

From: [Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: FW: WHWG Contract Modification
Date: Thursday, December 31, 2020 9:27:21 AM
Attachments: [C01 - BPA 12314421A0001 wAttachments 11_18_2020.pdf](#)
[image001.png](#)

Hey there – Do you have time to discuss this today? It was my understanding the ERS study would be included in this as well?

--

Anna Osterlind
Chief of Staff
USDA Trade and Foreign Agricultural Affairs

(b) (6)

From: Goldammer, Ted - FAS, Washington, DC <Ted.Goldammer@usda.gov>
Sent: Tuesday, December 29, 2020 7:48 AM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Martin, Dennis - FAS, Washington, DC <dennis.martin@usda.gov>; Smith, Earnest - FAS, Washington, DC <earnest.smith@usda.gov>
Cc: Hamilton, Clay - FAS <clay.hamilton@usda.gov>; Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>; Speight, Yotunya - FAS, Washington, DC <Yotunya.Speight@usda.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>
Subject: RE: WHWG Contract Modification

Allie,

The award letter was signed 11/18/20. The vendor will have to submit an invoice through IPP for any services provided.

Ted Goldammer
Senior Mgt. Analyst
USDA/FAS/Business Operations/Financial Management/Contracts Branch
1400 Independence Avenue SW
202-690-1800
Room 4143

From: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Sent: Wednesday, December 23, 2020 2:00 PM
To: Martin, Dennis - FAS, Washington, DC <dennis.martin@usda.gov>; Smith, Earnest - FAS, Washington, DC <earnest.smith@usda.gov>
Cc: Hamilton, Clay - FAS <clay.hamilton@usda.gov>; Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>; Speight, Yotunya - FAS, Washington, DC <Yotunya.Speight@usda.gov>; Goldammer, Ted - FAS, Washington, DC <Ted.Goldammer@usda.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>
Subject: WHWG Contract Modification
Importance: High

Hi Dennis & Ernie –

(b) (5) Deliberative Process we are working with WHWG on. Copying Jason Kattman from contracting who is aware and **(b) (5) Deliberative Process**. Also, this is a project we've discussed with OA leadership (including Clay on this email) as well as with TFAA (including Anna Osterlind from TFAA).

Description of Activity: Over the summer, Secretary Perdue participated in a webinar hosted by the EU's ECR party which discussed Farm to Fork and the potential economic and sustainability downsides to it being implemented. USDA would like the transcript and discussion/message of that webinar to be made known to EU policymakers, including the EU Commission, staff and relevant think tanks within the EU. WHWG will ensure the webinar's contents are delivered to ~3,000 targeted influential EU members prior to Jan 20th.

Is it possible **(b) (5) Deliberative Process**? Let me know what you need from me.

