



PETALUMA  
CITY SCHOOLS

# Welcome and Overview

July 17, 2025



## Agenda

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# Introduction to RFP #FSFP2526



**Food Services**

## Purpose of the RFP

This Request for Proposal (RFP#FSFP2526) seeks qualified vendors to supply fresh produce to Petaluma City Schools Food Services Department. The goal is to procure high-quality, locally-sourced produce supporting the district's Farm to School program and nutritional goals.

## Contact Information

Submit proposals and direct all questions to Brian Dufour, Director of Food Services, Petaluma City Schools. Contact details: Office phone 707-200-7938, email [bdufour@petk12.org](mailto:bdufour@petk12.org), and mail address 200 Douglas Street, Petaluma, CA 94952.

## Proposal Due Date

All proposals must be received electronically by August 1, 2025, no later than 3:00 pm Pacific Time. Late submissions will not be accepted. Vendors must ensure timely delivery of their proposals to be considered.



# RFP Schedule of Events

Jul 7, 2025



## RFP Release

Release and advertisement of RFP #FSFP2526 initiating the procurement process for fresh produce.

Jul 17, 2025



## Pre-Bid Zoom Q&A

Public Q&A session at 11:00 AM PT via Zoom to clarify RFP requirements and answer vendor questions. Join at <https://bit.ly/4k5FgTH>.

Jul 25, 2025



## Questions Deadline

Last day to submit written questions regarding the RFP to the District to ensure clarity and completeness.

Aug 1, 2025



## Proposal Due

Electronic proposals must be received by 3:00 PM PT to be considered for evaluation.

Aug 4, 2025



## Proposal Opening

Proposals will be opened (not public) for initial review and scoring by the District evaluation committee.

Aug 4-15



## Evaluation & Interviews

Evaluation of proposals and possible vendor interviews to assess qualifications and fit.

Sep 1, 2025



## Contract Start

Anticipated start date for the awarded contract to begin fresh produce procurement and delivery services.

# Proposal Submission Requirements

## Electronic Submission Details

- Submit one electronic RFP response via email to pcsfood@petk12.org with subject line: "Response to RFP #FSFP2526".
- Proposals must be received by August 1, 2025, 3:00pm PT; late submissions will be rejected.
- Paper, fax, or mail submissions are not accepted.
- Bidders must obtain any addendums or amendments and acknowledge them.
- Questions must be submitted in writing to bdufour@petk12.org by July 25, 2025.

## Required Proposal Documents and Labeling

- Submit required files saved separately and clearly labeled.
- Include HACCP Plan / Food Security and Safety Program with Pest Control Policy & Recall Procedures.
- [Item List](#) in both spreadsheet (.xlsx) and PDF formats.
- Completed Vendor Questionnaire and Certificate of Liability Insurance.
- Remaining proposal materials may be combined but files 1-4 must also be saved separately.

# General Terms and District Overview



## About the District

Petaluma City Schools serves approximately 7,300 students across 13 schools, including elementary, middle, traditional, and alternative high schools. The District offers Universal Meal Programs through NSLP and SBP, and Afterschool Meal Supplements starting 2025-2026.



## Meal Programs Offered

The District participates in the National School Lunch Program and School Breakfast Program, providing free meals to all students. Starting SY 2025-26, Afterschool Meal Supplements will also be offered to support student nutrition.



## Commitment to Local Sourcing

Petaluma City Schools prioritizes purchasing seasonal, high-quality fresh produce from local farmers within 150 miles, preferably California-grown. Vendors should indicate product origin and support local, organic, and regenerative farming practices.



## Eat Real Certification Goals

The District aims to achieve Eat Real Certification, which includes 10 standards such as reduced sugar, whole carbohydrates, fresh produce, sustainable sourcing, and menu variety, to serve nutritious and sustainable meals to students.

# Vendor Goals and Responsibilities



## Quality and Variety

Ensure students receive a wide variety of high quality produce daily, sourced from small- to mid-scale farmers using organic and/or regenerative practices whenever possible.



## Local and Seasonal Sourcing

Prioritize purchasing produce within 150 miles of Petaluma, supporting local farmers and food hubs to maximize regional food system impact. California sourced products are required.



## Sustainability Commitment

Support the District's goals for environmental sustainability by sourcing from farms that address soil health, carbon footprint, waste management, biodiversity, and humane care standards.



## Customer Service Excellence

Provide excellent customer service including timely deliveries, clear communication, training for staff on purchasing and handling produce, and ongoing produce market updates.



