225-11 Certain Communist Areas (APR 1984)
 52.225-13 Restrictions on Contracting With Sanctioned Persons
 (MAY 1989)
 52.227-1 Authorization and Consent (APR 1984)
 52.227-2 Notice and Assistance Regarding Patent and Copyright
 Infringement (APR 1984)
 52.227-3 Patent Indemnity (APR 1984)
 52.227-8 Reporting of Royalties (Foreign) (APR 1984)
 52.227-9 Refund of Royalties (APR 1984)
 52.227-10 Filing of Patent Applications-Classified Subject Matter
 (APR 1984)
 52.227-11 Patent Rights - Retention by the Contractor (Short
 Form)(JUL 1989)
 52.227-14 Rights in Data - General (JUN 1987)
 52.228-3 Workers' Compensation Insurance (Defense Base Act)
 (APR 1984)
 52.228-4 Workers' Compensation and War-Hazard Insurance Overseas
 (APR 1984)
 52.228-7 Insurance-Liability to Third Persons (APR 1984)
 52.229-8 Taxes-Foreign Cost-Reimbursement Contracts (MAR 1990)
 52.230-3 Cost Accounting Standards (SEP 1987)
 52-230-4 Administration of Cost Accounting Standards (SEP 1987)
 52-230-5 Disclosure and Consistency of Cost Accounting Practices
 (SEP 1987)
 52.232-17 Interest (APR 1984)
 52.232-20 Limitation of Cost (APR 1984)

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52.232-22 Limitation of Funds (APR 1984)
 52.232-23 Assignment of Claims (JAN 1986)
 52.232-25 Prompt Payment (SEP 1992)
 52.232-28 Electronic Funds Transfer Payment
 Methods (APR 1989)
 52.233-1 Disputes (April 1984) - Alternate 1 (APR 1984)
 52.233-3 Protest After Award - Alternate I (AUG 1989)
 52.237-2 Protection of Government Buildings, Equipment and
 Vegetation (APR 1984)
 52.237-3 Continuity of Services (APR 1984)
 52.242-1 Notice of Intent to Disallow Costs (APR 1984)
 52.243-2 Changes--Cost-Reimbursement (AUG 1987)
 52.243-7 Notification of Changes (APR 1984)
 52.244-2 Subcontracts (Cost-Reimbursement and Letter
 Contracts) (JUL 1985)
 52.244-5 Competition in Subcontracting (APR 1984)
 52.245-4 Government-Furnished Property (Short
 Form) (APR 1984)
 52.245-5 Government Property (Cost Reimbursement,
 Time-and-Material, or Labor-Hour Contracts) (JAN
 1986)
 52.246-25 Limitation of Liability-Services (APR 1984)
 52.247-63 Preference for U.S. Air Flag Carriers (APR 1984)
 52.247-64 Preference for Privately Owned U.S.-Flag Commercial
 Vessels (APR 1984)
 52.249-6 Termination (Cost Reimbursement) (MAY 1986)
 52.249-14 Excusable Delays (April 1984)

Agency for International Development Acquisition Regulation
(48 CFR Chapter 7) Clauses

752.202
 Alt. 70 AID Definitions Clause -- General Supplement for Use in
 all AID Contracts (JAN 1990)
 752.202
 Alt. 72 AID Definitions Clause -- Supplement for AID Contracts
 Involving Performance Overseas (DEC 1986)
 752.203-1 Officials Not to Benefit
 752.219-8 Utilization of Small Business Concerns and Small
 Disadvantaged Business Concerns
 752.226-2 Subcontracting with Disadvantaged Enterprises
 752.228-3 Workers' Compensation Insurance
 (Defense Base Act)
 752.228-7 Insurance--Liability to Third Persons
 752.229-70 Federal, State and Local Taxes
 752.245-70 Government Property--AID Reporting Requirements
 752.245-71 Title to and Care of Property (APR 1984)
 752.7001 Biographical Data (DEC 1988)
 752.7002 Travel and Transportation (JAN 1990)
 752.7003 Documentation for Payment (APR 1984)
 752.7004 Source and Nationality Requirements (APR 1989)