Thanks,
Allie



Allie Ryan Beach

Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: **(b) (6)**

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER		2024 FAS 02970-F	
2. CONTRACT NO. 12314421A0001		3. AWARD/ EFFECTIVE DATE	4. ORDER NUMBER		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME ELIZABETH DUMAS			b. TELEPHONE NUMBER <i>(No collect calls)</i>		8. OFFER DUE DATE/LOCAL TIME
9. ISSUED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795				CODE DASO-OCP-POD-	10. THIS ACQUISITION IS		
					<input type="checkbox"/> UNRESTRICTED OR	<input checked="" type="checkbox"/> SET ASIDE: 100.00 % FOR:	
				<input checked="" type="checkbox"/> SMALL BUSINESS	<input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM	NAICS: 541820	
				<input type="checkbox"/> HUBZONE SMALL BUSINESS	<input type="checkbox"/> EDWOSB		
				<input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS	<input type="checkbox"/> 8(A)	SIZE STANDARD: \$16.5	
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS As Indicated On Each Call		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		13b. RATING	
						14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP	
15. DELIVER TO As Indicated On Each Call		CODE	16. ADMINISTERED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795				
			CODE DASO-OCP-POD-AME				
17a. CONTRACTOR/OFFEROR WHITE HOUSE WRITERS GROUP, INC. THE Attn: Anna Wellisz 1025 THOMAS JEFFERSON STREET, NW SUITE 110G 1100635040# WASHINGTON DC 20007-5201		CODE 1100635040#	FACILITY CODE	18a. PAYMENT WILL BE MADE BY As Indicated On Each Call			
TELEPHONE NO.				18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
<input type="checkbox"/> 17b CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER							
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	Tax ID Number: 52 1803603 DUNS Number: 962399143 Single Award, Blanket Purchase Agreement (BPA) for Communications Consulting Support Services Available for ordering within the issuing office as detailed in block 9 with prior approval from Administrative Contracting Officer. Period of Performance: 11/18/2020 to 11/17/2025 <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>						
25. ACCOUNTING AND APPROPRIATION DATA As Indicated On Each Call						26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$0.00	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA				<input type="checkbox"/> ARE		<input type="checkbox"/> ARE NOT ATTACHED.	
<input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA				<input checked="" type="checkbox"/> ARE		<input type="checkbox"/> ARE NOT ATTACHED.	
<input checked="" type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>1</u> COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				<input type="checkbox"/> 29. AWARD OF CONTRACT: _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 			
30b. NAME AND TITLE OF SIGNER (Type or print)		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (Type or print) JASON A. KATTMAN		31c. DATE SIGNED 11/18/2020	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)	
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)
		42c. DATE REC'D (YY/MM/DD)

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: Re: Op-Ed
Date: Wednesday, December 30, 2020 12:59:47 PM
Attachments: [image001.png](#)

Thank you!

Sent from my iPhone

On Dec 30, 2020, at 12:52 PM, Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov> wrote:

From: Anna Wellisz <awellisz@whwg.com>
Sent: Wednesday, December 30, 2020 12:52 PM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Josh Gilder
(b) (6)
Subject: Re: Op-Ed

Allie, I did not get any attachment. Could you please resend?

From: Allison Beach <allison.beach@usda.gov>
Date: Wednesday, December 30, 2020 at 11:37 AM
To: Anna Wellisz <awellisz@whwg.com>, Josh Gilder (b) (6)
Subject: RE: Op-Ed

Sorry, wrong Anna! Moving Anna Osterlind to BCC and adding Anna Wellisz

From: Beach, Allie - FAS, Washington, DC
Sent: Wednesday, December 30, 2020 11:37 AM
To: Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; 'Josh Gilder' (b) (6)
Subject: Op-Ed

Hi Anna and Josh –

Attached is the (hopefully final) draft. Take a look and let me know if you have any serious concerns. Needing to get this (b) (5) Deliberative Process. Thanks!

Allie

Allie Ryan Beach

<image001.png> Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: (b) (6)

This

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<2020-12-28 The EU Threat to Food Security and World Trade - Latest Edits 12-29.docx>

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: Re: EDITS
Date: Tuesday, December 29, 2020 2:08:39 PM

The last sentence should be: “Imposing the aspirations of the Farm to Fork Strategy and its consequences on food security around the world is not the way.”

(it's a sentence fragment now – I missed it, sorry)

From: Anna Wellisz <awellisz@whwg.com>
Date: Tuesday, December 29, 2020 at 1:56 PM
To: Allison Beach <Allison.beach@usda.gov>
Subject: EDITS

Here it is.

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: The correct version
Date: Tuesday, December 29, 2020 2:00:28 PM
Attachments: [2020-12-28 The EU Threat to Food Security and World Trade - all edits LATEST CLEAN.docx](#)

Allie, not sure if I sent the right one. This is it.

The EU Threat to Food Security and World Trade
Draft: 12-27

(b) (5) Deliberative Process



(b) (5) Deliberative Process



(b) (5) Deliberative Process



From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: EDITS
Date: Tuesday, December 29, 2020 1:57:20 PM
Attachments: [2020-12-28 The EU Threat to Food Security and World Trade - all edits LATEST CLEAN.docx](#)

The attachment is duplicative and is already produced in this record set.

Here it is.

