



Request for Proposal # 049302504

For

**Measurement, Monitoring, Reporting, and  
Verification (MMRV) + Marketing Services for the  
Alliance to Advance Climate-Smart Agriculture**

July 30, 2024

**Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.**

RFP # 049302504, Measurement, Monitoring, Reporting, and Verification (MMRV) + Marketing Services  
for the Alliance to Advance Climate-Smart Agriculture

**INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED**

**DUE DATE:** Proposals will be received until August 19, 2024 at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

**INQUIRIES:** All inquiries for information regarding this solicitation should be directed to Kim Widrig, Senior Buyer Phone: (540) 231- 8543 e-mail: kdcromer@vt.edu. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by 12:00 PM on August 8. Inquiries must be submitted to the procurement officer identified in this solicitation.

**PRE-PROPOSAL CONFERENCE:** A pre-proposal conference will be held on August 7 at 3:00 PM. See RFP Section IX, Pre-proposal Conference for additional information.

**PROPOSAL SUBMISSION:**

**\*Please note, proposal submission procedures have changed effective March 2023.**

**Proposals may NOT be hand delivered to the Procurement Office.**

Proposals should be submitted electronically through Virginia Tech's procurement portal. This portal allows you access to view business opportunities and submit bids and proposals to Virginia Tech digitally and securely.

**Proposals must be submitted electronically at:**

<https://bids.scquest.com/apps/Router/PublicEvent?CustomerOrg=VATech>

Vendors will need to sign up through this procurement portal, hosted by Jaggaer. **It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions.** Registration is easy and free. If you have any challenges with the registration process, please contact Jaggaer Support at 1-800-233-1121 or procurement@vt.edu. It is recommended to use Chrome as your browser.

Click on the opportunity and log in to your vendor account to begin preparing your submission. Upon completion, you will receive a submission receipt email confirmation. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

**Attachments must be smaller than 50MB in order to be received by the University.**

*In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.*

AUTHORIZED SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

**[INCLUDE THIS PAGE]**

I. PURPOSE:

This Request for Proposal (RFP) seeks to solicit proposals to establish a contract through competitive negotiations by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

The Alliance to Advance Climate-Smart Agriculture incentivizes and rewards farmers and ranchers for adopting climate-smart agricultural practices. Under the three-year, \$80-million pilot program, the Alliance and its partners will help producers in Arkansas, Minnesota, North Dakota and Virginia prove the value of paying farmers and ranchers \$100 per acre or animal unit for stewardship practices — delivering public value through carbon sequestration, greenhouse gas reduction, improved soil health, water quality, water conservation, and other vital ecosystem services. Led by Virginia Tech, the Alliance is supported by USDA's Partnerships for Climate-Smart Commodities with participation from more than 14 state and national partners.

For a more detailed overview of the project, please refer to Attachment B.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

For more information, please visit: <https://www.sbsd.virginia.gov/>

III. CONTRACT PERIOD:

The term of this contract is for two year(s), or as negotiated. There will be an option for two (2) one-year renewals, or as negotiated.

IV. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

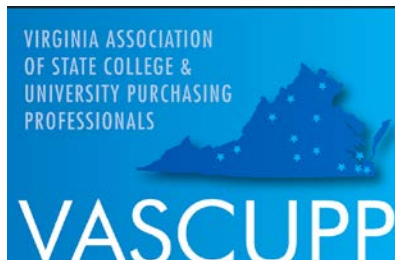
The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <https://eva.virginia.gov/>, or call 866-289-7367 or 804-371-2525.

V. CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VI. STATEMENT OF NEEDS/SCOPE OF WORK:

The Alliance to Advance Climate-Smart Agriculture is seeking contracts for Measurement, Monitoring, Reporting and Verification (MMRV) and Marketing Partnerships to align with its mission of supporting producers to increase productivity, strengthen markets and improve climate resilience. Additional MMRV collection will fill the data gaps across all practices. Marketing partnerships will improve profitability of producers by connecting existing markets to access and supporting creation of new markets. A partnership that could fill data gaps and connect producers to existing/new markets would be an ideal scenario. Partnerships with organizations with expertise in these areas are essential.

**Priorities of Partnerships**

- Provide efficient monitoring, measurement, reporting, and verification (MMRV) support
- Ability to compare and add beyond the COMET-Planner and COMET-Farm results and increase the robustness of the C balance estimates, thereby allowing the Alliance to capitalize on more targets of opportunity
- Estimate GHG reduction where other tools (COMET, FieldPrint etc) do not
- Connect to existing Marketing Channels
- Create new marketing opportunities for producers (external to the Alliance)

- Add value/premiums for producers for climate-smart commodities
- Willingness to partner with Virginia Tech researchers on MMRV research
- Creation of new marketing channels because of marketing partnerships
- Access for producers to existing marketing channels and opportunities eligible for
- Add value/premiums for producers for climate-smart commodities

### **Expectations of Partnerships**

- Timely on-boarding and efficient processes
- Reporting information available at least a week in advance of quarterly reporting to USDA
- Effective data management including compliance with privacy laws and protecting grower identity and data.
- Integration with USDA reporting systems. Ability to upload/track/access data or files like Shapefiles in their dashboard or program.

### **Data Needs**

Our data needs come from multiple sources including, emissions reduction goals of the USDA, research goals of Virginia Tech's School of Animal Sciences, Department of Agricultural and Applied Economics, School of Plant and Environmental Sciences, Eastern Shore Agricultural Research and Extension Center, and providing supporting data for the Climate Smart Commodity Certificate currently being created by program partners.

USDA requires the reporting of emission reduction data at the farm level for the practices (Table 3) applied through our contracts. The required data outputs are for total CO<sub>2</sub> estimated as total carbon stock estimated, total CH<sub>4</sub> estimated, and total N<sub>2</sub>O estimated for each enrolled farm expressed as CO<sub>2</sub> or CO<sub>2</sub> equivalent. Additionally, the total GHG benefits are estimated for each farm as the sum of the estimates. Indicated in the table below are data that are required by the USDA to be collected as a part of the pilot project. Also included in the table are the additional data that will be collected but are not required by USDA. The table depicts the methods by which we plan to collect each metric. However, for those marked as NEED or POSSIBLE NEED, we have found the tools below to be inadequate to address the specific practice or lack sufficient options correlating to the implementation methods of the particular practice in our delivery counties. Additional MMRV will be selected to fill the data gaps across all practices.

