



Request for Proposal (RFP) for International Livestock Genetics Curriculum Development

1. Introduction

GENEX Cooperative is a farmer-owned organization dedicated to providing dairy and beef cattle producers with advanced genetic and reproductive solutions, including top-tier cattle genetics, expert artificial insemination services, herd consulting, quality herd care products, and cutting-edge bull search applications, all focused on optimizing herd performance and profitability through a cooperative model where members directly benefit from the company's success; rooted in a long history of supporting cattle producers with innovative technologies and tailored solutions to meet their specific needs.

The National Association of Animal Breeders (NAAB) is the official US trade association for bovine frozen semen. NAAB has been supporting the US AI Industry since its inception in 1946. NAAB members are responsible for the production of 95% of the frozen bovine semen in the US. Currently, NAAB members export frozen semen to over 120 countries worldwide.

NAAB and GENEX seek a qualified curriculum development firm with demonstrated expertise in adult learning and instructional design for international audiences. The selected firm will support the transformation and delivery of educational content that is both culturally relevant and effective across diverse global contexts.

This project represents a meaningful opportunity to expand knowledge and promote best practices within the global bovine livestock industry. By developing high-quality, culturally relevant training materials for diverse international audiences, your work will contribute to advancing animal agriculture, improving livelihoods, securing food and creating lasting positive change around the world.

We look forward to collaborating with a passionate and capable partner who shares our vision for learning that empowers, educates, and elevates the industry on a global scale.

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2. Project Scope

NAAB and GENEX seek a professional curriculum development firm to design and deliver three targeted, high-impact training programs that support the global growth of U.S. cattle genetics. The objective is to close knowledge gaps in farm management, cattle genetics, reproduction, sales, and supply chain practices through culturally relevant, adult-focused learning materials. These programs will be deployed across key international markets (LATAM, Europe, Asia, and Africa) and translated into eight languages (English, French, Portuguese, Spanish, Turkish, Korean, Japanese, German) to ensure accessibility and adoption.

All content shall be delivered by GENEX and NAAB while the design and development of the curriculum is in the hands of the contracted firm.

Target Markets:

Europe	LATAM	Asia	Africa
The Netherlands	Argentina*	Indonesia*	Kenya*
United Kingdom	Brazil*	Japan	Morocco*
Germany	Chile*	Kazakhstan*	Senegal*
Hungary	Ecuador*	Korea	Algeria*
Italy	Peru*	Pakistan*	South Africa*
Poland	Colombia*	Thailand*	Egypt*
France		Turkiye*	Tunisia*
Spain		Uzbekistan*	Nigeria*
Portugal			

Countries marked with asterisk () are classified as Emerging Markets*

1. Curriculum Development Areas

The selected firm will develop the following training programs, each with distinct target audiences and technical content:

A. Farmer Genetics & Reproduction Training

Audience: Farmers, farm managers, and on-farm decision makers

Purpose: Equip producers with foundational knowledge of U.S. cattle genetics and reproduction practices to increase adoption and on-farm impact.

Modules:*Genetics:*

- Introduction to U.S. cattle genetics and genomics
- Bull selection and trait prioritization
- Understanding genetic indices and expectations for genetic progress
- Creating customized indices using genomic information

Reproduction:

- Artificial insemination (AI) implementation
- Best practices for reproductive protocols
- Monitoring key performance indicators (KPIs)
- Regional benchmarks based on production method

B. Consultant Genetics & Reproduction Training

Audience: On-farm consultants, veterinarians, AI technicians, and channel staff

Purpose: Build expert capacity to guide producers in implementing genetic improvement and reproductive strategies.

Modules:*Genetics:*

- Interpreting U.S. genetic data
- Building farm-level genetic plans
- Using advanced strategies such as genomic testing and beef on dairy
- Estimating ROI and tracking progress over time

Reproduction:

- Advanced KPIs and protocol assessment
- Troubleshooting reproductive performance
- Data collection and analytics for AI services

C. Business, Sales, and Supply Chain Training

Audience: Cattle genetics distributors, agents, and sales channel staff

Purpose: Strengthen business and supply chain performance to increase the availability and adoption of U.S. genetics globally.

Modules:

- Fundamentals of business management for distributors
- Market entry and expansion strategies
- Inventory and supply chain management
- Cold chain logistics for semen handling
- Professional sales techniques for Agri-inputs

2. Curriculum Design & Delivery Requirements

Learning Materials & Instructional Design Approach

Genex and NAAB seeks a development partner with strong instructional design expertise who can propose a modern, engaging, and effective learning experience.

We intentionally do not prescribe a fixed set of materials; instead, we invite respondents to recommend the optimal mix of learning formats and tools based on best practices in adult learning and global education.

We believe a blended approach is likely to be most effective, but we are open to innovative ideas that demonstrably improve learning outcomes.