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#); [Josh Gilder](#)
Subject: Re: Here you go...
Date: Tuesday, December 29, 2020 12:58:18 PM

Yes. I tried to call. If you can call – please do. Otherwise, please give me a few minutes. It shouldn't go as is.

A

From: Allison Beach <allison.beach@usda.gov>
Date: Tuesday, December 29, 2020 at 12:50 PM
To: Anna Wellisz <awellisz@whwg.com>, Josh Gilder (b) (6)
Subject: RE: Here you go...

Hi Anna – I've got to get our draft over to the Undersecretary. Do you have any other additions/edits?

From: Beach, Allie - FAS, Washington, DC
Sent: Tuesday, December 29, 2020 10:54 AM
To: Anna Wellisz <awellisz@whwg.com>; Josh Gilder (b) (6) >
Subject: RE: Here you go...

Anna – attached is the latest round.

From: Beach, Allie - FAS, Washington, DC
Sent: Tuesday, December 29, 2020 10:32 AM
To: Anna Wellisz <awellisz@whwg.com>; Josh Gilder (b) (6)
Subject: RE: Here you go...

Hi Anna – just tried calling. The cuts were mostly done due to length – we need the (b) (5) Deliberative Process [REDACTED]. The team also had concerns about the (b) (5) Deliberative Process [REDACTED]. If there's a way to condense those arguments down to a few sentences, or if there are other places to cut I'm certainly open to it. By and large this has been mostly approved now by all of FAS so I'm hesitant to make huge changes again but would obviously welcome your thoughts.

Allie

From: Anna Wellisz <awellisz@whwg.com>
Sent: Monday, December 28, 2020 11:11 PM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Josh Gilder (b) (6)
Subject: Re: Here you go...

Allie,

Are you sure that you don't want even to mention (b) (5) Deliberative Process
 Right now, (b) (5) Deliberative Process

(attacks on "Frankenfood" are 20 years old, (b) (5) Deliberative Process
 . F2F is unreasonable largely because (b) (5) Deliberative Process
 Without the substantive argument in it, (b) (5) Deliberative Process
 What's left is (b) (5) Deliberative Process

Josh redid the draft following the Brussels edits, and I attach it below, just so you can see if what is in
 it would be acceptable. If you could, please help us understand the constraints here, i.e. (b) (5) Deliberative Process

. It's your piece, so naturally it's your call, but we would like to have more clarity on the
 allowable substance / content.

Please let us know what you would want us to do. Feel free to call if that's easier.

Thank you very much,
 Anna

From: Allison Beach <allison.beach@usda.gov>
Date: Monday, December 28, 2020 at 6:08 PM
To: Anna Wellisz <awellisz@whwg.com>, Josh Gilder (b) (6)
Subject: RE: Here you go...

Hi Anna & Josh – attached are the latest round of edits. This has gone through MANY people so it's
 changed a decent amount but we've built on all the original material you sent. Let me know your
 thoughts and I'm hoping we'll finalize first thing tomorrow morning.

The last paragraph you'll note was recommended get reworked and we have a staff person who's
 working on it now.

Allie

From: Anna Wellisz <awellisz@whwg.com>
Sent: Monday, December 28, 2020 5:53 PM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Cc: Bruce Zanin-FASContact (b) (6) <[state.gov](mailto:(b)(6)@state.gov)>; Josh Gilder (b) (6)
Subject: Re: Here you go...

Allie,
 One request: (b) (5) Deliberative Process that

are bound to come up when several hands are doing edits? We have a lot experience with this, so we know that (b) (5) Deliberative Process

But these kinds of edits — that make the op-Ed clean, smooth, and readable — (b) (5) Deliberative Process. We would turn the copy around quickly.

Anna

Sent from my iPhone

On Dec 28, 2020, at 4:15 PM, Beach, Allie - FAS, Washington, DC
<allison.beach@usda.gov> wrote:

Hi Anna – to jump in here, this has been making its way through FAS and I’ve incorporated other comments too. I also cut and rearranged some portions so hold on any additional edits to this until I get you the latest round. Thanks so much for your quick work on getting this to us! Hope you had a wonderful Christmas.