Table 3.

Practice	<b>USDA Required Data Met By:</b>		<b>Additional Data Being Recorded</b>	
	<b>GHG/NO<sub>3</sub>/CO<sub>2</sub> Reductions &amp; C Sequestrations</b>	SCI & STIR	Fuel Reduction	Water Quality for MN participants
<i>Conservation Crop Rotation (328)</i>	<b>POSSIBLE NEED</b>	RUSLE2	RUSLE2	PLET
<i>Residue and Tillage Management, No Till (329)</i>	COMET Planner	RUSLE2	RUSLE2	PLET
<i>Cover Crop (340)</i>	<b>NEED</b>	RUSLE2	RUSLE2	PLET
<i>Residue and Tillage Management, Reduced Till (345)</i>	COMET Planner	RUSLE2	RUSLE2	PLET
<i>Silvopature (381)</i>	COMET Farm	RUSLE2	RUSLE2	PLET
<i>Riparian Herbaceous Cover (390)</i>	COMET Planner	RUSLE2	RUSLE2	PLET
<i>Riparian Forest Buffer (391)</i>	COMET Planner	RUSLE2	RUSLE2	PLET
<i>Irrigation Water Management, Alternative Wetting and Drying (449)</i>	FieldPrint Calculator	RUSLE2	RUSLE2	PLET
<i>Pasture and Hay Planting (512)</i>	COMET Planner	RUSLE2	RUSLE2	PLET
<i>Prescribed Grazing (528)</i>	<b>POSSIBLE NEED</b>	RUSLE2	RUSLE2	PLET

Nutrient Management (590)	<b>POSSIBLE NEED</b>	RUSLE2	RUSLE2	PLET
Feed Management (592)	COMET Farm	RUSLE2	RUSLE2	PLET
Tree/Shrub Establishment (612)	COMET Farm	RUSLE2	RUSLE2	PLET

It is also our responsibility to report any data collected/generated into the USDA PCSC (Partnerships for Climate-Smart Commodities) Workbook. We intend to utilize a data reporting tool to capture all values generated by our tools or from an MMRV partner and funnel them into the USDA PCSC Workbook resulting in an official “farm” level reporting of GHG reductions for each of the previously described data elements. We will determine the format needed for input into this tool and will request the data output from an MMRV partner be such a format that it can be easily entered, by Alliance staff, into the reporting tool.

**Program Timeline**

September 2024 is the goal for having contracts awarded and meetings of game plan for groups.

MMRV and Marketing Partners will be involved in Years 2 and Years 3 of the Alliance program.

Year 2: October 2024-September 2025

Year 3: October 2025-September 2026

**Timeline and Deliverables for USDA Reporting Requirements**

Year 2 + Year 3	Ongoing Deliverables	Producers and providers quantify and report environmental benefits through COMET and/or Fieldprint, and RUSLE2  Data collected, analyzed, and used to report GHG and environmental data (including monetary value of climate-smart practices)
Year 3, Quarter 3		The Alliance integrates two years of data and stakeholder dialogues into final report, including outputs from technical conferences on payment terms and productivity, workshops on private market certificate model, and research projects.
Year 3, Quarter 4		Project partners host Concluding Summit (case presentation/closeout meeting). Input from final convening integrated into final report and published.

*Note: Producer Contracts are for 1 year and COMET planner farm data is submitted by the end*

**Year 2**

September 2024: Arkansas application period 2
January 2025: *North Dakota Application Period #2
January/February 2025: *Minnesota Application Period #2

February 2025:  
\*Virginia Application Period #3

February/March 2025:  
\*Arkansas Application Period #3

### **Year 3**

July 2025:  
\*Minnesota Application Period #3  
\*Virginia Application Period #4

September 2025:  
\*Arkansas Application Period #4

### **Budget and Award Information**

We expect to award one or more contracts of up to \$250,000 total for MMRV, Marketing or MMRV + Marketing. While we are open to the possibility of one partner, we expect that we will need to do more than one to best cover our needs and to maximize opportunities for impact.

Budget includes involvement of duties and responsibilities during years 2 and year 3 of the project (beginning September 2024 and ending in September 2026). We will not give out the particular budget number at this time.

Companies can identify specific targets to work with in providing MMRV and MP connections and bid on certain themes. Here are examples of specific areas of focus and the Alliance is willing to discuss inquiries too: Specific market segments, Commodities, Area/State(s).

Please include an itemized list of budget allocations for each project deliverable in your proposal. This detailed breakdown should outline the costs associated with each component, allowing us to thoroughly understand the financial requirements and resource allocation for the project.

Note: The Alliance is continuing to seek additional funding and may have some ability to consider proposals beyond the stated budget for activity that demonstrates clear, additional value and innovation.

## **VII. PROPOSAL PREPARATION AND SUBMISSION:**

### **A. Specific Requirements**

Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

1. Alignment with Statement of Work and Alliance Project Needs:
  - Proposals will be evaluated on how well they align with the requirements specified in the Statement of Work and address the needs of the Alliance project.
  - Proposals must adhere to the proposed timeline. Include estimated time for deliverables and typical time needed for analysis and data summaries.
2. Qualifications and Experience:

- Proposals will be evaluated based on the respondent's established relationships and proven track record of success in similar projects.
  - Proposals should demonstrate the technical expertise necessary to successfully complete the project.
3. Ease of Use and Benefit to Producers
    - Proposals will be assessed on how user-friendly the solution is and the tangible benefits it offers to producers.
  4. Cost/Value
    - Proposals will be scored on the overall cost-effectiveness and value provided, taking into account the financial aspects in relation to the deliverables.
    - Include an itemized list of budget allocations for each project deliverable in your proposal. This detailed breakdown should outline the costs associated with each component, allowing us to thoroughly understand the financial requirements and resource allocation for the project.
  5. Participation of Small, Women-owned and Minority-owned Business (SWAM) Business:
 

If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSD website at <http://www.sbsd.virginia.gov/>
  6. The return of the Submission Instruction page and addenda, if any, signed and filled out as required.

#### D. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;
  - a. **One (1) electronic document** in WORD format or searchable PDF of the entire proposal as one document, INCLUDING ALL ATTACHMENTS must be uploaded through the Virginia Tech online submission portal. Refer to page 2 for instructions.
 