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752.7005 Language, Weights, and Measures (APR 1984)
752.7006 Notices (APR 1984)
752.7007 Personnel Compensation (AUG 1984)
752.7008 Use of Government Facilities or Personnel (APR 1984)
752.7009 Marking (APR 1984)
752.7010 Conversion of U.S. Dollars to Local Currency (APR 1984)
752.7013 Contractor-Mission Relationships (OCT 1989)
752.7014 Notice of Changes in Travel Regulations (JAN 1990)
752.7015 Use of Pouch Facilities (APR 1984)
752.7020 Organizational Conflict of Interest
752.7025 Approvals (APR 1984)
752.7026 Reports (OCT 1989)
752.7027 Personnel (DEC 1984)
752.7030 Inspection Trips by Contractor's Officers and Executives
(APR 1984)
752.7031 Leave and Holidays (OCT 1989)
752.7032 International Travel Approval and Notification
Requirements (JAN 1990)
752.7033 Physical Fitness (DEC 1990)

END OF SECTION I

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SECTION J - LIST OF ATTACHMENTS

ATTACHMENTS

Revised Small Business/Small Disadvantaged Business
Subcontracting Plan

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ATTACHMENT
REVISED
SMALL BUSINESS SMALL DISADVANTAGED
BUSINESS SUBCONTRACTING PLAN

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28 September 1993

Fax No : (703) 875-1519
Country : USA
Charge No : 8030
No. of Pages : 8

DAI

Development Alternatives, Inc
7250 Woodmont Avenue
Suite 200
Bethesda, MD 20814
Phone: (301) 718-8699
Fax : (301) 718-7968
Telex: 424822 DAI UI

To : Mr. Terry Payne (703) 875-1125 !

From: Jim Turner (301) 215-7028

Dear Mr. Payne:

Enclosed please find our Small Business and Small Disadvantaged Business Subcontracting Plan, which is a part of our Best and Final Offer (BAFO) for RFP OP/B/AEP-93-002. The plan was not included in our previous submission.

If you need further information regarding our BAFO, please call me at (301) 215-7028.

**SMALL BUSINESS AND SMALL DISADVANTAGED
BUSINESS SUBCONTRACTING PLAN**

[NOTE: The submission of an SB/SDB Subcontracting Plan does not apply to small business concerns or to solicitations which do not have subcontracting possibilities, as defined in FAR 19.702]

The subcontracting plan shall include the information specified below. This exhibit (or equivalent form) shall be filled out and submitted as part of the offeror's Cost/Business Management Proposal. Failure to submit and negotiate the SB/SDB subcontracting plan acceptable to the Contracting Officer shall make the offeror ineligible for award of contract.

CONTRACTOR NAME: Development Alternatives, Inc.

ADDRESS: 7250 Woodmont Ave. Suite 200

Bethesda, MD 20814

SOLICITATION OR CONTRACT NUMBER: OP/B/AEP-93-002

ITEM/SERVICE: Technical Assistance for the Asia Regional
Agribusiness Project (RAP)

The following, together with any attachments, is hereby submitted as a Subcontracting Plan to satisfy the applicable requirements of Public Law 95-507 as implemented by OFPP Policy Letter 80-2.

1. The following percentage goals (expressed in terms of a percentage of total planned subcontracting dollars) are applicable to the contract cited above or to the contract awarded under the solicitation cited.
 - (a) Small Business Concerns: 39 percent of total planned subcontracting dollars under this contract will go to subcontractors who are small business concerns.
 - (b) Small Disadvantaged Business Concerns: 16 percent of total planned subcontracting dollars under this contract will go to subcontractors who are small business concerns owned and controlled by socially and

economically disadvantaged individuals. This percentage is included in the percentage shown under 1.(a) above, as a subset.

- (c) The following dollar values correspond to the percentage goals shown in (a) and (b) above.
- (i) Total dollars planned to be subcontracted to small business concerns: \$ 778,268.
 - (ii) Total dollars planned to be subcontracted to small disadvantaged business concerns: \$316,000. This dollar amount is included in the amount shown under 1. (b) (i)] above] as a subset.
- (d) The total estimated dollar value of all planned subcontracting (to all types of business concerns) under this contract is \$1,975,346.