## Long-Term Partnership

Demonstrate experience, financial stability, and commitment to advancing Eat Real Certification and Farm to School initiatives through strategic sourcing and collaborative engagement.

## Pricing & Item List

# Proposal Pricing and Item List Instructions

### Pricing Details

Prices must be typed and shown with up to four decimal points for each item. Unit prices should match the specified unit (e.g., do not list pound price if ounce price is requested). Errors can be corrected only before proposal opening and must be initialed in blue ink.

### Itemized Bid List Submission

The Item List spreadsheet must be completed with monthly volume availability and prices for each month of the contract period. Bidders may add similar or special order items below the existing list and indicate notes such as minimum purchase or market items.

### Origin and Compliance

All items must meet Buy American provisions and be sourced from within California.

### Contract Modifications and Additional Goods

Items not in the executed contract can be added only if the total value does not exceed the original solicitation limit. Additional goods exceeding the limit require separate procurement. The USDA recommends limiting added goods cost to 5-10% of contract value.

idental edits. To enter your data and pricing, please follow the following steps.						
Items you are not bidding on.						
Total Forecasted Usage	Conversion to Lbs	Months of Usage	Monthly Forecast ed Usage by Case	Variety Offered	Organic - Certified and/or Growing Practices (REQUIRED or PREFERRED)	Harvest Locations (Municipal Jurisdiction if CA, State if USA, Country if Non-Domestic)
40	1,800	10	4	Green Tip	REQUIRED	Colombia
1300		10	130		REQUIRED	
130		2	65		REQUIRED	
130		2	65		PREFERRED	
136	136	8	17		PREFERRED	
8000	8000	10	800		PREFERRED	
100		4	25		PREFERRED	
460	2300	6	77		PREFERRED	
16000	16000	10	1600		PREFERRED	
143	5720	10	14		PREFERRED	
1122	1122	10	112		PREFERRED	
8000	8,000	10	800		PREFERRED	
57		3	19		PREFERRED	
75		5	15		PREFERRED	
24000	24000	10	2400		PREFERRED	
130		10	13		PREFERRED	
300	5400	3	100		REQUIRED	
100		4	25		PREFERRED	
7200	7,200	10	720		PREFERRED	
360		6	60		PREFERRED	
200	4000	4	50		PREFERRED	
50	2000	10	5		REQUIRED	
200		5	40		REQUIRED	
850		10	85		PREFERRED	
165		3	55		REQUIRED	
134		3	45		REQUIRED	
300		10	30		REQUIRED	
68	680	5	14		PREFERRED	
86		1	86		PREFERRED	
120		4	30		PREFERRED	
130		2	65		PREFERRED	
24000	24,000	10	2400		PREFERRED	
12000	12,000	5	2400		REQUIRED	
12000	12,000	5	2400		PREFERRED	
32	256	1	32		REQUIRED	
325		5	65		PREFERRED	
1600		5	320		PREFERRED	



# Delivery and Service Level Agreement



## Delivery Specifications

Successful bidder must deliver fresh produce 5 days a week to up to 5 sites for **designated items**, during designated morning hours. No overnight or weekend deliveries allowed. Delivery drivers must unload and place products in designated walk-in coolers.



## Product Quality and Inspection

All products must be fresh, U.S. Grade 1 or better, free of infestation and damage. Products will be inspected upon delivery and rejected if quality standards such as temperature abuse, mold, or damage are not met. Credits issued for substandard products.



## Packaging Requirements

Packaging must be FDA approved, odor and flavor neutral, and sturdy to ensure safe transport. Damaged packaging may cause rejection, return, or replacement at no cost to the District.



## Shelf Life and Expiration

Products must have appropriate 'Best Served By' or 'Use By' dates to allow reasonable serving time. Delivered temperatures must be maintained between 35°-45°F. Products nearing expiration may be rejected and require immediate replacement without cost.



## Food Safety and HACCP

Vendor must provide a HACCP or Food Security & Safety Program including pest control and recall procedures. All products must comply with local, state, and federal health regulations. Traceability and recall readiness are required.



## Recall Procedures

Vendor must notify the District within 24 hours of any product recall. Vendor is responsible for replacement costs, shipping, credits, and safe disposal of recalled products. Full liability is assumed if health risks occur.