Any proprietary information should be clearly marked in accordance with 2.d. below.
  - b. Should the proposal contain **proprietary information**, provide **one (1) redacted electronic copy** of the proposal and attachments **with proprietary portions removed or blacked out**. This redacted copy should follow the same upload procedures as described on Page 1 of this RFP. This redacted copy should be clearly marked "*Redacted Copy*" within the name of the document. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.



No other distribution of the proposals shall be made by the Offeror.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
- c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.
- d. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. –The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.

3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech.—This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

VIII. SELECTION CRITERIA AND AWARD:

A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	25
2. Qualifications and experiences of Offeror in providing the goods/services	25
3. Specific plans or methodology to be used to provide the Services	20
4. Cost (or Price)	20
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
	Total 100

B. Award

Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price, if so stated in the Request for Proposal. Negotiations shall then be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Virginia Tech shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech may cancel this Request for Proposal or reject proposals at any time prior to an award. Should Virginia Tech determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of this solicitation and the Contractor's proposal as negotiated.

Virginia Tech reserves the right to award multiple contracts as a result of this solicitation.

IX. OPTIONAL PRE-PROPOSAL CONFERENCE:

An optional pre-proposal conference will be held on August 7, 2024 at 3:00 PM EST by Zoom. The purpose of this conference is to allow potential Offerors an opportunity to present questions and obtain clarification relative to any facet of this solicitation.

Please contact Kim Widrig at [kdcromer@vt.edu](mailto:kdcromer@vt.edu) for the Zoom information.

While attendance at this conference will not be a prerequisite to submitting a proposal, offerors who intend to submit a proposal are encouraged to attend.

All changes resulting from this conference will be issued in a written addendum to this solicitation.

**It is strongly recommended that you obtain a Virginia Tech parking permit for display on your vehicle prior to attending the conference. Parking permits are available from the Virginia Tech Parking Services Department located at 505 Beamer Way, phone: (540) 231-3200, e-mail: [parking@vt.edu](mailto:parking@vt.edu).**

X. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to [vtinvoices@vt.edu](mailto:vtinvoices@vt.edu) or by mail to:

Virginia Polytechnic Institute and State University (Virginia Tech)  
Accounts Payable  
North End Center, Suite 3300  
300 Turner Street NW  
Blacksburg, Virginia 24061

XI. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website: <http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XII. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=VATech>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XIII. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XIV. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services is the mandatory controlling version of the document. Any modification of/or additions to the solicitation by the Offeror shall not modify the official version of the solicitation issued by Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may

be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XV. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XVI. CONTRACT ADMINISTRATION:

- A. Rebekah Slabach, Associate Director of Alliance to Advance Climate-Smart Agriculture, at Virginia Tech or their designee, shall be identified as the Contract Administrator and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrator, or their designee, shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. The Contract Administrator, or their designee, shall not have authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

XVII. ATTACHMENTS:

Attachment A - Terms and Conditions

Attachment B – Additional background information

Attachment C – Additional videos and news articles on the project

**ATTACHMENT A**  
**TERMS AND CONDITIONS**

**RFP GENERAL TERMS AND CONDITIONS**

See:

[https://www.procurement.vt.edu/content/dam/procurement\\_vt\\_edu/docs/terms/GTC\\_RFP\\_02182022.pdf](https://www.procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_02182022.pdf)

**ADDITIONAL TERMS AND CONDITIONS**

1. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the Agreement.
2. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
4. **CANCELLATION OF CONTRACT:** Virginia Tech reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
6. **IDENTIFICATION OF PROPOSAL:** Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to [the Virginia Tech online submission portal](#). Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. **Attachments must be smaller than 50MB in order to be received by the University.** Proposals may **NOT** be hand delivered to the Procurement Office.
7. **NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing via email.
8. **SEVERAL LIABILITY:** Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

**9. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS:** For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: [http://www.ita.vt.edu/purchasing/VT\\_Cloud\\_Data\\_Protection\\_Addendum\\_final03102017.pdf](http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf)

**10. ADVERTISING:** In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.

**11. INSURANCE:**

By signing and submitting a Proposal/Bid under this solicitation, the offeror/bidder certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

During the period of the contract, Virginia Tech reserves the right to require the contractor to furnish certificates of insurance for the coverage required.

**INSURANCE COVERAGES AND LIMITS REQUIRED:**

- A. Worker's Compensation - Statutory requirements and benefits.
- B. Employers Liability - \$100,000.00
- C. General Liability - \$2,000,000.00 combined single limit. Virginia Tech and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.
- D. Automobile Liability - \$500,000.00
- E. Builders Risk – For all renovation and new construction projects under \$100,000 Virginia Tech will provide All Risk – Builders Risk Insurance. For all renovation contracts, and new construction from \$100,000 up to \$500,000 the contractor will be required to provide All Risk – Builders Risk Insurance in the amount of the contract and name Virginia Tech as additional insured. All insurance verifications of insurance will be through a valid insurance certificate.
- F. The contractor agrees to be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from all liabilities resulting from bodily or mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.

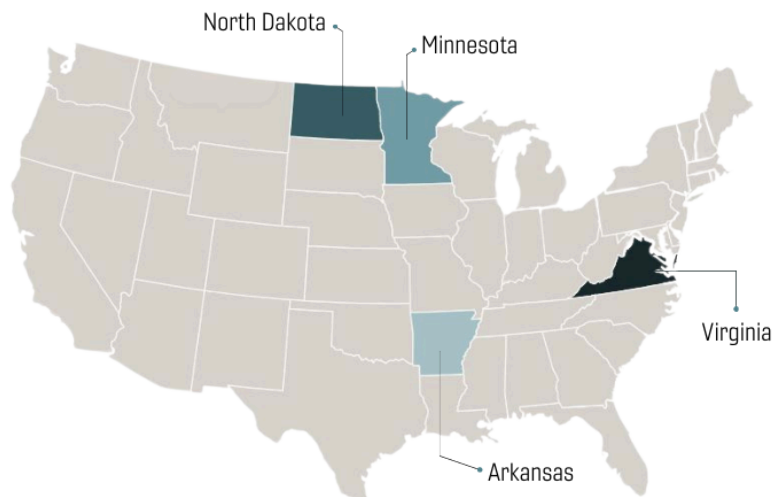
## ATTACHMENT B

### Introduction and Overview

The Alliance to Advance Climate-Smart Agriculture incentivizes and rewards farmers and ranchers for adopting climate-smart agricultural practices. Under the three-year, \$80-million pilot program, the Alliance and its partners will help producers in Arkansas, Minnesota, North Dakota and Virginia prove the value of paying farmers and ranchers \$100 per acre or animal unit for stewardship practices — delivering public value through carbon sequestration on, greenhouse gas reduction, improved soil health, water quality, water conservation, and other vital ecosystem services. Led by Virginia Tech, the Alliance is supported by USDA's Partnerships for Climate-Smart Commodities with participation on from more than 14 state and national partners.

