



REQUEST FOR PROPOSAL

**SUBMISSION DEADLINE:
FEBRUARY 6, 2026 - 12:00 PM EST (-4 GMT)**

RFP TITLE: Latin America Representative(s)

RFP CONTACT: RFP@nara.org

PROPOSAL DEADLINE: February 6, 2026 - 12:00 PM EST (-4 GMT)

1. INTRODUCTION AND BACKGROUND

The **North American Renderers Association, Inc. (NARA)** is the trade association representing companies that collect and process animal by-products from the meat and poultry industries and recycle them into valuable products used worldwide, including fats, proteins, and other specialty products.

NARA seeks qualified proposals from experienced individuals or firms to provide **regional representation services focused on Latin America and the Caribbean** to support market access, regulatory engagement, trade servicing, and promotional activities. This RFP outlines the requirements, scope of work, qualifications, and deliverables expected of the selected contractor.

NARA will consider proposals for:

- Regional representation;
- Part-time, in-country representation; and/or
- Subject matter experts in key end-use sectors (aquaculture, livestock, pet food, poultry, and edible fats) to support targeted activities.

This solicitation is issued as part of NARA's ongoing export market development activities supported by the U.S. Department of Agriculture (USDA) and implemented in accordance with federal grant requirements. Proposals will be evaluated based on technical expertise, regional experience, cost effectiveness, and approach.

2. SCOPE (SERVICES) OF WORK

The selected contractor(s) will serve as a representative of NARA in Latin America and will perform, at minimum, the following responsibilities:

2.1 Strategic Planning & Market Insight

- Conduct ongoing market research and analysis across Latin America, including key demand sectors, regulatory developments, and competitive landscapes.
- Support the development and refinement of NARA's Unified Export Strategy (UES) for Latin America and contribute to USDA market development proposals.

- Provide actionable intelligence to support program planning, strategy refinement, and performance evaluation.

2.2 Market Access & Regulatory Engagement

- Monitor sanitary, phytosanitary, regulatory, and technical requirements impacting Latin American import markets for rendered products.
- Identify barriers to trade and work with relevant government authorities, USDA contacts, and industry stakeholders to mitigate or resolve issues.
- Support efforts to maintain and expand acceptance of U.S. rendered products in regional markets.

2.3 Government & Industry Representation

- Represent NARA with government officials, regulatory authorities, and industry stakeholders across Latin America.
- Build and maintain relationships with key regional partners, industry associations, and U.S. Embassy staff / Foreign Agricultural Service (FAS) offices.

2.4 Promotion & Outreach

- Implement promotional activities identified in the Latin America UES (e.g., technical events, seminars, trade missions).
- Facilitate introductions between NARA members and regional buyers/users.
- Assist with logistics, translation support, and coordination of in-region engagements.

2.5 Program Management & USDA Compliance

- Ensure compliance with USDA Market Access Program (MAP), Foreign Market Development (FMD), Regional Agricultural Promotion Program (RAPP) and America First Trade Promotion Program (AFTPP) requirements, including documentation, eligibility standards, and reporting needs.
- Maintain records sufficient for potential USDA audit and compliance review.
- Manage subcontracts or consultants as appropriate to support engagement activities.

2.6 Reporting & Member Support

- Provide written updates, trip reports, and market summaries to NARA staff.
- Communicate regularly with NARA membership on opportunities, risks, and developments in Latin America.

3. REQUIRED & PREFERRED QUALIFICATIONS

Proposals should demonstrate that the contractor meets the following:

3.1 Required Qualifications

- Demonstrated experience in international market development, trade representation, or export promotion focused on Latin America.
- Proven understanding of regulatory frameworks affecting animal-origin products in regional markets.
- Prior engagement with government authorities, regulatory agencies, and industry associations in Latin America.
- Fluency in English and at least one major regional language (Spanish or Portuguese).

3.2 Preferred Qualifications

- Specific experience with U.S. agricultural export programs or USDA-funded initiatives.
- Track record of successful government/regulator engagement and barrier resolution for U.S. exporters.
- History of supporting technical outreach, trade missions, or market development projects in the region.
- Existing network of relevant industry and government contacts.

4. EXPECTED DELIVERABLES & REPORTING SCHEDULE

The contractor will provide the following deliverables to NARA in a timely manner:

Deliverable	Frequency/Due Date	Description
Monthly Market Reports	Monthly (by the 10th)	Summary of regulatory updates, market trends, key stakeholder engagements, and opportunities/risks.
Quarterly Strategic Briefings	Quarterly	Narrative summary of accomplishments, challenges, performance metrics, and refined activity plans.
Trip Reports	Within 30 business days of travel completion	Detailed recap of meetings, outcomes, issues, and recommended follow-up actions.
UES Updates & Input	Annually	Contributions to Unified Export Strategy performance reports or upcoming year planning inputs.
Activity Documentation & Compliance Records	Ongoing	File documentation (in English/translated) required for USDA recordkeeping and potential audit review.
Annual Summary Report	January 10 (each year)	A year-in-review summarizing major outcomes, performance against targets, and recommended strategic priorities.

