



March 2009

Request for Proposal:

Study on *Salmonella* and generic *E. coli* Prevalence in Raw Pork and Beef at Retail Outlets of Mexico

Introduction:

The U.S. Meat Export Federation (USMEF) is a non-profit trade association seeking to expand U.S. red meat exports. USMEF's mission is to increase the value and profitability of the U.S. beef, pork and lamb industries by enhancing demand for their products in targeted export markets through a dynamic partnership of all stakeholders. Headquartered in Denver, Colorado, USMEF represents the export interests of U.S. beef, pork, and lamb growers, processors and exporters. With a worldwide network of offices has forged a series of partnerships which have ensured that USMEF and other trade associations, U.S. companies, and U.S. products have become integral parts of international red meat markets. It has been in existence for 30 years and has had an office in Mexico for 17 years. Also, USMEF-Mexico has one office in Monterrey for supporting trade in Northern Mexico. USMEF closely works with supermarkets, meat processors, and hotels and restaurants to provide Mexican consumers high quality, competitively priced red meats. USMEF does a lot of work to improve food safety and the handling of red meat products to ensure the safety and health of Mexican consumers.

Objective:

USMEF proposes contracting a third party to conduct scientific services to investigate the actual prevalence of two bacteria genus (and spp.) of public health significance (*Salmonella* and *E. coli* O157:H7) in Mexican fresh beef and pork (both ground products and whole muscle steaks) at four different types of retail channels (supermarkets, popular wet markets, street vendors, butcher stores) in the most populated cities of Mexico. This is important research that will establish a baseline for the load of meat-borne pathogens present at the retail level in Mexico. The purpose of this prevalence study/survey is to assist with development of current data to different stakeholders (government/ meat packers/processors/retailers/consumers) of Mexico on learning about the actual bacterial prevalence in raw meats sold at the marketplace.

The study must cover, at a minimum, the following areas:

- 1) *Salmonella* baseline in beef and pork ground products in retail outlets
- 2) Generic and pathogenic *E. coli* baseline in beef and pork ground products in retail outlets
- 3) *Salmonella* Baseline in beef and pork whole muscle products in retail outlets
- 4) Generic and pathogenic *E. coli* Baseline in beef and pork whole muscle products in retail outlets
- 5) Final report in technical and lay formats to be shared with multiple audiences

Process:

USMEF will award the contract based on the submission of a competitive bid. Upon awarding the contract, USMEF will provide the contractor with all relevant information concerning this project. The contractor will design the methodology and approach. Upon developing a suitable methodology and implementation approach, the contractor will prepare a report and present results to USMEF. The project will be contracted on an end-result basis.

Funding Limit: U.S. \$ 50,000.00

Funding Period: April 20, 2009 to December 20, 2009.

Contracting Procedures

1. Proposal recipients will receive notification their proposal has been accepted on April 15
2. Recipients will follow the USMEF contract template to conduct the research. Template will be provided once notification of acceptance has been sent.

Publication Procedures/Deliverables:

The selected consultant/firm will be expected to provide the following in three bound copies and one electronic copy suitable for duplication:

1. Interim report/update is due on October 15, 2009.
2. The final report must be submitted to USMEF on November 15, 2009.
3. All research must be submitted to an appropriate peer reviewed journal within 30 days after the final report is submitted to USMEF.

USMEF has exclusive rights to publish the final report. The research institution may publish (i.e. University publications, Experiment Station reports etc.) the final report (or parts) 90 days after the USMEF publication.

Proposal Requirements:

Due to the short time-frame in order to make a selection, interested parties should submit bids no later than close of business on April 10, 2009. Proposals should not exceed 10 pages in length and include:

- A descriptive overview of the study to be completed
- A statement on the proposed methodology to complete the assistance project
- A summary of major tasks and proposed timing required for the completion of each task
- A listing of key personnel to be assigned to the project
- A detailed budget (in U.S. dollars) to complete the project (fees are comprehensive and should include all profit, overhead, and relevant taxes)
- An overview of the consultant's/firm's capabilities and prior applicable experience with regard to international agricultural consulting and/or program evaluations
- A list of references

USMEF expects to make a decision by May 20, 2009 or before. USMEF will award the contract to the consultant(s) whose proposal is most responsive to the RFP and is most advantageous with regard to price and the other stated factors.

Submittal:

All communications will be directed through Nelson Huerta-Leidenz or Paul Clayton. Please submit your proposal by mail or by e-mail to:

USMEF-Mexico (Primary Contact)
Nelson Huerta-Leidenz
U.S. Meat Export Federation
Jaime Balmes No. 8. Piso 6, Desp. 602-6. Fracc. 1
Ciudad de Mexico D.F. 11510
PH: (5255) 5281-6100 ext. 104, 204.
Email: nhuerta@usmef.org.mx

USMEF-Denver (Secondary Contact).
Paul Clayton
U.S. Meat Export Federation
1050 17th Street Suite 2200
Denver CO 80265
PH: 303-623-6328
Email: pclayton@usmef.org

Other:

USMEF is not liable for any cost associated with any consultant's/firm's response to this Request for Proposal. USMEF reserves the right not to award this contract if, in the opinion of the evaluators, no suitable proposal is received. USMEF reserves the right to waive proposal defects or request supplementary information or otherwise negotiate with the applicant regarding the proposal.