*Supporting producers to increase productivity, strengthen markets, and improve climate resilience*

The timeframe for the project is July 1, 2023 to June 30, 2026 (3 years). We target enrolling more than 4,000 producers across four states in our pilot program.



Furthermore,  
40% of our enrolled producers are to be from underrepresented and limited resource populations.

## Compelling Needs:

- A. Climate-smart agriculture and forestry (CSAF) programs must reward all environmental benefits to be economically viable for producers. Currently, only 3% of producers are participating in voluntary carbon markets. This low number is due to the fact that payments for the greenhouse gas (GHG) benefits of CSAF practices typically do not meet producers' implementation costs, resulting in a financial loss. Producers lack the up-front financial resources to shift technology and equipment required to adopt CSAF practices, or to take on subsequent yield risks, and they cannot pass costs on to consumers. Climate-smart agricultural practices can deliver public environmental benefits with an "ecosystem service" value 400% greater than the value of the GHG benefit alone, particularly from water quality benefits in crops and air quality benefits in livestock. Paying producers at a rate that reflects the combined environmental values of CSAF practices enables them to earn a reasonable return, which enables them to rapidly scale adoption and deliver climate-smart commodities. This pilot project uniquely compensates producers with a payment that surpasses costs and reflects the combined public value delivered by stacked environmental benefits.
- B. CSAF programs must promote sustainable agricultural productivity to achieve global goals. Increasing agricultural productivity is critically important to achieving climate goals and global food security, yet a focus on productivity is absent from climate-smart agricultural programs. Productivity-enhancing practices may have adverse environmental impacts; however, including climate and environmental goals is achievable. This project will draw on insights from Virginia Tech's seminal Global Agricultural Productivity Reports© and a SoAR-led technical workstream to deliver recommendations on integrating productivity considerations within our climate-smart pilot program.
- C. CSAF programs typically fail to work for limited-resource and socially disadvantaged producers. This pilot creates a program that works for producers of all sizes and types. Private market programs often require administrative burdens that prevent equitable access for small and limited resource producers, which includes the majority of socially disadvantaged producers. Our pilot demonstrates an equitable program by: a) easing the administrative burden on producers and the private sector; b) offering minimum payments and equity payments to address historic discrimination; c) tailoring outreach to underserved communities; and d) evaluating how to support limited resource producers in using the Carbon Management Evaluation Tool (COMET).
- D. The private sector lacks a climate-smart certificate that addresses supply chain barriers, works at scale, and leverages public and private investments to avoid penalizing early actors while demonstrating additional climate benefits. Private carbon market qualifying criteria for demonstrating additional GHG benefits prevent early adopter participation. The Alliance pilot will test a program model to verify and measure total and net GHG benefits. This model will enable the private sector to purchase climate-smart commodity



certificates and claim additional investments using average net GHG reductions. Early adopters are to be fairly compensated by the program, both gross and net impacts will be reported, and private sector actors would claim only the net impacts to meet their reporting needs. This model also resolves supply chain barriers that commodities confront by disconnecting the certificate from the need for chain of custody tracking. High-end estimates of private-sector market carbon farming are only \$5 billion, while the cost of national adoption of climate smart practices is approximately \$50 billion. Additionally, the pilot will conduct research on consumer willingness to pay for various climate-smart labels to help assess the size of the private market and label effectiveness.

- E. Guidance is needed on how to support producers to effectively use COMETPlanner. Very few producers have experience with COMET-Planner and our pilot needs to identify what support producers need in order to use the tool effectively. This pilot will use several approaches to inform types of support needed, including outcome evaluation comparing COMET-Planner and COMET-Farm and interviews of participating producers.
- F. Livestock producers are not incentivized to adopt practices that reduce methane gas production and deliver other environmental benefits. Economic incentivization of climate-smart livestock management requires specific consideration due to 1) the unique variability in investment associated with mitigation options (e.g., cost of feed supplements vs lagoon covers); 2) the technology-specific trade-offs among environmental impact, animal productivity, farm profitability, and other sustainability metrics such as consumer acceptance and animal wellbeing; and 3) the need for farm specific planning and evaluation of effective, appropriate, affordable, and timely mitigation strategies. To account for these challenges, this project proposes to focus investigations on confined-animal farm operations in Minnesota and Virginia. The goal is to establish a payment system that provides incentives for reducing resource inputs and optimizing productivity, when both metrics are scaled by animal and land unit, and consider the need for reducing use of riparian areas by livestock.

Table 1.

