

Request for Proposal

For facilitation and development of a strategic plan for Public Trust in Nova Scotia

November 2019



Request for Proposal

The Nova Scotia Federation of Agriculture (NSFA) seeks proposals from consultants interested in designing and facilitating the development of a Public Trust Strategy for Nova Scotia agriculture. Proposals are to be submitted **by November 29**. If there are any questions regarding the RFP they must be asked by November 19 and will be answered by November 22. The estimated project timeline is November 2019 – February 2020.

Organizational Profile

Since 1895, the Nova Scotia Federation of Agriculture has represented the interests of Nova Scotia's agricultural community. Today its members account for well over 90% of all agricultural production in Nova Scotia. With an organizational structure that includes representation from 13 county and regional federations and 29 recognized agricultural commodity groups, the Federation brings together over 2,400 individual farm businesses representing all aspects of primary agriculture in the province. The NSFA supports farm families and businesses through lobby and advocacy efforts and with the delivery of programs and services, including Public Trust Programming.

Our Vision

A prosperous and sustainable future for Nova Scotia farms and farmers.

Our Mission

To influence and affect change for the continual success of agriculture in Nova Scotia.

Our Core Functions

- Lobby, policy and advocacy
- Member engagement
- Program and service delivery

Program Background

Public trust is a growing initiative and the NSFA believes it is essential to the sustainable future of our agriculture industry. The NSFA delivers Public Trust Programming with funding support from the Canadian Agricultural Partnership, a federal-territorial-provincial initiative.

Canada's agriculture and agri-food industry is among the most respected in the world. In fact, Canada is well-known for its ability to produce food products in a responsible and sustainable manner. However, it is also known that consumers are increasingly concerned of the ethical and responsible manner in which their food is grown. According to the 2018 research by the Canadian Centre for Food Integrity (CCFI) the overall impression of agriculture in Canada decreased from 61% to 55% in the last year, after a steady increase since 2006. This decline is driven by an increase in responses saying they don't know enough to have an opinion.

The reality is that our population is continuing to out-migrate from rural regions into urbanized centres, which means consumers are further distanced from agriculture and where their food is grown. This is a huge concern for Nova Scotia farmers. In a recent member engagement consultation conducted by the NSFA, public trust ranked as the top issue farmers felt needed to be addressed. Farmers recognize consumers are disconnected from their food, public confidence is decreasing and that there is a need for quality standards for all food production.

Not only do we know that producers are concerned about the public's confidence in the industry and their food, but we know it is contributing to the decline of mental health in our industry. The work done with the National Survey of Farmer Mental Health highlighted that public perception and activism is one of the contributing factors negatively impacting our farmers' mental health.

All of this research reinforces the need to improve public perception of the food system to ensure the competitiveness, reputation and sustainability of our industry. Not only do we need to increase awareness of how food is grown and the best practices implemented by farmers but we need to instill trust in our consumers. Iowa State University, in partnership with the Centre for Food Integrity (CFI) initially introduced the research-based consumer trust model which outlines three primary components that drive trust – confidence, competence and influential others. However, of these three components it is important to note that CFI states that confidence, described as shared values and ethics, is three-to-five times more important than competence in building trust.

Research also clearly indicates that consumers trust farmers. This means public trust initiatives must be industry-led to capitalize on the credibility that exists between consumers and farmers. The development of a strategy to support this industry-led public trust programming will ensure the NSFA and its partners are on the right track to increase consumer trust in Nova Scotia's agriculture industry and to provide consumers with the information they need and want.

Program Objective

The objective of the public trust program is to increase public trust in Nova Scotia agriculture by:

- Providing a forum to connect, engage and collaborate with key industry stakeholders
- Providing farmers with the resources needed to better understand how to effectively promote agriculture and relate to the public;
- Providing opportunities for the public to interact with farmers; and
- Communicating the responsible practices used by industry and the importance of the agriculture industry to the Nova Scotia economy and culture.

Scope

The Consultant will work with the Director of Outreach and Member Relations and the Public Trust Coordinator on the details of the strategic planning process, schedule of activities and selection of background information.

The scope of the plan should include:

- Review of existing public trust initiatives;
- Development of both short-term and long-term priorities, goals and measurements
- Engagement from membership on strategic priorities
- Engagement from key industry stakeholders partners on strategic priorities

Available documents for background information include, but are not limited to:

- Ag Awareness Strategy
- Ag Education Strategic plan

The following includes a list of stakeholders to be considered for consultation:

- Farmers
- County Federations
- Commodity Groups
- Nova Scotia Young Farmers Forum
- Exhibitions of Nova Scotia
- 4-H Nova Scotia
- Farmers' Markets of Nova Scotia
- Dalhousie Faculty of Agriculture
- Atlantic Federations of Agriculture
- Nova Scotia Department of Agriculture
- Perennia
- Agriculture and Agri-Food Canada
- Other recommendations are welcomed

Deliverables

The final strategic plan document must include the following:

- Identify strategic priorities and areas of focus for the next 3 years
- Identify goals and tactics to meet priorities; including:
 - Stakeholder engagement
 - Public facing event and campaign initiatives
 - Farmer facing resource and training initiatives
- Identify program evaluation methods and metrics
- Recommendations on implementation of strategy
- Recommendations on advisory oversight

Guidelines for Proposal Development

Summary (1 page maximum)

Provide a brief summary of the proposal.

General Description (1 page maximum)

Provide a general description of the detailed work plan, including reasoning for planned activities to demonstrate an understanding of the project and industry.

Work plan (3 page maximum)

Provide a detailed work plan on the activities to be completed, the stakeholders involved, the process for stakeholder engagement and a timeline for the activities.

Staff (1 page maximum)

Identify the person(s) from your organization that will be working on the project and identify his/her role. Provide a brief description of their relevant experience and skills.

Budget (1 page maximum)

Provide a detailed budget for the project including the estimated number of hours, travel costs and any other expenses.

References (1 page maximum)

Provide the name of three references you have worked on similar projects with, including their current contact information.

Evaluation

Scope of proposal including understanding of industry and need	15%
Work plan	25%
Timeline	15%
Budget	20%
Staff and organizational capacity and experience	25%

Please submit proposal by November 29 to:

Carolyn Van Den Heuvel

Director of Outreach & Member Relations

Nova Scotia Federation of Agriculture

Email: cvandenheuvel@nsfa-fane.ca

Nova Scotia Federation of Agriculture

7 Atlantic Central Drive

East Mountain, NS, B6L 2Z2

www.meetyourfarmer.ca

www.nsfa-fane.ca