Proposals should describe the recommended learning components for each curriculum module, which may include (but are not limited to):

- Facilitated learning materials (e.g., presentations with facilitator notes; format flexible)
- Facilitator or instructor guides
- Interactive or hands-on activities and applied, real-world scenarios
- Learner-facing materials such as workbooks, job aids, or take-home resources
- Self-paced digital learning elements (e.g., microlearning, eLearning modules; SCORM-compliant where applicable)
- Assessment approaches (formative and/or summative)
- Visual and multimedia assets (e.g., short videos, animations, graphics)

Respondents should clearly explain why their proposed mix of materials is effective for the target audiences and how it supports different learning styles and levels of prior knowledge.

Global Accessibility & Scalability

All proposed materials must be suitable for global rollout and adaptable to audiences with:

- Varying levels of subject-matter knowledge
- Different learning preferences
- Uneven access to technology and bandwidth

Proposals should explicitly address how the design accommodates low-bandwidth or low-tech environments where needed, without compromising learning quality.

Customization & Cultural Relevance

Content must be adaptable across regions including Latin America, Asia, Africa, and Europe.

- Cultural relevance is essential: examples, scenarios, imagery, and case studies should be locally appropriate.
- GENEX and NAAB can provide stock assets where applicable, but respondents are encouraged to propose creative approaches to localization beyond simple translation.

Translation & Localization

All final materials must be translatable and localizable. Target languages are expected to include:

- Africa: English, French
- Latin America: Spanish
- Asia: Russian, Turkish, Japanese, Korean
- Europe: Spanish, French, Portuguese, German

Proposals should describe the respondents' approach to managing translation and localization efficiently and consistently.

3. Implementation & Scalability Support

The developed curricula will serve not only the RAPP program period but also industry-wide, with flexibility for post-grant usage. The firm must support scalability through:

- Train-the-trainer models
- Modular program structure for flexible delivery
- Editable source files for future updates
- Coordination with URUS, NAAB and U.S. industry experts for quality assurance

4. Project Timeline and Deliverables

- **Year 1 (2026):**
Curriculum design, development, initial translations, and pilot testing for **Module 1**, culminating in the completion of Module 1.
- **Year 2 (2027):**
Sequential design, development, translation, and pilot testing of **Modules 2 and 3**. Completion of remaining translations and initiation of broader regional rollout.
- **Ongoing:**
Training delivery, technical support, localization updates, and continuous refinement of all modules based on user feedback and implementation experience.

3. Proposal Guidelines

- RFP Response submission will be conducted in **2 phases**, each with its own submission deadline:
 - a.) Phase 1: Vendor Pre-Qualification
 - b.) Phase 2: Detailed Proposal Submission
- Suppliers who successfully pass **Phase 1** screening or are shortlisted **will be invited** to participate in **Phase 2**, which requires the submission of a detailed RFP proposal.

PHASE 1: VENDOR PRE-QUALIFICATION

Please provide the following information for Phase 1 submission:

1. Executive Summary

- Provide a brief company background and a concise overview of your firm's suitability for this project.
- Highlight key strengths, capabilities and why your firm is the best fit

2. Pre-Qualification Questionnaire

- Respond *Yes/No* to each question and list supporting evidence as requested
- Submit the completed questionnaire in PDF or word format.

VENDOR PRE-QUALIFICATION QUESTIONNAIRE		Supplier Response
1	FINANCIAL VIABILITY: Has your firm been financially stable and operating profitably for at least the past 2 fiscal years? If no, provide your source of funding Please provide evidence: Confirmation statement from an authorized financial officer and/or provide copies of audited financial statements or relevant financial documentation	Yes/No

2	INTERNATIONAL EXPERIENCE: Does your firm have direct experience designing and delivering adult learning curricula in at least (3) international regions (eg. Asia, Latin, Africa, America, Europe) If yes, provide evidence: List up to 3 representative projects (Details: <i>Project name, Region & Country, Year, brief project description</i>)	Yes/No
3	EMERGING MARKET EXPERIENCE: Does your firm have direct experience delivering training in emerging markets? (LATAM, Asia, Africa) if yes, provide evidence: List all relevant projects (Details <i>Project name, Country, Year, brief project description, indicate if the project was conducted in rural agricultural settings</i>)	Yes/No
4	LIVESTOCK/AGRICULTURAL SECTOR EXPERIENCE: Does your firm have prior curriculum development experience within the agriculture or livestock sector? If yes, provide evidence: List representative projects (Details: <i>Project name, Region/Country, Subsector, Year, brief project description</i>)	Yes/No
5	TRANSLATION AND LOCALIZATION CAPABILITIES: Please indicate if your organization has the ability (whether in-house resources or qualified external partners such as translation firms) to localize or translate the final materials into all eight (8) required languages. If yes, provide evidence: List up to two (2) representative projects (Details: <i>Project name, languages delivered, geographic region served, indicate translation if translation was done in-house, through contracted linguists or translation partner firms</i>)	Yes/No

PHASE 2: DETAILED PROPOSAL SUBMISSION (Shortlisted Vendors only)

Please structure your response to include the following sections:

1. Company Profile & Team

- Brief company overview, size and years of operation
- Key Personnel assigned to this project, including qualifications, certifications, and relevant experience
- Include a Project Team chart if applicable, team communication approach and coordination strategy.

