



Request for Proposal
Vegging Out to Increase Nutrition and Agriculture Knowledge
Book Development Project

Closing Date and Time: 11/6/2023 11:59 p.m. (CST)
(Des Moines, Iowa local time)

TABLE OF CONTENTS

- 1. Project Overview**
 - a. Background
 - b. Goals and Key Objectives
- 2. Project Information**
 - a. General Project Scope
 - b. Project Schedule
 - c. Project Team
- 3. Instructions to Authors**
 - a. Deadline and Address for Proposals
 - b. Submission of Proposals
 - c. Amendments/Withdrawal of Proposals
 - d. Inquiries
 - e. RFP Schedule
- 4. Submission Instructions**
 - a. Response Format
 - b. Proposal Content
- 5. Evaluation**
 - a. Evaluation Stages
 - b. Evaluation Criteria and Weighting
 - c. Additional Information
 - d. Selection
- 6. General Conditions**
 - a. Owner's Rights
 - b. Proponent's Expenses
 - c. No Claims
 - d. Conflict of Interest
 - e. Ownership of Submissions
 - f. Working Language
- 7. Compensation**

Schedule A – Scope of Services

Schedule B – Relevant Information

1. Project Overview

The Iowa Agriculture Literacy Foundation (IALF) is issuing this Request for Proposal to retain an author to develop an upper elementary to middle school nonfiction book featuring Iowa specialty crop farms and production to encourage learning about Iowa agriculture and nutrition. The selected author will have input to guide the book's direction.

Note: This book will be accompanied by IALF-developed corresponding lesson plans and activities. These resources will be distributed to Iowa schools.

a. Background

Iowa is the leading producer of agricultural products that are essential to feeding a growing world population, estimated to reach more than nine billion by 2050. It is important for all Iowans to understand the essential role agriculture has in their lives.

The Iowa Agriculture Literacy Foundation (IALF) mission is to educate Iowans with a focus on youth regarding the breadth and global significance of agriculture. IALF serves as the central resource for educators and volunteers who want to teach Iowa's students about agriculture.

By introducing students to Iowa vegetable production including value-added products at an early age, this project can have future economic impact on food production in Iowa. Students will understand the science, engineering, and technology needed to develop a successful vegetable farm, and how products from these farms can be a healthy diet choice. Students will learn that they can look for Iowa grown foods in local stores and farmers markets during certain times of the year. As students learn about this specialty crop, they will have the opportunity to share with their family, creating a shift in purchasing of adults. With this core knowledge, this may motivate some students to pursue careers in specialty crop production agriculture in Iowa. With the expansion of the number of growers interested in specialty crops, we can help increase the amount of food grown in Iowa both in urban and rural settings.

IALF plans to work with other organizations to promote the book to their targeted audiences such as local food pantries/urban centers, Iowa Fruit and Vegetable Growers Association, County Farm Bureaus, and Iowa State University Extension and Outreach, among others.

b. Goals and Key Objectives

The primary goal is to develop a nonfiction upper elementary/middle school book highlighting and comparing Iowa specialty crop farms, both urban and rural, with a focus on vegetables, preparation, nutrition, and value-added products.

The key objective is to have the book developed by July 2024.

2. Project Information

a. General Project Scope

Develop a 30-60 page, upper elementary/middle school level agriculturally accurate book on the topic of vegetable farming in Iowa. Compare both traditional and non-traditional farming (i.e. hydroponics, aquaculture, greenhouse, vertical growing, etc.) in rural and urban settings.

A collaborative effort will be made to source, research, and make connections with Iowa farmers to interview for the book. IALF will have the final determination regarding which farmers will be interviewed, visited and/or included in the book.

The scope of work may be amended upon further recommendation by IALF.

b. Project Schedule

The author will provide a detailed Proposed Schedule to demonstrate the development and deliverable timeline following the milestone targets below no later than 12/08/2023. This process shall begin immediately upon selection. The author will develop a milestone schedule for their scope of work, identifying project activities including meetings with the designated IALF contact.

Overall Major Milestone Targets

Work Start	November 2023
Kick-Off Meeting	TBD December 2023
Identify urban and rural farm to be showcased in book	December 2023
Develop story outline and imagery list	December 2023
Fall image gathering (photographer)	December 2023
Develop rough draft of story	December 2023/January 2024
Implement story rewrites	January 2024
Submit story to graphic designer for layout	Early February 2024
Spring image gathering (photographer)	April 2024
Review book for final edits and implement	May 2024
Teacher materials and book printed	May-July 2024

c. Project Team

The author will be working primarily with a point person designated by IALF following selection.

