



Produce Labor Tech Demos at the CFVGA Produce Labor Conference

December 5, 2018
Arapahoe County Fairgrounds, Aurora, CO

Growing Resources
Cultivating Success

Request for Proposals

The Colorado Fruit and Vegetable Growers Association (CFVGA) invites you to demo your labor solution during an exciting session at our [Colorado Produce Labor Conference](#) December 5, 2018 in the Denver Metro area. As the leading produce grower trade association in Colorado, CFVGA attracts close to 300 participants at its annual conferences, including over 35 exhibitors and more than 50 of the most innovative grower businesses in Colorado. This mix of professionals provides fertile ground for ag innovation start-ups to grow roots. We anticipate 100 – 200 people at this first ever labor conference and offer this unique chance to have growers directly engage with your technology. Are you ready to take advantage of this opportunity to grow your business?

CFVGA is requesting proposals from qualified companies that are innovating ag tech solutions to meet the pressing demands and challenges of fruit and vegetable growers, offering labor solutions for field and pack house applications. Businesses will have a dedicated space up to 40 x 40 feet indoors on a concrete floor to demonstrate and take questions from growers in small groups. Participants will rotate through demos for up to 15 minutes in each demo over the course of one hour. This is an exclusive opportunity to showcase your labor solution for fruit and vegetable growers.

CFVGA will select up to four companies to participate in the Labor Tech Demos.

After all companies have demoed their solutions to conference attendees, attendees will vote on a winner. See Terms section for award details.

Proposals are due by **October 15, 2018**. Proposals should be prepared in accordance with the RFP and sent to admin@coloradoproduce.org.

Background

Based on a Value Chain of Colorado Agriculture study by Colorado State University, Northern Colorado is one of the top ag innovation areas in the US, with numerous ag patents issued in region framed by the cities of Denver, Boulder and Ft. Collins. CFVGA is the leading produce grower trade association in Colorado with over 250 members. CFVGA and Western Growers have an ongoing collaborative relationship. Western Growers Center for Innovation & Technology, located in the heart of Salinas, California, is the “go to” for produce tech innovations and solutions to the biggest challenges facing agriculture today. Colorado has a farm labor need for fruits and vegetables from February through November.

Scope and Structure of Demo at the conference

The presentation may include slides and/or video and should:

1. Be no longer than 10 minutes
2. Address:
 - a. Solution/Product (Problem addressed, benefit to produce industry, reason to believe it delivers)
 - b. Grower utilization (How have growers integrated this solution into their business or how have pilots shown the potential for integration?)
3. Allow at least 5 minutes for Q and A
4. Not exceed 15 minutes for total single small group time prior to rotation from next group

Contents of Proposal

In no more than two pages of a .docx or .pdf file, please submit a proposal and presentation materials to CFVGA ED, Marilyn Drake, at admin@coloradoproduce.org 303-594-3827 (you will receive email confirmation of your submission) with the follow sections and content:

Name of business or product (under 10 words)

Business contact information

Stage of business development

Conceptual, service/product ready for market, growth into market, etc

Solution/Product (300 words or less)

- Who Benefits
- What is the produce-related problem/issue addressed?
- How does the product/solution address the issue?
- What steps have been taken to ensure the product/solution has utility?
- How scalable is the solution/product?
- What is the status of the solution/product?

Competitive Position (200 words or less)

Describe competitors, barriers to entry, solution economics

Appeal (100 words or less)

Describe why your technology should be featured during CFVGA Colorado Produce Labor Conference

Presentation materials

Submit your presentation materials. At a minimum submit your talk outline and plan to bring promotion hard copy materials. Should you choose to project slides and/or video, please submit those also.

NOTE: Do not submit any proprietary information. CFVGA does not intend to share your application beyond those parties who will make selections for the Produce Labor Conference, but we are not responsible for the inadvertent release of information provided in this application.

Estimated timeline

Deadline for Proposals:	Submit by Oct 15, 2018
Selection:	Notice provided by Nov 1, 2018
Presentation:	Mandatory attendance Dec 5, 2018

Travel Conference Arrangements

If selected to participate in the Labor Tech Demos session at the 2018 CFVGA Produce Labor Conference in Denver Metro/Aurora, Colorado, CFVGA will provide complimentary 1 day registration (\$60 value), 2 nights lodging at the Fairfield Inn and Suites in Aurora (\$300 value) and an exhibitor booth for one individual from each selected company (\$250 value).

Terms

CFVGA shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP. The selection committee reserves the right to request additional information from respondents. CFVGA reserves the right to reject all submittals.

CFVGA will provide all projection and sound hardware should you choose to use slides and/or video. The Labor Tech Demo winner will receive a 1 year scholarship with the Western Growers Center for Innovation and Technology valued at \$3000.

All proposals are public records.

Categories of Produce Technology that improve labor efficiencies (non-exhaustive)

Biotechnology	Cybernetics	Digital Technology
Electronics	Emerging Technology	Energy Technology
Environmental Technology	Equipment	Food Technology
Geographical Technology	Information Technology	Machinery
Microtechnology	Nanotechnology	Radio Technology
Scientific Equipment	Telecommunications	Telematics
Tools	Transport	Vehicle Technology
Waste Treatment Technology	Alternative Technology	

Issues to Address related to labor efficiency

Labor availability: Labor is typically the single largest expense associated with the production of fresh produce. Skilled, legal, reliable labor is in short supply for many reasons. There is huge opportunity to mechanize many labor intensive operations in the fresh produce industry. Mechanization however is a complex undertaking. Solutions must ideally improve speed, precision, yield and quality (or at least not sacrifice any of these key criteria) and be affordable. The fact that some commodities are more durable than others or the plant configurations make them more susceptible to mechanical harvesting point to the fact that a mechanization solution may require a multi-disciplinary approach for example engineering and breeding solutions.

Planning/Optimization: Many strategic functions within a fresh produce operation such as scheduling plantings and/or harvests, optimizing inputs, predicting yield and quality etc. can be improved within an operation resulting in greater net revenue through efficiencies, improved sales, etc. Technology in this area runs the gamut, from hardware (cameras, sensors, UAVs) that scouts orchards, groves, vineyards etc. to quantitatively measure or estimate crop need (inputs) or status (health, maturity, yield, quality) to software that makes key data points and analytics available such as real time crop needs and forecasting of planting and harvest schedules based on real time information from crop status and market demand. Ideally solutions would assist planners in decision making by making sensor, scouting and predictive information available through hardware and software. These platforms would utilize telematics and the cloud to make site specific information available to remote decision makers. They additionally would be scalable, affordable and capable of relating diverse data sets for comprehensive review. This need also relates to the “Big Data” need listed above.

Food Safety: In the food safety arena, growers, shippers and processors seek an acceptable (to customers and consumers) scalable and affordable technology that will eliminate the presence of human pathogens prior to shipment without compromising the nutritional or aesthetic quality of fresh produce delivered to customers. Absent an acceptable “kill step” the industry seeks technologies that can ensure prevention of contamination; monitor operations for potential contamination, process or control failure; facilitate rapid

testing, analysis and accurate results for pathogens in complex matrices (foods, water, etc.); provide real time information and record and communicate safety data up and down the supply chain. Food safety technologies may be integrated as a series of preventive hurdles each enhancing the protectiveness of a food safety system. Solutions should reduce the reliance on paper records, protect against human error and flag failures for immediate corrective action. Ideally, solutions should reduce the costs and enhance the preventive nature of food safety programs for all operators.