From: Anna Wellisz <awellisz@whwg.com>
Sent: Monday, December 28, 2020 4:13 PM
To: Bruce Zanin-FASContact (b) (6) <[@state.gov](mailto:(b)(6)@state.gov)>
Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: Re: Here you go...

Thanks so much!

I realize this draft may by now have a life of its own, but we’ve incorporated your remarks into it. Also, to respond to Bruce’s comments about the links, yes, we will include the quotes and/or time signatures in footnotes when we are submitting it for publication – even though footnotes and live links may not be published, but we will want the editors to see that the sources are real and support the contentions made in the text.

We will send it to you, Anthony, and Allie shortly, just so that you have a clean version on your end that takes your and Anthony’s comments into account.

With best wishes,
Anna

From: "Zanin, Bruce (USEU)" <(b)(6)@state.gov>
Date: Monday, December 28, 2020 at 9:46 AM
To: Anna Wellisz <awellisz@whwg.com>
Cc: Allison Beach <allison.beach@usda.gov>
Subject: Fw: Here you go...

Hi Anna,

Anthony and I commented on the attached. My edits are underlined; Anthony used track changes. I sent it to Allie and others on the USDA FAS team. Not sure who will get back to you all.

Thanks for giving us the opportunity to comment.

Best,

Bruce

From: Gilbert, Anthony J (USEU) (b)(6)@state.gov>
Sent: Monday, December 28, 2020 2:40 PM
To: bruce.zanin@usda.gov <bruce.zanin@usda.gov>
Subject: Here you go...

Anthony J. Gilbert

Senior Agricultural Attaché

U.S. Department of Agriculture

U.S. Mission to the European Union

Phone: +(b)(6)

Mobile: (b)(6)

Email: anthony.gilbert@usda.gov

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From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder](#)
Subject: Clean copy
Date: Monday, December 28, 2020 11:13:36 PM
Attachments: [The EU Threat to Food SecurityEDITS FAS-Brussels-AW-JG CLEAN.docx](#)

Here is a clean copy. Sorry, the other one was with track changes.

A

(b)(6)

The EU Threat to Food Security and World Trade
Draft: 12-28

(b) (5) Deliberative Process



(b) (5) Deliberative Process



(b) (5) Deliberative Process



To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>

Cc: Bruce Zanin-FASContact (b) (6)@state.gov; Josh Gilder (b) (6)

Subject: Re: Here you go...

Allie,

One request: (b) (5) Deliberative Process

But these kinds of edits — that make the op-Ed clean, smooth, and readable — can be critical in whether or not it can be successfully placed. We would turn the copy around quickly.

Anna

Sent from my iPhone

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To: Bruce Zanin-FASContact (b) (6)

Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>

Subject: Re: Here you go...

Thanks so much!

I realize this draft may by now have a life of its own, but we’ve incorporated your remarks into it. Also, to respond to Bruce’s comments about the links, yes, we will include the quotes and/or time signatures in footnotes when we are submitting it for publication – even though footnotes and live links may not be published, but we will want the editors to see that the sources are real and support the contentions made in the text.

We will send it to you, Anthony, and Allie shortly, just so that you have a clean version on your end that takes your and Anthony’s comments into account.

With best wishes,

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Thanks for giving us the opportunity to comment.

Best,

Bruce

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Sent: Monday, December 28, 2020 2:40 PM
To: bruce.zanin@usda.gov <bruce.zanin@usda.gov>
Subject: Here you go...

Anthony J. Gilbert

Senior Agricultural Attaché

U.S. Department of Agriculture

U.S. Mission to the European Union

Phone: +32 2 811 42 45

Mobile: (b)(6)

Email: anthony.gilbert@usda.gov

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From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder](#)
Subject: Re: Here you go...
Date: Monday, December 28, 2020 6:38:07 PM

Thanks, Allie. Will look now.
A

Sent from my iPhone

On Dec 28, 2020, at 6:08 PM, Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov> wrote:

Hi Anna & Josh – attached are the latest round of edits. This has gone through MANY people so it's changed a decent amount but we've built on all the original material you sent. Let me know your thoughts and I'm hoping we'll finalize first thing tomorrow morning.

