

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

Media Services and Web Design for a Producer Education Hub for USDA Organic Certification

Submissions due by December 1, 2025

Project start by January 10, 2026

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Please direct questions to NW TOPP at topp@tilth.org.

1. Summary

Oregon Tilth, under the USDA Transition to Organic Partnership Program (TOPP), is seeking a media and web design consultant to assist in developing 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. The chosen consultant will work alongside an organic certification expert, chosen by Oregon Tilth, to ensure the correct information is included in the educational modules.

Interested parties must submit a proposal addressing the criteria outlined below by December 1, 2025 at 5pm PT to: 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 media services and web design consultant to support the organic certification assistance and educational programs of TOPP by creating an aesthetically-pleasing and easily navigable 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. An organic expert selected by Oregon Tilth will provide the content for the modules.

- Identify and use a digital platform, such as Teachable (or similar), to host the hub that is free for producers to use and is easily accessible, including by mobile device.
- In tandem with the organic expert, 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 and written content, include articles, templates, and additional new or existing resources as identified by the organic expert.
- Create and source infographics and images that complement the technical content and accurately represent the organic regulations and organic operations.
- Ensure the hub's visual 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.

If needed, other vendors, managed by the consultant, may assist with the videography, 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 January 10th, 2026 and will be completed by September 30th, 2026.

4. Budget

We estimate the total costs of the project to not exceed \$85,000. 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 December 1, 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 January 10, 2026.
- 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 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.