2. The following individual will administer the subcontract program:

Name: Valerie P. Beyers
(301) 718-8229
Address & Telephone: 7250 Woodmont Ave, Suite 200
Bethesda, MD 20814
Title: Director Contracts Analysis and Training

This individual's specific duties, as they relate to the firm's subcontracting program, are as follows:

General overall responsibility for this company's Small Business Program, the development, preparation and execution of individual subcontracting plans and for monitoring performance relative to contractual subcontracting requirements contained in this plan, including but not limited to (check as applicable):

- x (a) Developing and maintaining bidders lists of small and small disadvantage business concerns from all possible sources.
- x (b) Ensuring that procurement packages are structured to permit small and small disadvantaged business concerns to participate to the maximum ~~extent~~ possible.
- x (c) Assuring inclusion of small and SDB concerns in all solicitations for

products or services which they are capable of providing.

- (d) Reviewing solicitations to remove statements, clauses, etc, which may tend to restrict or prohibit SB and SDB participation.
- (e) Ensuring periodic rotation of potential subcontractors on bidders lists.
- (f) Ensuring that the bid proposal review board documents its reasons for not selecting low bids submitted by small and small disadvantaged business concerns.
- (g) Ensuring the establishment and maintenance of records of solicitations and subcontract award activity.
- (h) Attending or arranging for attendance of company counsellors at Business Opportunity Workshops, Minority Business Enterprise Seminars, Trade FAirs, etc.
- (i) Conducting or arranging for conduct of motivational training for purchasing personnel pursuant to the intent of P.L. 95-507.

3. The following principal products and/or services will be subcontracted under this contract, and the distribution among small and small disadvantaged business concerns is as follows:

a) Long-term and short-term technical assistance - small woman-owned firm.

b) Short-term technical assistance - small disadvantaged firms. Please note that IMCC is the only small disadvantaged firm identified specifically in the DAI BAFO budget. IMCC's total estimated cost in that budget is \$115,983. In addition, within the prime contractor's portion of that budget, we have reserved a minimum of \$200,000 in the short-term technical assistance category which will be subcontracted either to IMCC or to other technically qualified small disadvantaged organizations, depending upon project requirements. DAI is committed to subcontracting a minimum of 5% of the core contract to such firms if awarded the contract.

c) Short-term technical assistance - woman-owned firm (Gray Amendment).

Under the requirements contract, DAI anticipates using IMCC, other small disadvantaged firms and Gray Amendment firms to provide technical assistance. We commit to an allotment of more than 10% for Gray Amendment firms and substantially more than 5% for small disadvantaged firms.

4. The following method was used in developing subcontract goals (i.e., an explanation of how the product and service areas to be subcontracted were

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established, how the areas to be subcontracted to small and small disadvantaged business concerns were determined, and, how small and small disadvantaged business concerns' capabilities were determined, to include identification of source lists utilized in making those determinations).

5. Indirect and overhead costs (check one below):

- (a) [] have been ~~xxx~~ have not been included in the goals specified in 1(a) and 1(b).**
- (b) If "have been" is checked, explain the method used in determining the proportionate share of indirect and overhead cost to be allocated as subcontracts to small business concerns and small disadvantaged business concerns.**

6. Monitoring attainment of proposed goals (the offeror, by checking appropriate spaces below, provides assurances that it will:)

- (a) Prepare and submit periodic subcontracting reports required.**
- (l) Coordinating contractor's activities during the conduct of compliance reviews by Federal agencies.**
- (m) Coordinating the conduct of contractor's activities involving its small and small disadvantaged business subcontracting program.**
- (n) Additions to (or deletions from) the duties specified are as follows:**

N/A **!**

3. The following efforts will be taken to assure that small and small disadvantaged business concerns will have an equitable opportunity to compete for subcontract:

- (a) Outreach efforts will be made as follows:**
 - (i) Contracts with minority and small business trade associations.**
 - (ii) Contracts with business development organizations.**
 - (iii) Attendance at small and minority business procurement conferences and trade fairs.**
 - (iv) Sources will be requested from SBA's PASS system.**
- (b) The following internal efforts will be made to guide and encourage buyers:**
 - (i) Workshops, seminars and training programs will be conducted.**
 - (ii) Activities will be monitored to evaluate compliance with this subcontracting plan.**
- (c) Small and small disadvantaged business concern source lists, guides and other data identifying small and small disadvantaged business concerns**

will be maintained and utilized by buyers in soliciting subcontracts.