## ELIGIBLE PRACTICES

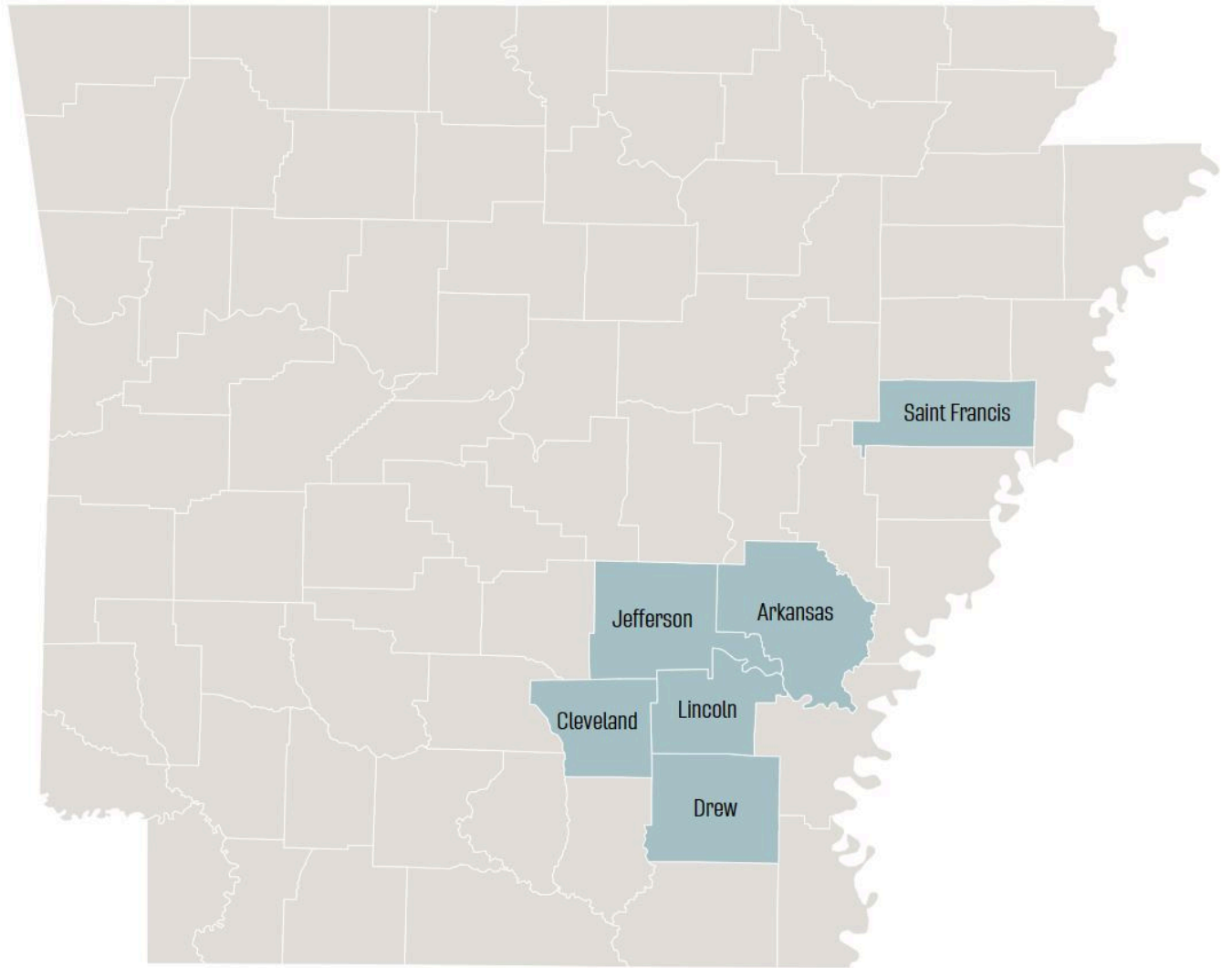
CROP PRACTICES	LIVESTOCK PRACTICES	RICE PRACTICES
Cover crops (340); no-till (329); reduced till (345); nutrient management, including precision nutrient management (590); conservation crop rotation (328); <u>silvopasture</u> (381); riparian forest buffer (391); riparian herbaceous cover (390), tree/shrub establishment (612), pasture and hay planting (512)	Comprehensive nutrient and manure management plan and implementation (102); roofs and covers (367); waste separation facility (632); feed management to reduce enteric emissions (592); prescribed grazing (528); nutrient management (590); <u>silvopasture</u> (381)	Residue management, no-till (329); residue management, reduced till (345); irrigation water management-alternate wetting/drying for water conservation in rice (449); conservation crop rotation (328); nutrient management, including precision application and/or advanced formulations (590)

### Project Scale:

The pilot will reach an estimated 4,400 - 4,800 operations representing a total of 475,300 acres or animal units. This estimate assumes a project budget of \$80 million with \$57.3 million going directly to producer payments, including a \$4 million allocation for high-cost livestock practices, and a cap of paying for the adoption of practices on 160 acres or animal units per operation. Additionally, participating farm sizes will reflect state farm sizes, socially disadvantaged and limited resource producers will earn 25% equity payments, and new producers will be selected for participation in the second year in three of the four states, Minnesota the exception. The pilot scale may differ slightly from the above goals depending on the districts and counties selected.

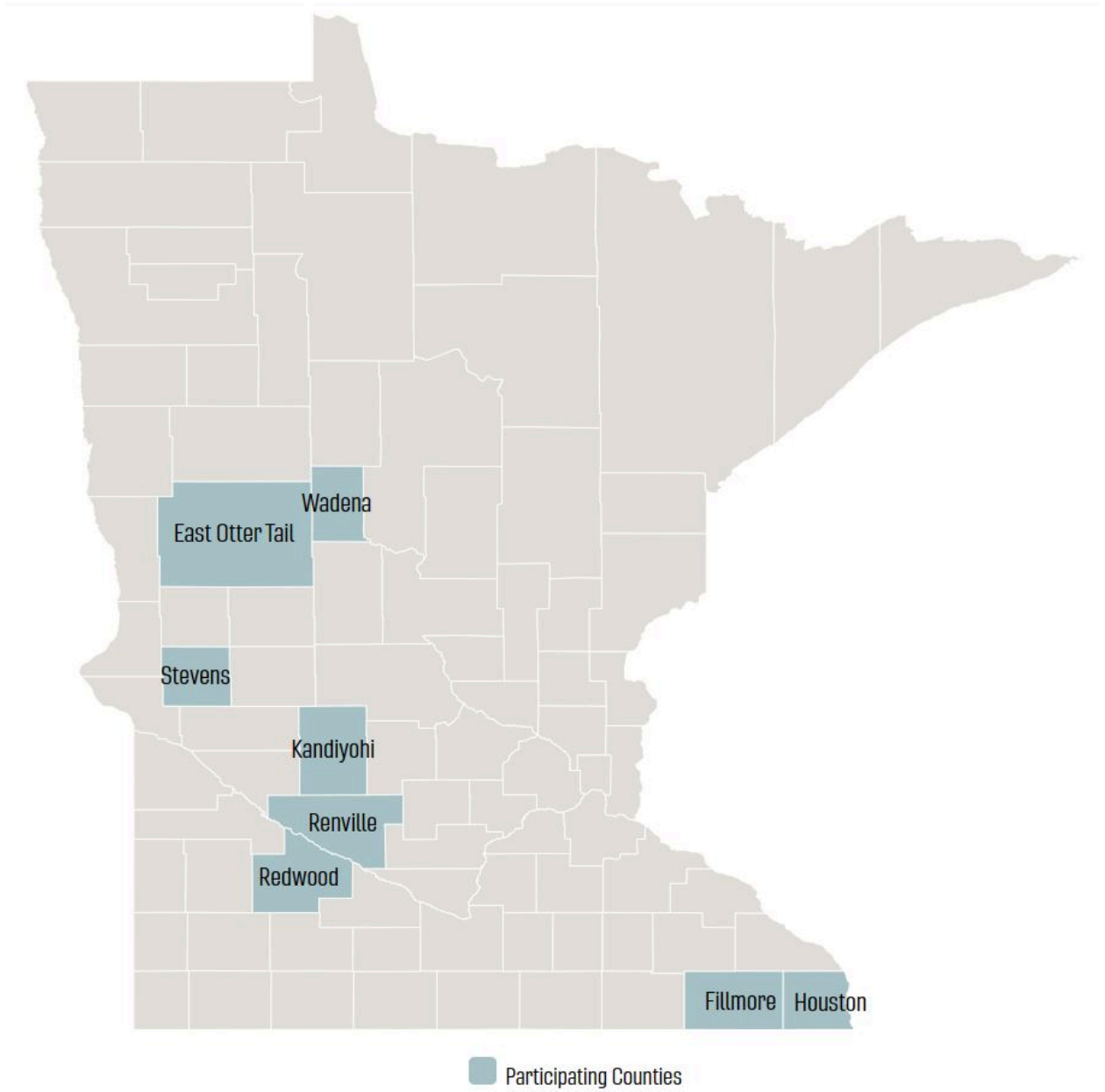
The Alliance pilot project will be implemented in Arkansas, Minnesota, North Dakota, and Virginia to test the concept in a diverse array of geographies, ecologies, and economic contexts. Within each state, conservation districts will be selected to reach a diversity of operations and ecologies. Technical workstreams and conferences, tools, reports, producer meetings, and stakeholder dialogues will inform our climate-smart program design.