2. Project Approach and Methodology

- Outline your conceptual, design, and project management approach
- Creative thinking and innovation are encouraged
- The proposal must clearly demonstrate how you will meet the specific scope requirements set out in Section 2. Please use the subheadings from Section 2 to organize your responses.

3. Project Schedule – Provide a high-level breakdown of the timelines to complete this project. Use a Gantt chart if needed.

4. **Anticipated Challenges & Mitigations** – Highlight any foreseeable challenges and risks and how your team will mitigate them.

5. **Relevant Project Experience**

Provide *at least* two (2) portfolio overviews for similar projects that demonstrate your experience delivering training or curriculum development for:

- International audiences or diverse cultural settings
- Emerging markets (especially within rural agriculture communities)
- Blended Learning environments

Include at least one client reference for each project example (client organization name, contact person, title, email address, phone number)

6. **Partnerships & Project Approach** – Outline your recommendations for hiring required contractor(s) who can work seamlessly with your firm to meet our project targets.

7. **Cost Proposal**– Provide a detailed cost breakdown (eg. cost by phase or deliverable, platform/technology fees, ongoing support and maintenance, resource-based pricing, etc.). The proposal must clearly distinguish fixed versus variable costs, one-time versus recurring fees, and must align with the overall budget.

4. Evaluation Criteria

Criteria	Description	Weight (%)
1. Technical Approach & Methodology	Quality and clarity of the proposed instructional design approach, curriculum development methodology, and understanding of adult learning for international audiences.	25%
2. Experience & Qualifications	Relevant experience designing curriculum for diverse cultural contexts, adult learners, and blended learning environments. Strength and qualifications of proposed team members.	20%
3. Sample Work & References	Quality of previous deliverables (e.g., sample modules, guides, eLearning), including relevance to project scope. References from similar past projects.	15%
4. Localization & Translation Capability	Proven capacity to deliver accurate, culturally sensitive translations and localizations in multiple languages. Demonstrated use of regional imagery and references.	10%

5. Platform & Technical Delivery	Ability to pitch a suitable platform and delivery mechanism given the project description, given flexibility and suggested budget	10%
6. Project Management & Collaboration	Project timeline, communication plan, team coordination strategy, and capacity to work within grant or funder reporting requirements.	10%
7. Cost Proposal & Value for Money	Reasonableness, transparency, and competitiveness of proposed pricing. Value offered for the proposed cost.	10%

5. Timeline

Below are the key dates associated with this initiative:

Milestone	Due Date
RFP Issuance (this document)	February 5 th
RFP Response Deadline for Phase 1 Submission	EOB of February 13 th
RFP Clarification Questions Deadline	EOB of February 13 th
RFP Response Deadline for Phase 2 Submission (shortlisted vendors)	EOB of February 26 th
Internal Review of RFP Submissions	February 27 th
Supplier Demo/Interviews	March 9 th to 13 th
Negotiate and sign Contract, Communicate Award	March 20 th
Anticipated Project Start	April 3 rd

6. Budget

A preliminary budget of \$200,000 has been allocated for this partner's work, however, we are seeking your expertise to understand the budgetary estimated value of the project based on the desired requirements.

7. Terms and Conditions

- Confidentiality:** All information contained in this RFP or disclosed during the RFP process is strictly confidential. By accepting this RFP, respondents agree not to disclose its contents to external parties without written consent from GENEX or NAAB.
- Non-Commitment:** This RFP is not a contractual offer, nor does it commit GENEX or NAAB to any course of action.
- Response Ownership:** All submitted materials become the property of GENEX and NAAB and will not be returned. Any confidential or proprietary information should be clearly marked.

4. **Right to Modify or Cancel:** NAAB and GENEX reserves the right to modify or cancel any part of this RFP and its processes at its sole discretion.
5. **Compliance with Laws:** All parties must comply with applicable laws, regulations, and codes in carrying out any resulting project.
6. **Subject to Grant Funding:** Yes

8. Submission Instructions

RFP Responses: The RFP submission process is divided into **two phases** (see *Section 3: RFP Proposal Guidelines* for the details):

- Phase 1: Vendor Pre-Qualification – response is due by **February 13th**
- Phase 2: Detailed RFP Proposal (for shortlisted vendors)- response is due by **February 26th**

Response Format: Interested firms should submit their RFP responses electronically (PDF or Word format) to the contact listed below.

Name: Desiree Barbero

Title: Senior Procurement Specialist, URUS/GENEX

Email: desiree.barbero@urus.org

Phone: (+1) 403-585-1248

RFP Questions and Clarifications: All questions related to this RFP, including project details or scope clarifications, must be submitted via email to the contacts below not later than **February 13, 2026**. Questions submitted outside of this channel may not receive a response. Any clarifications or addenda will be issued to all respondents to ensure fairness and transparency.

RFP Questions Contacts:

Name: Sophie Eaglen

Title: International Program Director, NAAB.

Email: seaglen@naab-css.org

Name: Desiree Barbero

Title: Senior Procurement Specialist, URUS/GENEX

Email: desiree.barbero@urus.org

Thank You!

We appreciate your interest in partnering with GENEX and NAAB on this exciting learning content development project. We look forward to reviewing your response and exploring the potential of working together.