



REQUEST FOR PROPOSAL

Canadian Equine Industry Impact Study

July 13, 2018

Issued by:

Equestrian Canada

Representative:

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1. Introduction & Background

Equestrian Canada (EC), a National Equine Industry Commodity Group, needs an updated Equine Industry Impact Study, as our most recent data dates back to 2010.

As such, EC is accepting proposals in response to this Request for Proposal (RFP) in order to find a qualified source to provide an in-depth report on the internal state of our industry and its various economic impacts on the Canadian economy. Our goals with this profile study and report are as follows:

1. Determine the economic impact of industry on the Canadian economy as an agricultural commodity.
2. Identify the various demographics within our industry to help establish the future sustainability and growth of industry, and its at-risk areas.
3. Establish what our producers and businesses need in order to grow and flourish.
4. Identify the current demographics of our national herd to establish the needs for research.

The objective of this RFP is to locate a source that will provide the best overall value to EC. While cost is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal, found below.

EC is the national equine organization for horses in Canada and the national body for equestrian sport, industry, and welfare. For more information on EC, please visit www.equestrian.ca.

2. Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this RFP:

1. Only qualified individuals or firms with prior experience in providing national level economic impact studies should submit proposals in response to this RFP.

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2. Bidders intent on submitting a proposal should notify the representative identified on the cover page no later than July 27, 2018.
3. Bidders must list at least 3 projects that are highly similar to this project and are agriculture-related as part of their response. Please include references and examples of work for each.
4. A technical proposal must be provided that is no more than 35 pages. This technical proposal must provide an overview of the proposed solution, as well as résumés of all key personnel performing the work. In addition, the technical proposal should provide a proposed schedule, milestones, deliverables, and a strategic plan, as applicable.
5. A cost proposal must be provided that is no more than 10 pages. The cost proposal should indicate the overall fixed price for the project, as well as hourly rates and an estimated total number of hours, so that all variables are considered, should EC decide to award a contract. Only fixed price contracts will be considered.
6. Proposals must be signed by a representative that is authorized to commit the bidder's company.
7. If a standard set of terms and conditions is available, please include with the proposal. All terms and conditions will be subject to negotiation.
8. Proposals must be received prior to September 7, 2018 to be considered.
9. Proposals must remain valid for a period of 65 days.
10. EC anticipates selecting at least two individuals or firms for more in-depth discussions, and will award to one of these "down-selected" individuals or firms.
11. Bidders must demonstrate that they have appropriate statistical and analytical expertise. Bidders that have project team members with statistical or epidemiological qualifications are preferred.
12. Bidders must be willing to work with an advisory board consisting of subject matter experts put forward by EC. Bidders should demonstrate their ability to work with diverse teams and stakeholder groups, and outline how they have engaged diverse groups across a wide geographical area.

3. Project Description

The purpose of this project is as follows:

- Quantify the economic impact of the equine industry in Canada.
- Identify steps needed to improve the economic growth of the industry.
- Identify gaps and issues present in the Canadian equine industry.
- Provide accurate and statistically defensible numbers to quantify the Canadian equine industry's economic impact.

There are many initiatives available to the industry, but in order to properly assist our industry in its needs for sustainability, growth, research and innovation, we need current data on the equine industry as whole in Canada.



The study will need to be completed by September 30, 2019. Accurate data currently impedes us from properly determining the scope of various projects. Updated economic impact information of sound statistical methodology will provide us with adequate information to move forward with initiatives, such as equine traceability, and will provide EC with the necessary information to present to government and regulatory bodies about the impact of horses to the Canadian economy.

Adequate data of the economic impacts that our industry has on the Canadian economy, including all of the economic trickle-down effects, would position the equine industry to better lobby on behalf of producers and industry needs. Identifying the number of producers within our industry would help us to understand where the gaps are and what areas or sectors are doing well, plus provide up-to-date data on the cost of production to help new and existing producers with business development plans.

We are looking for a company with the ability to survey and analyze all the different economic impacts of our industry and national herd, and deliver it in multi-use reporting formats that can help us to better improve our industry as whole.

4. Project Scope

Outlined below are the criteria for different areas of focus for the profile study. The individual area of focus should also demonstrate economic multiplier effects.

The successful bidder will be responsible for providing in-depth detail of the scope of the individual focus areas, and discussing how they plan to collect, validate, and communicate the findings. The successful bidder will demonstrate the statistical methodology they have used to determine sample size and collection criteria across sectors in the industry.

The focus areas that should be met to achieve successful completion of the project are:

1. Estimated number of equines in Canada as of the summer of 2018, and the status of the national herd in Canada
2. The people involved in and related to the equine industry
3. Cost of production
4. Industry economic contribution
5. Industry trends
6. Traceability and identification readiness
7. Comparison/changes since the 2010 study
8. Quantify the following:
 - a. Contribution of supportive industries, including but not limited to, insurance agencies, feed suppliers and tack stores



- b. The number of horse shows (EC sanctioned and non-sanctioned) and their economic impact
 - c. The number of riding schools in the country, segmenting the reports by racing, show horses and pleasure horses
9. Inclusion of trends of import and export, based on Agriculture and Agri-food Canada reports

Acceptance of the RFP is contingent on the following criteria:

1. The method in which data will be collected and validated for accuracy (statistically defensible)
2. Ability to capture information related to all industries, sectors, and stakeholders
3. The presentation of findings
4. The timelines for completion and presented milestones
5. The presentation, breakdown and variabilities of cost and services

5. RFP & Project Timelines

The RFP timeline is as follows:

Request for Proposal Issuance	July 13, 2018
Selection of Top Bidders / Notification to Unsuccessful Bidders	September 28, 2018
Start of Negotiation	October 12, 2018
Contract Award / Notification to Unsuccessful Bidders	October 26, 2018

The need-date for project completion is September 30, 2019. Bidders may propose an earlier or later date for consideration.

6. Budget

EC's maximum budget for the project is \$150, 000.

7. Evaluation Factors

EC will rate proposals based on the following factors:

1. Cost, including an assessment of total cost of ownership
2. Responsiveness to the requirements set forth in this RFP
3. Relevant past performance and experience
4. Samples of work
5. Timeline for completion
6. Technical expertise and experience of bidder and bidder's staff



EC reserves the right to award to the bidder that presents the best value, as determined solely by EC in its absolute discretion.