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Allie

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<allison.beach@usda.gov> wrote:

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Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: Re: Here you go...

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Anna

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Subject: Fw: Here you go...

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Best,

Bruce

From: Gilbert, Anthony J (USEU) <(b)(6)@state.gov>

Sent: Monday, December 28, 2020 2:40 PM

To: bruce.zanin@usda.gov <bruce.zanin@usda.gov>

Subject: Here you go...

Anthony J. Gilbert

Senior Agricultural Attaché

U.S. Department of Agriculture

U.S. Mission to the European Union

Phone: +32 2 811 42 45

Mobile: (b) (6)

Email: anthony.gilbert@usda.gov

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<2020-12-28 The EU Threat to Food Security and World Trade - all edits.docx>

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Bruce Zanin-FASContact](#)
Subject: Re: Here you go...
Date: Monday, December 28, 2020 4:22:28 PM

Thanks, Allie. We'll wait for the latest version, then.
Hope you had a lovely Christmas, too — (b) (6), so I'm sure unforgettable in many ways.
A.

Sent from my iPhone

On Dec 28, 2020, at 4:15 PM, Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov> wrote:

Hi Anna – to jump in here, this has been making its way through FAS and I've incorporated other comments too. I also cut and rearranged some portions so hold on any additional edits to this until I get you the latest round. Thanks so much for your quick work on getting this to us! Hope you had a wonderful Christmas.

From: Anna Wellisz <awellisz@whwg.com>
Sent: Monday, December 28, 2020 4:13 PM
To: Bruce Zanin-FASContact (b) (6) [state.gov](#)>
Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: Re: Here you go...

Thanks so much!

I realize this draft may by now have a life of its own, but we've incorporated your remarks into it. Also, to respond to Bruce's comments about the links, yes, we will include the quotes and/or time signatures in footnotes when we are submitting it for publication – even though footnotes and live links may not be published, but we will want the editors to see that the sources are real and support the contentions made in the text.

We will send it to you, Anthony, and Allie shortly, just so that you have a clean version on your end that takes your and Anthony's comments into account.

With best wishes,
Anna

From: "Zanin, Bruce (USEU)" (b) (6) [state.gov](#)>
Date: Monday, December 28, 2020 at 9:46 AM

To: Anna Wellisz <awellisz@whwg.com>
Cc: Allison Beach <allison.beach@usda.gov>
Subject: Fw: Here you go...

Hi Anna,

Anthony and I commented on the attached. My edits are underlined; Anthony used track changes. I sent it to Allie and others on the USDA FAS team. Not sure who will get back to you all.

Thanks for giving us the opportunity to comment.

Best,

Bruce

From: Gilbert, Anthony J (USEU) <[\(b\)\(6\)@state.gov](mailto:(b)(6)@state.gov)>
Sent: Monday, December 28, 2020 2:40 PM
To: bruce.zanin@usda.gov <bruce.zanin@usda.gov>
Subject: Here you go...

Anthony J. Gilbert

Senior Agricultural Attaché

U.S. Department of Agriculture

U.S. Mission to the European Union

Phone: +32 2 811 42 45

Mobile: (b) (6)

Email: anthony.gilbert@usda.gov

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or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

From: [Freitas, Amy - FAS, Washington, DC](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: FW: Op-Ed Finalization
Date: Monday, December 28, 2020 1:11:49 PM
Attachments: [The EU Threat to Food Security and World Trade EDITS - PPD review.docx](#)

The attachment is duplicative and is already produced in this record set.