# Arkansas:

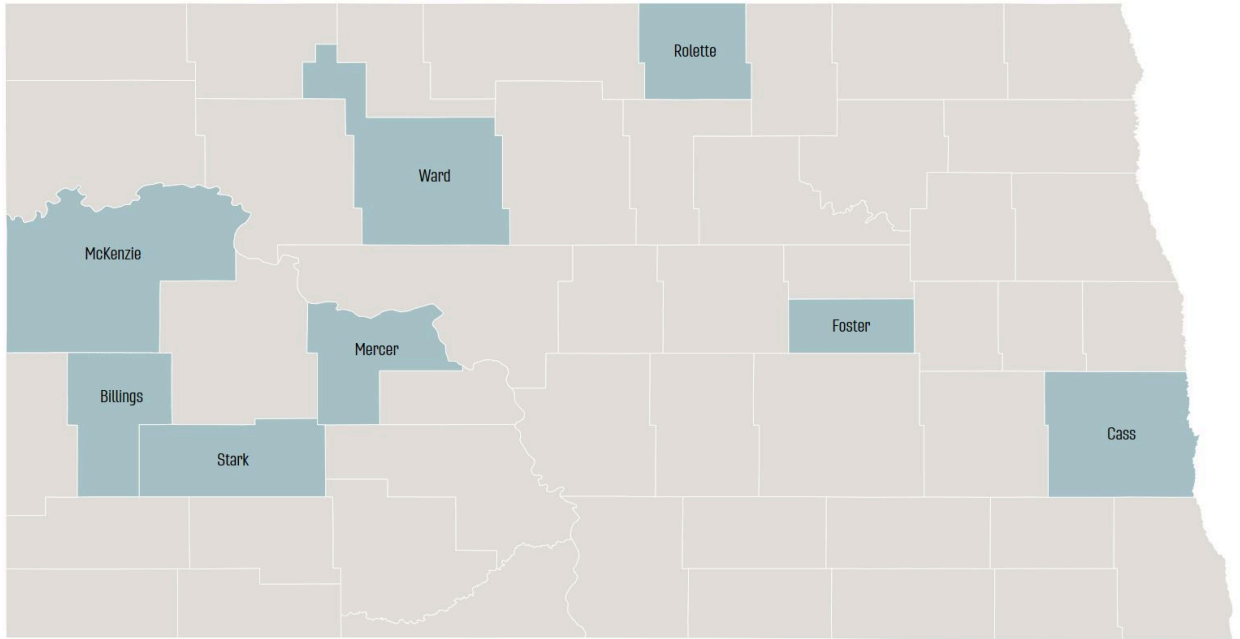


■ Participating Counties

# Minnesota:

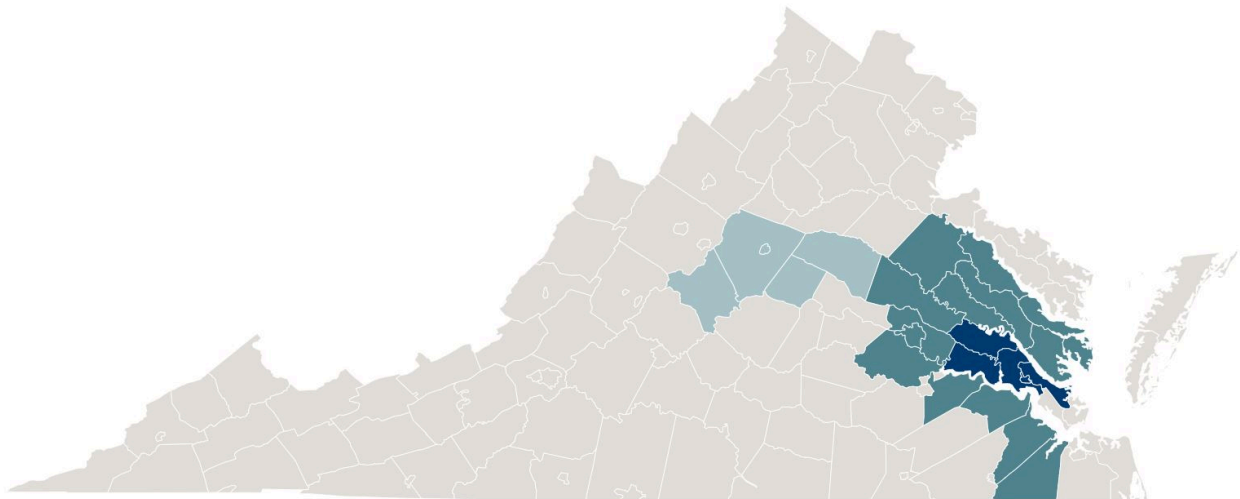


# North Dakota:



■ Participating Counties

# Virginia:



■ Thomas Jefferson SWCD   ■ Colonial District SWCD   ■ Colonial SWCD Expanded District

## Pilot Scale by State and Themes

The estimated scale of the pilot per state is as follows:

Table 2.