## **Ordering, Delivery Locations and Schedule**

The selected vendor will collaborate with Petaluma City Schools to procure and deliver fresh produce to designated school sites. Deliveries must be made directly to kitchens, with no overnight "dark" drops, and must be signed for upon receipt. The district may change delivery locations or times as needed.

Delivery sites include Food Services Office & Warehouse and five schools: Casa Grande High School, Petaluma High School, Petaluma Junior High, and Kenilworth Junior High. Delivery times are 6:00 am to 11:00 am, Monday through Friday, with 1 to 5 deliveries per week at each site.

Contact points are provided for each site to ensure smooth communication. Vendors must follow the delivery schedule to meet storage and volume needs.

# Special Conditions and Instructions



## Delivery Restrictions

No deliveries are allowed on school holidays, vacations, Saturdays, or Sundays. Deliveries must occur during staff working hours and be placed in designated storage areas with no overnight 'dark' drops.



## Billing and Invoicing

Separate billing is required for fresh produce orders placed for specific programs such as the Supper Program and Breakfast/Lunch Programs. Kitchen supervisors or designees must verify all invoices before payment.



## Contract Flexibility

The District reserves the right to add or remove products and sites during the contract term. Such changes will not void the contract. Pricing is guaranteed except in cases of Acts of God or Force Majeure.

# Proposal Evaluation Criteria



## Pricing

Lowest-priced bid receives 100% of max points; second and third lowest receive 80% and 60% respectively, based on the Itemized Bid List.



## Local Sourcing

Points based on percentage of produce sourced within 150 miles; higher local sourcing earns more points.



## Traceability

Points awarded based on ability to track, label, and report locally grown produce, including farm name, brand, and origin on invoices and reports.



## Minority & Small Business Contracting

Consideration for vendors who qualify as small or minority/women-owned businesses per federal definitions.



## Delivery Specifications

Ability to deliver within designated time and days, with positive references for timely and accurate delivery, affects scoring.



## Sustainability & Service Reliability

Includes food safety program, past performance, service responsiveness, consultation availability, and support for disadvantaged farmers.

# Vendor Questionnaire Highlights

## Traceability Systems and Reporting

Describe your systems for tracking and labeling locally grown produce, including reporting mechanisms and the ability to provide farm and brand names with locations on invoices.

## Delivery Capabilities

Confirm ability to meet delivery timeframes, describe your delivery fleet and maintenance, lead times for orders, and policies on driver assistance with product handling.

## Social Responsibility Practices

Explain processes for supporting Socially Disadvantaged Farmers or Ranchers, contracting with small and minority-owned businesses, and plans to increase this support.

## Service Reliability and Communication

Detail how you communicate produce availability and market updates, provide points of contact, account management, and procedures for handling shortages and substitutions.

# References and Certifications

01

## References

Submit three current school district references from Bay Area districts with similar contract scope within last three years. References must be responsive to communications.

02

## Non-Collusion Declaration

Affirm that the proposal is genuine, not collusive or sham, and that no agreements exist to fix prices or manipulate the bidding process.

03

## Insurance Coverage Statement

Certify understanding of insurance requirements and ability to meet coverage specifications, including naming Petaluma City Schools as Additional Insured.

04

## Drug-Free Workplace Certification

Commit to maintaining a drug-free workplace per Government Code 8350 et seq., including employee notification, awareness programs, and adherence to policy.

05

## Safety and Compliance Certifications

Provide certifications for Workers' Compensation, Equal Opportunity Employment, Fingerprint Clearance, Suspension and Debarment, and other federal and state compliance requirements.

## Contract Terms and Legal Requirements

### Assignment of Contracts

The bidder(s) shall not assign or transfer any of its rights, duties, or obligations under the contract without prior written consent from the District.

### Termination of Agreement

The District may terminate the agreement without cause at any time with written notice, compensating the bidder only for services rendered. The bidder may also terminate with 60 days' notice. Termination for cause includes material violation, exposure of the District to liability, or insolvency.

### Hold Harmless Clause

The successful bidder agrees to indemnify, defend, and hold harmless Petaluma City Schools and its affiliates from any claims or liabilities arising from the bidder's performance under the contract, except when caused by the sole negligence of the District.

### Governing Law and Compliance

The contract is governed by California state law. Vendors must comply with all applicable federal, state, and local laws. In case of conflicts, state or federal law prevails. Vendors must secure all necessary permits and licenses and maintain insurance as required.