3. Instructions to Authors**a. Deadline and Address for Proposals**

Proposals must be received on or before the Closing Date and Time identified on the cover sheet of this RFP.

b. Submission of Proposals

- The contact person for this RFP is:
 - Melissa Anderson
 - manderson@iowaagliteracy.org
- Proposals should be submitted as a single email to the contact person listed above. The email should contain a .PDF of the Proposal.
- The subject line should read:
 - i. IALF – Vegging Out Book Development Project – <Your (Author's) Name>
- b. All email communications with the contact person will be deemed as having been received by the contact person on the dates and times indicated on the contact person's electronic equipment.
- c. The responsibility of delivering the proposal to IALF on or before the specified date and time will be the sole responsibility of the author. IALF is not responsible for delays caused by network failure, or a delay caused by any other occurrence.
- d. If the proposal is too large to email, please contact the IALF contact person in advance of the closing date and time.

c. Amendments/Withdrawal of Proposals

- a. Proposals may not be amended once they are submitted.
- b. If the author would like to withdraw their proposal, they should email the IALF contact person prior to the closing date and time.

d. Inquiries

- a. It is the author's responsibility to clarify any points in question prior to submitting the proposal. All inquiries related to this RFP should be directed in writing via email before the deadline for author questions indicated in Section (3.e) RFP Schedule to the contact person.
- b. Information gathered from sources other than the designated IALF contact person cannot be relied upon.

e. RFP Schedule

IALF estimates the schedule for the RFP process will be as follows:

- RFP issued 10/12/2023
- Deadline for Author questions 10/30/2023
- Closing Date and Time 11/6/2023 11:59 p.m.
- Anticipated Award Date 11/28/2023

4. Submission Instructions**a. Response Format**

Authors are requested to prepare their response as follows:

- All elements of the proposal response should appear in the same order as noted in the RFP with section labels matching the section labels listed in the RFP.
- Proposals are to be formatted 8½ x 11 pages.
- Proposal text is to be displayed in font size no smaller than 10-point.
- The entire content of the author's proposal must be submitted within the fixed format. For websites or other external web links, please submit an appendix list of those web addresses.
- Concise submissions are encouraged.
- Proposals should be submitted in .pdf format only.

b. Proposal Content

- Letter of Submission
 - Provide a letter of submission giving an executive summary of the book proposal (maximum of one page).
- Section A: Understanding of the Project
 - Convey your understanding of the Iowa Agriculture Literacy Foundation's mission/purpose and the book project. (Maximum of three pages).
- Section B: Agriculture Experience
 - Provide background on your agricultural experience and/or passion for agriculture (maximum of one page).
- Section C: Other Qualifications
 - Provide background outlining author's qualifications and similar projects (scope, size, complexity) the author has completed.
- Section D: Author's Team
 - Provide resumes for the author and any individuals who will assist the author in this project (maximum two pages per individual).

- Section E: Project Delivery Approach
 - Provide the following information to convey your plan and approach to deliver the project successfully (maximum four pages).
 - Outline Development
 - Writing Process
 - Editing Process
 - Final Delivery Process
- Appendix
 - Please include an appendix list of all links and/or attachments referenced within the proposal.

5. Evaluation

Proposals will be evaluated by the Iowa Agriculture Literacy Foundation team. Proposals that do not meet the mandatory criteria will be rejected. Proposals will be evaluated in the following categories:

- Qualifications and experience of author(s)
- Demonstrated understanding of scope of work and suggested approach to project
- Artistry based on portfolio samples submitted
- Capacity to perform work within schedule and budget
- Any additional terms or conditions to which the parties request
- References

IALF reserves the right to request clarifications or additional information on submitted proposals.

6. General Conditions

a. IALF's Rights

- IALF reserves the right to:
 - Reject any and all proposals,
 - Accept any proposal in whole or in part,
 - Reject a proposal that IALF deems to be incomplete, and
 - Cancel this RFP at any time and issue a new RFP for the same or similar work.

b. Author's Expenses

Authors are solely responsible for their own expenses in preparing and submitting proposals, and for any negotiations or discussions with IALF or its representatives, relating to or arising from this RFP.

c. No Claims

IALF and its representatives will not be liable to any author for any claims, whether for costs, losses or damages, or loss of anticipated profits, or for any other matter whatsoever, incurred by the author in preparing and submitting a proposal, or participating in negotiations for a contract, or activity related to or arising out of this RFP.

d. Conflict of Interest

Authors shall disclose any potential conflicts of interest and existing business relationships they may have with IALF or any known participants in the project.

e. Ownership of Submissions

All submissions shall become the property of IALF. The final book product is owned by IALF.

f. Working Language

All proposals must be written in English.