State	Cropland Acres	Pasture/Range Acres	Animal Units
Arkansas	76,672	31,242	23,405
Minnesota	57,865	2,852	12,782
North Dakota	95,616	33,768	1,936
Virginia	72,923	48,791	17,447
Total Pilot Units	303,076 (64% of pilot units)	116,654 (24% of pilot units)	55,570 (12% of pilot units)

## Livestock Working Group Program

Additionally, the pilot will provide \$2 million to both Minnesota and Virginia to pilot the implementation of high-value and high-cost climate-smart practices in Animal Feeding Operations (AFOs). Targeting a small number of swine, dairy, poultry, and beef operations, this project will test and evaluate the payment terms and program design for the practices necessary to effectively reduce methane and nitrous oxide emissions from these operations. The conservation practices selected will be tailored to each operation and may include such items as basic lagoon covers, collectors and converters, separators, and composting systems. By explicitly exploring producer-proposed cost sharing strategies to pay for integrated waste management systems approach, the project will yield information to support the refinement of cost share programs focused on expensive capital improvements to effect voluntary adoption of these practices across the United States.

## Producer Participation:

Participants will quantify and report total GHG benefits through the use of COMET-Planner. COMET Planner does not include feed management, manure management, or rice, so operations implementing those practices will use alternative tools including COMET-Farm and Field to Market's Fieldprint Calculator. Virginia Tech will aggregate the data from all participants to report total and additional GHG impact. To enhance the robustness of GHG quantification, up

to 10% of participants will use both COMET-Planner and COMET-Farm. Virginia Tech will extrapolate the difference in findings from the two COMET tools regarding additional GHG and long-term GHG impact projections. The results will inform how a COMET-Planner-based program can be augmented by COMET-Farm to obtain finer-scale estimates of farm-level GHG benefits. COMET-Farm will also allow the assessment of GHG benefits associated with changes in practices over a longer period of time. These results can be extrapolated from the COMET-Farm subset to provide a range of aggregate impact around the baseline impact estimated using COMET-Planner.

The above data-driven results will be complemented by a literature-review approach that estimates gross and net GHG impacts using studies of GHG impact for each climate-smart practice, rather than operation-level data. Using national data on rates of early adoption of climate-smart practices, the early adopters' GHG benefits will be subtracted and the additional GHG impacts will be reported. This model allows early adopters to be compensated for their contributions and allows the reporting process to track gross and additional GHG benefits.

- A. All producers willing to adopt climate-smart practices will qualify and a stratified randomized selection process will be applied to ensure statistically representative and equitable enrollment.
- B. By using existing measurement tools, the pilot will minimize training and development costs. GHG impact will be quantified using tools such as USDA's COMET and Field to Market's Fieldprint Calculator (for rice), which do not require extensive on-farm sampling. To inform a large-scale program design that can rely on COMET Planner, the pilot will simultaneously evaluate COMET-Planner and COMET-Farm outputs for up to 10% of producers. Additional carbon capture MMRV methods will be employed for comparison with COMET results. Producers will be compensated for extra time needed to use COMET-Farm. Soil Conditioning Index—Revised Universal Soil Loss Equation 2 (RUSLE2) and/or other state-based tools will be used to quantify other environmental benefits.
- C. Unlike current carbon market programs, this pilot project will use the USDA best practice of producer self-verification and select audits, which the Congressional Budget Office found effective in current programs. To support private market investments at a dramatically reduced verification and administration cost, program partners will work with corporate stakeholders to propose parameters for a program based on verification of the net and total GHG reductions and reporting of the averages for the private market to use in the purchase of certificates. Process refinements will be suggested based on extensive dialogue with technical experts and private market actors.
- D. Livestock pilots will include recommendations on verifying methane reductions using practical, scientific, and cost-effective methods. Methods will be considered including drones for spot-checking and feedback from producers will be gathered to inform a practical approach for a voluntary program that delivers scientifically valid results.

Virginia Tech researcher Dr. Mark Reiter will work with state pilot leads and SWCDs to collect and analyze soil samples on a limited number of operations to evaluate efficacy of cover cropping, grazing management, and other CSAF on GHG sequestration potential.

## Virginia Tech Research Agenda

### VIRGINIA TECH RESEARCH AGENDA

Each one of the 4,400-4,800 farms enrolled will generate data to support the Virginia Tech research agenda:

- ① Develop participant selection tool to ensure that results generate meaningful insights for scaling up to a national program
- ② Quantify environmental and other benefits from adopting CSA practices
- ③ Compile and test estimates of GHG reductions across the pilot states
- ④ Evaluate consumer willingness to pay for various climate-smart labels
- ⑤ Test incentives to support high-cost, high-impact GHG mitigating opportunities in the livestock sector
- ⑥ Analyze producer self-reported yield and other outcomes to estimate impacts on productivity

The objectives of this project are to support the production and marketing of climate-smart commodities by providing voluntary incentives to producers and landowners, including early adopters, to implement climate-smart agricultural production practices, activities, and systems on working lands; measure/quantify, monitor and verify the carbon and greenhouse gas (GHG) benefits associated with those practices; and develop markets and promote the resulting climate-smart commodities.

## Animal Science Research Agenda

*Team led by Dr. Robin White, Virginia Tech School of Animal Sciences*

Resources will be used for verification via direct measurements and modeling of on-farm greenhouse gas emissions and broader ecosystem services, to be focused on 18 farm locations in Virginia and Minnesota where high-cost livestock practices have been implemented as part of



our pilot. For each farm, we will collect comprehensive manure samples from the manure storage and handling systems to be evaluated for composition of volatile organic solids, as well as N and P fractions. We will also monitor and model enteric methane emissions from cows. Finally, we will collect samples of soil, feedstuffs, and pastures on farms and analyze these samples for organic matter, N, P, and in the case of feeds, energy and protein. These data will be used for comparison to the COMET outputs and for benchmarking the efficacy of different BMPs applicable to the animal sector.