Allie,

Here are edits from Processed Products. Thanks.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel +1.202.251.1150 | Amy.Freitas@usda.gov

From: Inouye, Abraham - FAS, Washington, DC <abraham.inouye@usda.gov>
Sent: Monday, December 28, 2020 1:03 PM
To: Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>
Cc: Ramos, Karina - FAS, Washington, DC <Karina.Ramos@usda.gov>; Hinkle, Amanda - FAS, Washington, DC <Amanda.Hinkle@usda.gov>; Strzelecki, Kelly - FAS, Washington, DC <Kelly.Strzelecki@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: RE: Op-Ed Finalization

Dear Amy,

Please see the attached edits from PPD. NOP didn't have the personnel available for a short turnaround today, but they have asked to see it as part of the interagency review. I am happy to help facilitate their clearance when this document is ready.

Best,
Abe

From: Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>
Sent: Monday, December 28, 2020 10:49 AM
To: Inouye, Abraham - FAS, Washington, DC <abraham.inouye@usda.gov>
Cc: Ramos, Karina - FAS, Washington, DC <Karina.Ramos@usda.gov>; Hinkle, Amanda - FAS, Washington, DC <Amanda.Hinkle@usda.gov>; Strzelecki, Kelly - FAS, Washington, DC <Kelly.Strzelecki@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: RE: Op-Ed Finalization

Yes, thanks, Abe.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b) (6) | Amy.Freitas@usda.gov

From: Inouye, Abraham - FAS, Washington, DC <abraham.inouye@usda.gov>
Sent: Monday, December 28, 2020 9:58 AM
To: Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>
Cc: Ramos, Karina - FAS, Washington, DC <Karina.Ramos@usda.gov>; Hinkle, Amanda - FAS, Washington, DC <Amanda.Hinkle@usda.gov>; Strzelecki, Kelly - FAS, Washington, DC <Kelly.Strzelecki@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: RE: Op-Ed Finalization

Amy,

I spoke with Karina and we both agree with your assessment (b) (5) Deliberative Process deserve a second look. I am going to share this with our NOP colleagues and try to get something back to you by 12 pm. Is that okay?

Abe

From: Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>
Sent: Monday, December 28, 2020 8:14 AM
To: Inouye, Abraham - FAS, Washington, DC <abraham.inouye@usda.gov>
Cc: Ramos, Karina - FAS, Washington, DC <Karina.Ramos@usda.gov>; Hinkle, Amanda - FAS, Washington, DC <Amanda.Hinkle@usda.gov>; Strzelecki, Kelly - FAS, Washington, DC <Kelly.Strzelecki@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: FW: Op-Ed Finalization

Abe, forwarding to you per Kelly's out of office.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b) (6) | Amy.Freitas@usda.gov

From: Freitas, Amy - FAS, Washington, DC
Sent: Monday, December 28, 2020 7:59 AM
To: Bruce Zanin-FASContact <(b)(6)@state.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Anthony.Gilbert-FASContact <(b)(6)@state.gov>; Strzelecki, Kelly - FAS, Washington, DC <Kelly.Strzelecki@usda.gov>; Martin, Caitrin - FAS, Washington, DC <Caitrin.Martin@usda.gov>; Eilks, Linda - FAS, Washington, DC <Linda.Eilks@usda.gov>; Peterson, Chris - FAS, Washington, DC <Chris.Peterson@usda.gov>
Cc: Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM <Bruce.Zanin@fas.usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>; Truman, Tim - TFAA-FAS, Washington, DC <Tim.Truman@usda.gov>; Dougherty, Ellen - FAS, Washington, DC <ellen.dougherty@usda.gov>; Hain, Joe - FAS, Washington, DC <Joe.Hain@usda.gov>; Mannix, Aileen - FAS, Washington, DC <Aileen.Mannix@usda.gov>; Ramos, Karina - FAS, Washington, DC <Karina.Ramos@usda.gov>; Hinkle, Amanda - FAS, Washington, DC <Amanda.Hinkle@usda.gov>; Pool, Maria - FAS, Washington, DC <Maria.Pool@usda.gov>; Lappin, Jennifer - FAS, Washington, DC <jennifer.lappin@usda.gov>
Subject: RE: Op-Ed Finalization

Dropping WHWG. Adding others from TPGA.