7. Compensation

The selected author will receive total compensation (flat fee) for the entirety of the project in the sum of \$1,200. Communication with farmers and other potential book subjects via phone, Zoom, and other virtual means will be required. Travel costs such as mileage to farms to gather data will be reimbursed up to a certain limit, upon prior approval.

[End of Section]

Schedule A – Scope of Services

The selected author will perform the following duties as well as others that arise during the process:

- Conduct research
- Collaborate with IALF staff members regarding the book development
- Interview book contacts (farmers, etc.)
- Develop and adhere to project timelines
- Attend project meetings
- Storyboarding
- Develop book outline
- Write book draft
- Revise book according to IALF feedback
- Deliver final book in timely manner
- Consult with IALF and selected book designer on imagery
- Attend book promotional events

[End of Schedule A]

Schedule B – Relevant Information

Issues this book will address:

- Issue 1: Nonfiction text to teach language arts and reading in elementary schools.
 - Literacy experiences in elementary and into middle school classrooms have traditionally been provided through fiction and the allure of story, with far fewer opportunities for students to interact with informational text to support literacy. However, the recent changes to science, social studies, and literacy standards has transitioned the emphasis of reading to nonfiction text. IALF's project will fill this need by developing and publishing a nonfiction book focusing on Iowa specialty crop farms (vegetables). (Webster, P.S., "Exploring the literature of fact." *The Reading Teacher*.)
 - In Iowa, elementary students are required to read 50% nonfiction texts. In middle school, reading and literacy guidelines require 55% of materials be nonfiction. In high school 70% of reading materials must be nonfiction. Elementary teachers struggle to find high quality, relevant nonfiction books. According to Maruyama Tank (2014), developing skills that build comprehension from informational text are an urgent priority currently lacking in literacy curriculum and instruction. And utilizing nonfiction text cross-curricular can show improved student learning. (Maruyama Tank, K. (2014). *Examining the Effects of Integrated Science, Engineering, and Nonfiction Literature on Student Learning in Elementary Classrooms*.)
- Issue 2: Iowa specific agriculture curriculum available and taught in the classroom.
 - This project is focusing on Iowa specialty crops with an emphasis on vegetable farms, preparation, and nutrition. We recognize that there are materials available from Iowa State Extensions & Outreach, National Agriculture in the Classroom, and other agriculture organizations that focus on vegetables. However, these materials do not specifically focus on Iowa farms, and many of them are specific to gardening and either rural or urban agriculture. Our project would extend previous efforts by other organizations by filling the identified need for urban connections to agriculture and nutrition, as well as develop resources that connect agriculture to Iowa Core standards.
 - Educators often build their curriculum and instruction around student interests and relevance to student lives. Urban locations are often home to a variety of agriculture industries and urban farming. However, many people in metro areas don't consider it to be heavily influenced by agriculture. And many students in metro areas are not being exposed to agriculture or to agricultural careers. The development of a book that highlights both urban and rural specialty crop farms can help bridge this gap and provide urban communities opportunities within agriculture that are readily available and influential to student lives.
 - The recently updated Iowa Core Standards represent a dramatic shift in the way teachers teach science, social studies, and integrate literacy and math. Through post-survey data teachers identified the need for ready to use lessons and resources that focus on Iowa commodities as a high priority that they look for when planning instruction (87%, n= 250). Unfortunately, there is a lack of curriculum material available for teachers to draw on that connects Iowa specialty crops to the Iowa Core Standards and that is tailored to Iowa students. Many teachers then turn to sources that aren't science based or neglect to include

agriculture at all in their course teachings. This project will develop two lessons that can be used in elementary classrooms to teach about specialty crop production (vegetables). Lessons will be aligned to the Iowa Core Science standards and the National Agriculture Literacy Outcomes. We have developed a cross walk document that links 90 core science standards to the agriculture literacy outcomes that will aid in this project.

- Furthermore, this project will help to connect students and educators with information relevant to nutrition, food preparation, and food access. Nutrition and food preparation guidelines change as new research is published showing a need for new and current material.

[End of Schedule B]