

## REQUEST FOR PROPOSAL

### Kosher, Sustainable Meat Provider for Hazon Cross-USA Ride

#### Hazon Cross-USA Ride Seattle → Washington DC June 7 – August 16, 2012

#### Background

Hazon works to create healthier and more sustainable communities in the Jewish world and beyond, and is committed to promoting and supporting the growth of the ethical kosher meat market. Hazon has been thrilled to witness the growth of the industry in the past few years. In an effort to provide equal opportunity for exposure at Hazon events, we are now accepting proposals to provide the meat for our Cross-USA Ride. This process is open to the public.

We are seeking a kosher, sustainable meat sponsor for the 10 week event that will include over 70 riders and will be hosted in more than 30 communities.

As part of our commitment to education, we'll make sure that our participants learn about your company through:

- Hazon broadcasting information about our kosher, sustainable meat meals within the communities we visit through our tumblr site, Facebook and weekly updates;
- ½ page ad in our Program Guide which will be used to teach from in communities across the country;
- Opportunity to hand out information about your product and have a representative speak about the product (no more than 4 minutes) during a kosher, sustainable meat meal on the ride;
- Logo on our website as our food sponsor during the duration of the ride.

#### Requirements

- USDA certified;
- Certified kosher under national hashgacha;
- Sourced as locally as possible, at a minimum from within the US;
- Raised in a sustainable and ethical manner. Company must provide transparency about how animals are raised and handled to support their claims (see proposal outline below).

#### Proposed Menu Details for Cross- USA Ride:

- Week 1: Delivery of 10 lbs of ground beef and 4 lbs of sausage to Spokane, WA (June 16).
- Week 2: Delivery of 10 lbs of chicken wings/drumsticks and 4 lbs of hotdogs to Helena, MT (June 22).
- Week 3: Delivery of 10 lbs of boneless chicken breast and 4 lbs hot dogs to Miles City, MT (June 29).
- Week 4: Delivery of 10 lbs of beef chuck and 4 lbs of sausage to Aberdeen, SD (July 6).
- Week 5: Delivery of 10 lbs of boneless chicken breast and 4 lbs hot dogs to Twin Cities, MN (July 12).
- Week 6: Delivery of 10 lbs of ground beef and 4 lbs of sausage to Madison, WI (July 20).
- Week 7: Delivery of 20 lbs of chicken wings/drumsticks and 10 lbs of hotdogs to Chicago, IL (July 27).
- Week 8: Delivery of 20 lbs of boneless chicken breast and 8 lbs hot dogs to Dayton, OH (August 3).
- Week 9: Delivery of 20 lbs of beef chuck and 8 lbs of sausage to Pittsburgh, PA (August 9).

#### Proposal

1. Please tell us how the sustainable kosher meat your company would provide meets our requirements:
  - a. USDA certification;
  - b. Certified kosher under national hashgacha;
  - c. Sourced domestically - provide the state where the meat will be raised;
  - d. Raised in a sustainable and ethical manner, including
    - i. how the animals were housed – provide details on time spent in pasture or open space;
    - ii. what the animals were fed, including how hormones and antibiotics are used;
    - iii. a general description of the size of the farm(s);

- iv. how the animals were slaughtered including if the animals were up-right and if Temple Grandin's standards for slaughter were used;
  - v. how your company assures that farms and slaughterhouses meet Federal requirements for worker's rights.
2. Please provide the price breakdown that you are offering for the meat and shipping/ delivery charges. In addition, include all deductions for any in-kind donations of meat that you would consider making.

Note: All information about your business provided in the RFP will be kept confidential. In addition to the kosher, sustainable meat sponsor that we are seeking, at times during the Ride kosher meat might be bought from local supermarkets. The companies that provide the meat for these meals would not be highlighted or recognized as a Cross-USA sponsor in any of the ways outlined above.

Submit all applications to Adrienne Winton by email: [Adrienne.Winton@hazon.org](mailto:Adrienne.Winton@hazon.org). Proposals are due June 1. We will follow up within one week of this date. We will select the lowest bidder that meets all of our above stated requirements. If two or more proposals are within less than 5% of each other, we will inform all parties that they can submit a revised bid for this contract. We will either select a vendor or inform vendors of the option for revised bids within one week of the deadline.