We may have a (b)(5) DPP [REDACTED] I think the point we're trying to make is that the (b)(5) DPP [REDACTED].

This may go out for interagency clearance by noon today Monday so please share your thoughts this morning if you can. Thanks.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b)(6) [REDACTED] | Amy.Freitas@usda.gov

From: Anna Wellisz <awellisz@whwg.com>
Sent: Monday, December 28, 2020 2:49 AM
To: Bruce Zanin-FASContact <(b)(6)@state.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Anthony.Gilbert-FASContact <(b)(6)@state.gov>
Cc: Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM <Bruce.Zanin@fas.usda.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; Josh Gilder <(b)(6) [REDACTED]>; Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: Re: Op-Ed Finalization

Allie, Anthony, Bruce:

As promised, here are the edits we discussed. At its current length, the piece would work for the

wrote/re-organized the op-ed and included the information you shared with us about F2F – Clarke’s remarks, EC’s unreleased impact study, the exclusion of farmers. Please let us know what you think.

The attachment is duplicative and is

Many thanks,
Anna

From: [Freitas, Amy - FAS, Washington, DC](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: FW: Amy, Maria, Jennifer FW: Op-Ed Finalization
Date: Monday, December 28, 2020 12:17:40 PM

Allie, here are some edits from New Tech.

Amy

[Amy Freitas](#) | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b) (6) | Amy.Freitas@usda.gov

From: Lappin, Jennifer - FAS, Washington, DC <jennifer.lappin@usda.gov>
Sent: Monday, December 28, 2020 12:16 PM
To: Bailey, Jeanne - FAS, Washington, DC <Jeanne.Bailey@usda.gov>; Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Pool, Maria - FAS, Washington, DC <Maria.Pool@usda.gov>
Cc: Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>; Thomas, Allison - FAS, Washington, DC <Allison.Thomas@usda.gov>
Subject: RE: Amy, Maria, Jennifer FW: Op-Ed Finalization

Thanks, Jeanne.

(b) (5) Deliberative Process [Redacted]

[Redacted] At the release of F2F, a journalist asked about genome editing and the Commission was quite positive.

*Regarding (b) (5) Deliberative Process [Redacted] and would change to :

(b) (5) Deliberative Process [Redacted]

[Redacted] (Just for our own internal notes, (b) (5) Deliberative Process but no other events are being approved).

We understand Post is working on edits, too, so I am not sure where to put these changes. They are minor tweaks but important tweaks.

-Jennifer

From: Bailey, Jeanne - FAS, Washington, DC <Jeanne.Bailey@usda.gov>
Sent: Monday, December 28, 2020 10:41 AM

To: Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Pool, Maria - FAS, Washington, DC <Maria.Pool@usda.gov>; Lappin, Jennifer - FAS, Washington, DC <jennifer.lappin@usda.gov>
Cc: Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>; Thomas, Allison - FAS, Washington, DC <Allison.Thomas@usda.gov>; Bailey, Jeanne - FAS, Washington, DC <Jeanne.Bailey@usda.gov>
Subject: Amy, Maria, Jennifer FW: Op-Ed Finalization
Importance: High

Amy: Thank you for circulating. I have a fair amount of edits (see attached in track changes), and feel strongly that we need to see another cleaned-up version before this is ready for release. Do you know when this is supposed to be published?

Maria and Jennifer: Please see page two, in particular (one of my comments is for New Tech to review certain language re. GMOs and gene editing).

Please let me know if you have any questions on my edits / comments.