# Local Farmer Outreach Program



## Partnership and Onboarding

The Successful Bidder is able to partner with PCS to implement a Local Farmer Outreach Program. PCS provides connections to growers; vendor receives, processes, & ships local produce from farmers and food hubs. Processing may be subcontracted.



## Food Safety Requirements

Farms and aggregators must show good on-farm food safety practices, provide a Food Safety Plan, be subject to site visits, carry \$1M liability insurance, and ensure product traceability with farm name, product, harvest, and pack dates labeled.



## Traceability and Pricing

Vendor must provide source ID on invoices and reports, including farm name & location for California-grown products. PCS may set separate pricing for farm-direct items. Vendor manages surplus sales and ensures farms meet vendor requirements.



# Buy American Provision and Compliance



## Federal Buy American Provision

Section 12(n) of the National School Lunch Act mandates school food authorities to purchase, to the maximum extent practical, domestic commodities or products. This supports nutritious meals for children and American agriculture by prioritizing local and regional sourcing.



## Domestic Sourcing Rules

Products must be produced or processed in the U.S. and California, with over 51% of agricultural commodities by weight or volume grown domestically. Unprocessed foods must be domestic, and processed foods must be substantially made from domestic ingredients.



## Exceptions to Buy American

Limited exceptions allow non-domestic purchases if items are unavailable domestically in sufficient quantity or quality, or if price is significantly lower (over 25% less). Requests for exceptions must be submitted in writing 30 days in advance with justification.



## Reporting and Compliance

Vendors must track and report non-domestic food purchases to ensure they do not exceed 10% of total commercial food costs starting SY 2025-26. The district monitors contracts to verify adherence to Buy American standards and requires documentation.

## Environmental Sustainability and Workforce Commitment



### Environmental Sustainability Goals

The District commits to increasing purchases from suppliers who address soil health, carbon footprint, sustainable waste management, biodiversity, and humane livestock care. Certifications like USDA Organic, Agricultural Justice Project, and Sustainably Grown are valued.



### Supporting Socially Disadvantaged Farmers

The District aims to increase sourcing from suppliers who are women, veterans, persons with disabilities, or people of color. It encourages contracts with vendors who actively support socially disadvantaged farmers and ranchers.



### Small and Minority-Owned Business Contracting

Preference is given to small businesses (under 100 employees, \$10M annual revenue) and minority or women-owned businesses per CFR 200.321. Minority groups include African American, Native American, Hispanic, Asian-Pacific, and Subcontinent-Asian Americans.

## Vendor Service and Communication Expectations



### Customer Service Excellence

Vendors must provide prompt responses and satisfactory resolution to information requests, complaints, and issues. Courtesy and responsiveness to all district personnel at all times is required, ensuring a positive working relationship.



### Proactive Communication

Vendors should offer ongoing produce market updates and communication regarding produce availability to help identify best priced seasonal products. Prompt notification of shortages and resolutions is essential to limit substitutions.



### Consultation and Availability

Bidder's staff must be available for consultation with district staff on seasonal sourcing strategies and menu planning ideas for a minimum of 2 hours per month, supporting continuous collaboration and value delivery.



# Proposal Protest Procedures

## Filing a Protest

Only proposers who submitted a proposal may file a protest. The written protest must be received by the District's Food Services Director by 3:00 p.m. on the fifth business day after proposal opening. Late protests will be returned unopened.

## Protest Content and Resolution

The protest must state all factual and legal grounds, reference specific documents, and include copies of evidence. A copy must be sent to the challenged proposer. The District notifies affected parties and may allow rebuttals before issuing a written decision within 30 business days.

## Appeal and Final Decision

If dissatisfied, parties may appeal to the Chief Business Official within five business days. The appeal must be in writing with supporting evidence. The decision, possibly after a hearing, will be issued within 15 business days and is final. The District may proceed with awarding pending outcomes.



## Next Steps and Contact Information

Proposals for Farm to School Fresh Produce RFP#FSFP2526 must be received via email before 3:00pm PT on August 1, 2025. Submit all required documents as separate, clearly labeled files.

Direct questions to Brian Dufour, Director of Food and Nutrition, at [bdufour@petk12.org](mailto:bdufour@petk12.org) or 707-200-7938.

Join the Pre-Bid Zoom Conference on July 17, 2025, at 11:00am PT for clarification.

Vendors must ensure timely and complete proposals, as late or incomplete submissions will be rejected.

Active engagement in the RFP process supports smooth evaluation and contracting with Petaluma City Schools.