(d) Additions to (or deletions from) the above listed are as follows:

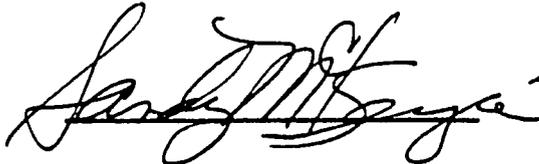
Submit SF 294, Subcontracting Report for Individualized
Contracts and SF 295 Summary Contracting Report as
required by USAID.

4. The proposer (contractor) agrees that the clause entitled Utilization of Small Business Concerns and Small Business Disadvantaged Individuals will be included in all subcontracts which offer further subcontracting opportunities, and all subcontractors except small business concerns who receive subcontracts in excess of \$500,000 will be required to adopt and comply with a subcontracting plan similar to this one. Such plans will be reviewed by comparing them with the provisions of Public Law 95-507, and assuring that all minimum requirements of an acceptability of percentage goals shall be determined on a case-by-case basis depending on the supplies/services involved, the availability of potential small and small disadvantaged subcontractors, and prior experience. Once approved and implemented, plans will be monitored through the submission of periodic reports, and/or as time and availability of funds permit, periodic visits to subcontractors facilities to review applicable records and subcontracting program progress.
5. The proposer (contractor) agrees to submit such periodic reports and cooperate in any studies or surveys as may be required by the contracting agency or the Small Business Administration in order to determine the extent of compliance by the bidder with the subcontracting plan and with the clause entitled Utilization of Small Business Concerns and Small Business Concerns Owned and Controlled by Socially and Economically Disadvantaged Individuals, contained in the contract.
6. The proposer (contractor) agrees that he will maintain at least the following types of records to document compliance with this subcontracting plan:
 - (a) Small and Small disadvantaged business concern source lists, guides and

other data identifying SB/SDBC vendors.

- (b) Organizations contacted for small and disadvantaged business sources.
- (c) On a contract-by-contract basis, records on all subcontract solicitations over \$100,000, indicating on each solicitation (1) whether small business concerns were solicited, and if not, why not; (2) whether small disadvantaged business concerns were solicited, and if not, why not; and (3) reasons for the failure of solicited small or small disadvantaged business concerns to receive the subcontract award.
- (d) Records to support other outreach efforts: Contacts with Minority and Small Business Trade Associations, etc. Attendance at small and minority business procurement conferences and trade fairs.
- (e) Records to support internal activities to guide and encourage buyers: Workshops, Seminars, training programs, etc. Monitoring activities to evaluate compliance.
- (f) On a contract-by-contract basis, records to support subcontract award data to include name and address of subcontractor.
- (g) Records to be maintained in addition to the above are as follows:

Signed:



Typed Name:

SANDY MCKENZIE
DIRECTOR OF
MANAGEMENT SERVICES

Title:

Date: _____

Plan Accepted by: _____
Contracting Officer

Date: 3. _____

Note to Contracting Officer: Upon incorporation of a plan into the contract indicate herein the estimated dollar value of Contract \$ _____.

GRAY AMENDMENT CLARIFICATION

The SMALL BUSINESS AND SMALL DISADVANTAGED BUSINESS SUBCONTRACTING PLAN presents its information in terms of total subcontracting dollars and does not provide for information on Gray Amendment firms. Therefore, in this clarification, we present the information in terms of total contract dollars.

The total BAFO budget was for a value of \$6,162,080.

a. Total dollars planned to be subcontracted to small business concerns is \$778,268.

1. Total dollars planned to be subcontracted to small women-owned business concerns is \$462,268 or 7.5% of total contract value.

2. Total dollars planned to be subcontracted to small disadvantaged business concerns is \$316,000 or 5.1% of total contract value.

b. Total dollars planned to be subcontracted to Gray Amendment firms is \$1,023,379 or 16.6% of total contract value.