

REQUEST FOR PROPOSAL

Kosher, Sustainable Meat Provider for Hazon New York Ride

Isabella Freedman Jewish Retreat Center
August 31 – September 3rd, 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 New York Ride. This process is open to the public.

We are seeking a kosher, sustainable meat sponsor for the 4 day event that will include about 225 riders and participants.

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

- Hazon broadcasting information about our sponsor ahead of the Ride including in one whole list email and in at least 4 Facebook and/ or Twitter posts;
- Hazon broadcasting information about the sponsor during in Ride in at least 2 Facebook and/ or Twitter posts;
- Include information about your product in our post-Ride participant email with a special offer to participants (as applicable);
- Half page ad (5"w x 3.75"h) in our Program Guide which will be distributed to all the participants and is used to represent the Ride in communities throughout the year;
- Opportunity to hand out information about your product and have a representative speak about the product (no more than 4 minutes) during one of the kosher, sustainable meat meals;
- Logo and highlighted as "NY Ride Sustainable Meat Sponsor" on Hazon's sponsor page for the upcoming year.

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).

Menu Details for New York Ride:

- Chicken for 225 people: ~135+ lbs of boned chicken) for Friday night dinner
- Beef and hotdogs for 200 people: ~ 70lbs ground beef / 250 patties and 150 hot dogs for Sunday night BBQ

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.

Submit all applications to Judith Belasco by email: Judith.Belasco@hazon.org. Proposals are due August 8, 2012. We will follow up within one week of this date. We will select the lowest bid 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.