PROJECT TIMELINE:
NARA anticipates making contract selections by March 6 with a start date anticipated between March 15-April 1, 2026.
RFP TIMELINE:
RFP Distribution: January 6, 2026
Project Proposals Due: February 6, 2026 by 12:00 PM Eastern Time
Virtual interviews for finalists February 23-24, 2025
In person interviews for finalists projected the week of March 2, 2025
Projected Start Date: March 15-April 1, 2026

5. PROPOSAL REQUIREMENTS & FORMAT

Please email the proposal to RFP@nara.org by 12:00PM EST (GMT -4) on February 6, 2026, with “Latin America Representative” in the subject line. Proposals must be submitted electronically in PDF format and include the following:

5.1 Cover Letter

- Brief statement of interest.
- Confirmation of availability and understanding of project scope.

5.2 Technical Proposal

(maximum 10 pages, excluding resumes and annexes)

Include:

- Organizational or individual background.
- Approach and methodology for delivering Scope of Work.
- Understanding of Latin America markets relevant to rendered products.
- Work plan and estimated timeline.

5.3 Qualifications & Experience

- Bachelor’s degree in a relevant discipline required.
- Resumes for all key personnel.
- Description of relevant experience and examples of similar work.
- Contact information for at least two professional references (e.g. employers or clients).

5.4 Budget & Cost Proposal

Detailed budget narrative.

- Proposed fee structure (daily or monthly rate).
- Anticipated expenses.

6. EVALUATION & SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

<u>Criteria</u>	<u>Weight</u>
Proposal structure	10%
Proposed Contractor's technical skills and rendering industry knowledge	30%
Cost-effectiveness	10%
Approach and methodology	30%
References from previous clients/employers	20%

7. TERMS & CONDITIONS:

- NARA reserves the right to reject any or all proposals and to negotiate with any proposer.
- NARA may request additional information or clarification prior to final selection.
- The selected contractor must comply with all applicable federal, state, and local laws and regulations.
- All proposal materials and supporting documentation become the property of NARA.
- NARA is not responsible for any costs incurred by proposers in the preparation or submission of proposals.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of all taxes related to contractor service fees, health and life insurance, administrative costs, and vacation.
- The Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by the Contractor and not by NARA or Funding Sources.
- Prior to any payment to a U.S.-based Contractor, the contractor must provide a signed W-9.
- Non-Competition. Contractor shall not act as agent or representative for any product or service that directly competes with rendered products and UCO from the U.S. for the length of the contract.
- NARA and Prospective Contractor agree to comply with the provisions of Equal Employment Opportunity (EEO). NARA provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.

8. ORGANIZATIONAL PROFILE & SUPPLIMENTAL INFOMATION

A link to NARA's strategy can be found on the RFP page on its website: <https://nara.org/request-for-proposals/>.

NARA is the international trade association for the rendering industry which safely and efficiently recycles animal by-products and used cooking oil (UCO) from restaurants into rendered material that is used in the sustainable production of valuable products for the animal food, chemical, personal care, and biofuel industries. Rendering is sometimes called "the invisible industry" because many people are unaware that roughly 50% of an animal is considered inedible by North American standards. This leaves a large amount of leftover material that would be treated as food waste were it not for rendering.

Rendering reclaims this otherwise wasted material (like protein, bone, fat etc.), as well as UCO from restaurants, and safely and hygienically processes it into rendered material for use in new products so nothing is wasted. This sustainable process transforms and upcycles what would have been food waste into safe, clean, and valuable ingredients for countless new goods – saving landfill space, and recycling 99% of this unwanted material. These rendered ingredients are then used in the sustainable production of new goods like safe and nutritious pet food, animal feed, household and industrial products, biofuels/renewable diesel, and many more common items that we use or come into contact with every day.

NARA's 35 member companies operate more than 170 rendering plants in the U.S. and Canada. Members represent more than 95% of North American production by independent renderers (many of which are multi-generation family-owned companies) and integrated packer/processor renderers (those rendering only their own animal by-products).

The U.S. rendering industry produces sustainable rendered products used to create a wide variety of ingredients for products critical to other industries. Companies are also developing new products, such as fuels and enzymes, to meet changing consumer preferences and commercial trends worldwide. Rendered products include fats, animal protein meals, chemicals, fatty acids, tallow, and hides. These high-quality fats and proteins improve the nutrition of farm animals, poultry, fish, and pets.

Renderers also contribute essential ingredients for industrial and consumer products, including lubricants, plastics, printing inks and explosives, and many common items that consumers rely on every day — including cosmetics, shaving cream, deodorant, perfumes, soap, polishes, cleaners, paints, candles, and caulking compounds. Rendered fats are also an essential raw material for use in biofuels and renewable diesel in the U.S. and abroad.

9. NON-DESCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs).

Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY} or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all information requested in the form. To request a copy of the complaint form, call (866) 632- 9992. Submit your completed form or letter to USDA by:

1. By mail:

U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW
Washington, DC 20250-9410.

2. By fax: (202) 690-7442; or
3. By email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

10. CIVIL RIGHTS STATEMENT

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation, or rule that does not otherwise apply to Contractor.