Robin White will direct measurements and modeling of on-farm verification of greenhouse gas emissions and various metrics of broader ecosystem services, to be focused on locations in Virginia and Minnesota where high-cost livestock practices have been implemented as part of the Alliance pilot. For each farm, she will collect comprehensive manure samples from the manure storage and handling systems to be evaluated for composition of volatile organic solids, as well as N and P fractions.

### **Agronomy Research Agenda:**

*Team led by Dr. Mark Reiter and Dr. Ryan Stewart, School of Plant & Environmental Sciences*

Eastern Shore Agricultural Research and Extension Center to work with state implementers, farmers, and other partners to evaluate efficacy of cover cropping, grazing management, and other CSAF on GHG sequestration potential. The attempt will be two-fold, to both demonstrate overall GHG sequestration from introduced interventions directly (i.e. soil and plant samples), but also to document possible GHG output reductions by utilizing various best management strategies, precision agriculture, and other technologies through modeling. Program participants will self-report yield and other potential outcomes of enhanced interventions. The VT agronomy team will consolidate self reporting outputs, spotcheck and confirm outcomes across the project area, and utilize inputs to inform potential GHG emission sequestration and reduction using tools, such as COMETFarm, COMET-Planner, and other tools that may become available during project.

Our goal is to compare farmer inputs from baseline data to possible agricultural mitigation potentials. We will solicit soil and plant tissue samples from project participants throughout Virginia and other interested project areas. Select soil and plant tissue samples will be analyzed for total carbon, total nitrogen, microbial activity and other parameters to better inform program participants of changes within their cropping and grazing systems and how these data compare to estimates seen in modeling.

## **Measurement/Quantification, Monitoring, Reporting, and Verification Plan:**

- A. Approach to GHG benefit quantification, including methodology approach consistent with the section titled “Quantification Requirements” below Quantifying GHG Benefits. Participants will quantify and report total GHG benefits through the use of COMET-Planner. COMET Planner does not include feed management, manure management, or rice, so operations implementing those practices will use alternative tools including COMET-Farm and Field to Market’s Fieldprint Calculator.
- B. To enhance the robustness of GHG quantification, up to 10% of participants will use both COMET-Planner and COMET-Farm. Virginia Tech will extrapolate the difference in findings from the two COMET tools regarding additional GHG and long-term GHG impact projections. The results will inform how a COMET-Planner-based program can be augmented by COMET-Farm to obtain finer-scale estimates of farm-level GHG benefits. COMET-Farm will also allow the assessment of GHG benefits associated with changes in practices over a longer period of time. These results can be extrapolated from the COMET-Farm subset to provide a range of aggregate impact around the baseline impact estimated using COMET-Planner.

The above data-driven results will be complemented by a literature-review approach that estimates gross and net GHG impacts using studies of GHG impact for each climate-smart practice, rather than operation-level data. Using national data on rates of early adoption of climate-smart practices, the early adopters’ GHG benefits will be subtracted and the additional GHG impacts will be reported. This model allows early adopters to be compensated for their contributions and allows the reporting process to track gross and additional GHG benefits.

To design a pilot program that does not penalize early adoption, Virginia Tech will develop a model and guidance for refining the methodology over time to inform how our pilot can include early adopters and quantify the total and additional GHG in a manner that is scientific and practical, such as by subtracting the average rate of early adoption. The Advisory Council will use those model insights along with the Alliance proposal to develop recommendations on how to account for total and additional GHG benefits while fairly compensating early adopters.

**Quantifying Additional Environmental Benefits.** To capture and demonstrate the additional environmental benefits from the implementation of the selected practice, the state pilot lead will provide data derived from the conservation planning process as appropriate for the enrolled acres, such as soil condition index, tons of soil erosion reduced, reduced application of nutrients, water quality benefits, etc. The state pilot lead will utilize RUSLE2 and provide the data to Virginia Tech, which will aggregate, report, and quantify the dollar value of soil and water quality benefits. Fieldprint also provides data on additional environmental benefits, including biodiversity, water quality, soil conservation, irrigation water use, energy use, and soil carbon.

C. Approach to monitoring of practice implementation, including the anticipated number of farms and acres reached through project activities

Pilot participants will self-report implementation of the practices adopted under the pilot. The conservation districts and other contracted TA providers will conduct spot checks of at least 10% of self-reporting farms to provide third-party verification. The spot checks will be structured to ensure that a subset of all adopted practices is sampled. The state pilot lead will report the number of operations, acres of each practice, and findings from the monitoring and compliance spot checks to the pilot lead. The reach of the project scope is addressed under II.B.

D. Approach to reporting and tracking of greenhouse gas benefits including the anticipated GHG benefits per operation, per project, per commodity produced, per dollar expended, and the anticipated longevity of GHG benefits

Reporting of GHG Benefits. Producers will report their GHG benefits using COMET and/or Fieldprint tools with or without TA support, as described above. Virginia Tech researchers will aggregate and report the GHG and environmental benefits by operation, project, commodity, dollar expended, and anticipated longevity of GHG benefits. This analysis will include a review of data provided by producers without COMET tool TA support compared to those receiving TA support, the use of COMET-Farm versus Planner outcomes, and the ability of smaller producers to use the tools. Results of this analysis will inform recommendations on the levels and types of support needed by producers enrolling in a program using the COMET tools.

This data-driven reporting will be augmented by a literature review of climate-smart practices' GHG and ecosystem service values, leveraging RIPE's existing compilation of research. Virginia Tech will also assess how the transaction costs of reporting GHG benefits may vary across operations and with various production and socioeconomic dimensions.

Tracking and Marketing of GHG Benefits. Virginia Tech will report the GHG benefits accrued by each producer as well as across the pilot program using the tools identified above as well as other TBD partner-provided MMRV tools. Participating producers will be eligible for a prototype certificate that "certifies" either the value of environmental benefit of their product (e.g. "climate smart" rice) or the GHG benefits as a stand-alone product divorced from the commodity. Alliance partners will develop relationships with potential purchasers of these climate-smart commodities and/or GHG benefits and will promote the certificates to these organizations. In addition, Virginia Tech and partners will seek to establish pilot-specific relationships with companies and organizations that pay for either carbon or climate-smart commodities and with which enrolled producers may already have a relationship, thus capitalizing on existing channels through which to augment producer value.

## ATTACHMENT C

Alliance website: <https://www.allianceforcsa.org/>

Alliance video: <https://www.youtube.com/watch?v=51GW3ggzFvY>

Press Release: <https://www.cals.vt.edu/magazine/spring-23/80-million-grant.html>