



NATIONAL *Turkey* FEDERATION
FOUNDATION

REQUEST FOR PROPOSAL (RFP)

Economic and Broader Burden of Disease in the U.S. Turkey Industry

Issued by: National Turkey Federation Foundation (NTFF)

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Proposal Due Date: October 1, 2026

Contact: research@turkeyfed.org

1. Background and Rationale

The U.S. turkey industry operates within a complex system where animal health, production efficiency, environmental performance, and community impacts are tightly interwoven. Disease events, whether acute outbreaks such as highly pathogenic avian influenza (HPAI) or ongoing endemic conditions, can disrupt this system in different but significant ways.

While financial losses are commonly assessed, it would be beneficial for policymakers to understand the full burden of disease, including impacts on resource use, environmental performance, workforce stability, and system resilience.

At the same time, policymakers are evaluating strategies to strengthen animal health systems, including tools such as encouraging improved biosecurity, surveillance, and potential vaccination approaches. Therefore, understanding disease burden could impact decision-making related to disease prevention and management to more efficiently target effective solutions.

2. Purpose of the RFP

To support an analysis that characterizes the multi-dimensional burden of disease in the U.S. turkey industry and generates insights that can inform evidence-based decision-making and policy development related to animal health interventions.

3. Objectives

- Assess the burden of disease in the U.S. turkey industry across multiple dimensions (both economic costs and beyond)
- Compare and contrast impacts associated with:
 - Acute, outbreak-driven disease (e.g., HPAI)
 - Endemic, production-limiting diseases
- Identify key drivers of impact and potential leverage points for mitigation
- Develop a flexible analytical framework, including the creation of a scalable equation, that can be adapted and applied to future disease scenarios.
- Produce outputs that are accessible and relevant to both technical and policy audiences

4. Scope of Work

4.1 Burden of Disease Characterization

The contractor will evaluate the impacts of disease on the turkey industry using a multi-dimensional lens. While economic impacts should be included, offerors are encouraged to propose additional categories of impact that may be relevant, such as:

- Resource use and efficiency
- Environmental performance
- Animal health and welfare
- Workforce and community impacts
- Supply chain and market dynamics

Offerors should justify their selection of metrics and explain how they contribute to a more complete understanding of disease burden.

Innovative or non-traditional approaches to quantifying disease burden are encouraged.

4.2 Comparative Analysis: HPAI and Endemic Disease

The analysis should include a comparison of disease types with differing epidemiological and operational characteristics, including:

- Acute, high-impact outbreak scenarios (e.g., HPAI)
- Endemic diseases with ongoing production impacts

Comparisons may consider differences in:

- Time horizon and persistence of impacts
- Magnitude and distribution of effects
- System-level consequences and recovery dynamics

Offerors are encouraged to propose appropriate analytical approaches (e.g., scenario analysis, case studies, modeling frameworks).

Where feasible, the analysis should also explore how different disease prevention or control strategies may alter these outcomes.

4.3 Data Sources and Assumptions

The analysis should primarily rely on publicly available data sources, such as:

- Federal and state datasets
- Published literature
- Industry reports and aggregated statistics

In addition, limited industry-provided data may be made available to the selected contractor if demonstrated necessary to achieve the report's purpose. Any industry-provided data would be subject to confidentiality considerations and adhere to the Foundation's antitrust guidelines.

Proposals should:

- Describe how public data will be identified, validated, and integrated

- If necessary, indicate how supplemental industry data could be incorporated, if available
- Clearly articulate assumptions and strategies for addressing data gaps

4.4 Analytical Approach

Offerors should propose a methodology appropriate to the scope and available data. This may include, but is not limited to:

- Economic modeling approaches
- Systems-based or integrated frameworks
- Comparative or scenario-based analyses
- Use of existing sustainability or performance frameworks, where applicable

Approaches should be transparent, reproducible, and suitable for informing real-world decision-making, including potential policy or industry applications.

4.5 Policy and Industry Relevance

The analysis should be designed with consideration for how results may be used to inform:

- Animal health policy discussions
- Education of stakeholders on the impacts of animal diseases
- Evaluation of disease prevention and control strategies (e.g., vaccination, biosecurity enhancements)

Offerors should describe how their outputs will:

- Support clear communication of findings to non-technical audiences
- Enable comparison of tradeoffs across different intervention strategies
- Provide insights that are actionable and relevant to current policy and industry contexts

4. Deliverables

The selected contractor will provide:

1. **Technical Report:** Detailed description of methods, data sources, assumptions, and findings
2. **Executive Summary:** Clear, concise synthesis of key insights and implications
3. **Supporting Materials:** Visualizations, summaries, or other materials designed to communicate findings effectively to a range of audiences
4. **Optional Analytical Tool (if feasible):** A framework or model that can be adapted for future analyses

5. Who Can Apply

- Research institutions, academia and private sector entities with demonstrated experience conducting systematic research reviews. Experience and familiarity with both poultry industry and economic modeling for disease impacts is preferred.

6. Proposal Requirements

NTFF requires that the following be submitted as part of the proposal:

- Cover Letter (with name/title and contact information)
- Technical Proposal including:
 - o Understanding of the project
 - o Proposed methodology
 - o Work plan and timeline
 - o Qualifications and Experience of the research team
 - o Budget and Justification
 - o References (past relevant work)

7. Evaluation Criteria

NTF will consider the following criteria when evaluating proposals:

- o Scientific merit and feasibility of the proposed approach;
- o Experience and qualifications of the research team;
- o Relevance to industry needs;
- o Cost-effectiveness; and
- o Timeline and deliverability.

8. Submission Instructions

Please direct any questions and submit proposals *electronically in PDF format* to:

research@turkeyfed.org

NTFF may follow up with additional questions or inquiries after reviewing submitted proposals.

9. Award Notification

Award winner will be notified via email.