

United States Department of Agriculture  
Agricultural Marketing Service  
National Organic Program  
Transition to Organic Partnership Program



**NORTHWEST**  
**TRANSITION TO ORGANIC**  
**PARTNERSHIP PROGRAM**

## **Northwest Transition to Organic Partnership Program (NW TOPP) Request for Proposal**

### **Digital & Modular Producer Education Hub for USDA Organic Certification**

Submissions due by September 12th, 2025  
Project start by October 1st, 2025

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Please direct questions to NW TOPP at [topp@tilth.org](mailto:topp@tilth.org).

## **1. Summary**

Oregon Tilth, under the USDA Transition to Organic Partnership Program (TOPP), is seeking a consultant to develop a digital organic certification hub consisting of self-paced modules, informational videos, articles, and other resources intended to prepare crop and livestock producers for organic certification and the certification application process. Interested parties must submit a proposal addressing the criteria outlined below by September 12th, 2025 at 5pm PT to: [TOPP@tilth.org](mailto:TOPP@tilth.org)

## **2. Background**

The USDA Transition to Organic Partnership Program (TOPP) was launched in the fall of 2022 to provide technical assistance, mentorship, and support for transitioning and existing organic farmers, and to a limited extent processor/handlers. TOPP is a collaborative national effort involving partners working together towards a common goal of transitioning producers to certified organic production.

The TOPP network covers six regions: the Mid-Atlantic/Northeast, Southeast, Midwest, Plains, Northwest, and West/Southwest. In each geographic area there is one "Regional Lead" responsible for program coordination and forming partnerships with organizations to serve transitioning and existing organic farmers. Oregon Tilth is the regional lead for the Northwest region, which includes Alaska, Idaho, Montana, Oregon, Washington, and Wyoming. Find more information about TOPP on [USDA's website](#) and on the [TOPP website](#). TOPP is funded by the United States Department of Agriculture (USDA), overseen by the National Organic Program.

Oregon Tilth, as the regional lead of NW TOPP, is seeking a consultant to support the organic certification assistance and educational programs of TOPP by creating a digital organic certification hub. This Request for Proposals (RFP) describes the project envisioned, timeline and evaluation criteria to provide a fair evaluation for all candidates.

## **3. Project Information**

The primary objective of this project is to create a digital, modular organic certification hub that is easily accessible for producers seeking organic certification. The goal of the hub will be to successfully prepare a producer to apply for organic certification. More specifically, the consultant will:

- Develop an easily accessible digital hub consisting of non-linear modules that covers the essential components of organic certification for crop and livestock producers. The hub should consist of 10 - 12 modules and be organized around such topics as organic regulations, recordkeeping, inspections, input materials, the certification process, the

Organic System Plan, etc. It should take the average learner less than 8 hours to complete all the modules.

- Create short informational videos shot on farms in the northwest region of TOPP that include certification specialists, reviewers, and/or inspectors to incorporate into each module.
- In addition to videos, the modules could include articles, templates, and additional new or existing resources. The modules, including the videos and resources, should represent northwest region farms, farming systems, and crops and livestock common in the northwest.
- Identify and use a digital platform to host the hub that is free for producers to use and is easily accessible, including by mobile device.
- Ensure the hub content is developed for adult education considering the audience, their needs, and learning styles. The hub and modules should prioritize accessibility and ease-of-use with the agricultural producer audience in mind.
- All hub content will need to be certifier-neutral to be useful and applicable for any crop or livestock producer across the United States.

If needed, other vendors, managed by the consultant, may assist with the videography, subject matter expertise, platform development, graphic design, and/or other aspects of this project. Applicants should note in submitted proposals if they plan to work with other vendors as part of the certification hub development process.

#### **Project Timeline:**

The project will begin on or before October 1st, 2025 and will be completed by August 31, 2026.

#### **4. Budget**

We estimate the total costs of the project to not exceed \$100,000. The costs of the hosting platform for the certification hub fall outside of this budget and are not the responsibility of the consultant. Pricing should be reasonable for the activities outlined in the proposal. Please clearly articulate the rationale for costs, and we will consider proposals with an alternate budget that exceeds our estimate if well-justified.

#### **5. Proposal Guidelines and Requirements**

This is an open and competitive process to vendors within the United States, including Puerto Rico and the Virgin Islands.

#### **Proposal Timeline**

- Proposals will be accepted until September 12th, 2025 at 5 pm PT; late proposals will not be considered.

- Proposals will be evaluated immediately thereafter; we may require interviews (via video conference).
- The start date of the project and announcement of our chosen consultant will be on or before October 1st, 2025.
- All other candidates will be notified once a candidate/firm has been chosen.
- The completion and delivery dates of the project and its phases will be mutually agreed upon prior to signing a contract.

### **Proposal Guidelines:**

Proposals must address the following:

- Executive Summary
- Company Overview and Team: describe your company, length of business, your relevant experience. Provide links to your agency website and online portfolio. Identify your firm's organizational capacity to conduct the activities outlined above within our timeframe. Describe the team who will work on this project. Include name, title/role, and brief background/experience of each. Provide contact information.
- Communication and Project Management: describe your preferred method of communication and frequency with Oregon Tilth and workflow. Describe your project management process including how you will track project status.
- Project Description: based on the elements included in the Project Description section, describe your proposed strategy, methodology, and plan to undertake the work.
- Other Vendors: identify any aspects of the project that will require working with other vendors.
- Timeline: describe the project timeline and associated milestones. Detail the time required for each major step or phase of the project. This will be evaluated and will be part of the contractual agreement, a realistic time frame for completion is essential.
- Budget: provide a summary of pricing for the proposed services and products along with a justification.
- References: provide a list of three references who can speak to services requested in this RFP. Please include contact information and a brief description of work done for those clients.
- Terms and Conditions: include any contract terms and conditions.

## **6. Evaluation Criteria**

Oregon Tilth will evaluate proposals based on the following criteria:

- The proposal meets the needs and criteria set forth in the RFP.
- The proposal is presented in a clear, logical manner, is well organized and has the appropriate information as described in the RFP.

- The candidate has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
- The candidate has familiarity with the food and agriculture sector, and preferably understands organic agriculture/certification
- The candidate firm has an appropriate number of staff and the necessary expertise to be successful.
- The candidate firm illustrates the best suitable plan direction for this project based on guidance given in the RFP.
- The price is appropriate for the value being offered.

## **7. Questions and Contact Information**

Please send your proposals and questions to [topp@tilth.org](mailto:topp@tilth.org).