Sincerely,

Jeanne

Jeanne F. Bailey
 Deputy Administrator
 Trade Policy & Geographic Affairs
 Foreign Agricultural Service
 U.S. Department of Agriculture
 (b) (6) Email: Jeanne.bailey@fas.usda.gov

From: Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>
Sent: Monday, December 28, 2020 8:01 AM
To: Bailey, Jeanne - FAS, Washington, DC <Jeanne.Bailey@usda.gov>
Cc: Thomas, Allison - FAS, Washington, DC <Allison.Thomas@usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: FW: Op-Ed Finalization

Dear Jeanne,

Please find attached the Op-Ed rewritten by the White House Writers Group. We've shared, below, with others in TPGA.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b) (6) | Amy.Freitas@usda.gov

From: Freitas, Amy - FAS, Washington, DC
Sent: Monday, December 28, 2020 7:59 AM
To: Bruce Zanin-FASContact (b) (6)@state.gov; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Anthony.Gilbert-FASContact (b) (6)@state.gov; Strzelecki, Kelly - FAS, Washington, DC <Kelly.Strzelecki@usda.gov>; Martin, Caitrin - FAS, Washington, DC <Caitrin.Martin@usda.gov>; Eilks, Linda - FAS, Washington, DC <Linda.Eilks@usda.gov>; Peterson, Chris - FAS, Washington, DC <Chris.Peterson@usda.gov>
Cc: Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM <Bruce.Zanin@fas.usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>; Truman, Tim - TFAA-FAS, Washington, DC <Tim.Truman@usda.gov>; Dougherty, Ellen - FAS, Washington, DC <ellen.dougherty@usda.gov>; Hain, Joe - FAS, Washington, DC <Joe.Hain@usda.gov>; Mannix, Aileen - FAS, Washington, DC <Aileen.Mannix@usda.gov>; Ramos, Karina - FAS, Washington, DC <Karina.Ramos@usda.gov>; Hinkle, Amanda - FAS, Washington, DC <Amanda.Hinkle@usda.gov>; Pool, Maria - FAS, Washington, DC <Maria.Pool@usda.gov>; Lappin, Jennifer - FAS, Washington, DC <jennifer.lappin@usda.gov>
Subject: RE: Op-Ed Finalization

Dropping WHWG. Adding others from TPGA.

We may have a (b)(5) DPP [REDACTED] I think the point we're trying to make is that the (b)(5) DPP [REDACTED].

This may go out for interagency clearance by noon today Monday so please share your thoughts this morning if you can. Thanks.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b) (6) [REDACTED] | Amy.Freitas@usda.gov

From: Anna Wellisz <awellisz@whwg.com>
Sent: Monday, December 28, 2020 2:49 AM
To: Bruce Zanin-FASContact (b) (6) [REDACTED]; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Anthony.Gilbert-FASContact (b) (6) [REDACTED]
Cc: Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM <Bruce.Zanin@fas.usda.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; Josh Gilder (b) (6) [REDACTED] Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: Re: Op-Ed Finalization

Allie, Anthony, Bruce:

As promised, here are the edits we discussed. At its current length, the piece would work for the

WSJ (and we can pare it down further for other venues). As you read, you'll see that we both re-wrote/re-organized the op-ed and included the information you shared with us about F2F – Clarke's remarks, **(b) (5) Deliberative Process**. Please let us know what you think.

Many thanks,
Anna

From: [Zanin, Bruce \(USEU\)](#)
To: [Anna Wellisz](#)
Cc: [Beach, Allie - FAS, Washington, DC](#)
Subject: Fw: Here you go...
Date: Monday, December 28, 2020 9:46:23 AM
Attachments: [The EU Threat to Food Security and World Trade EDITS \(FAS-Brussels\).docx](#)

The attachment is duplicative and is already produced in this record set.

Hi Anna,

Anthony and I commented on the attached. My edits are underlined; Anthony used track changes. I sent it to Allie and others on the USDA FAS team. Not sure who will get back to you all.

Thanks for giving us the opportunity to comment.

Best,

Bruce

From: Gilbert, Anthony J (USEU) (b) (6)
Sent: Monday, December 28, 2020 2:40 PM
To: bruce.zanin@usda.gov <bruce.zanin@usda.gov>
Subject: Here you go...

Anthony J. Gilbert
Senior Agricultural Attaché
U.S. Department of Agriculture
U.S. Mission to the European Union
Phone: +32 2 811 42 45
Mobile: (b) (6)
Email: anthony.gilbert@usda.gov

From: [Zanin, Bruce \(USEU\)](#)
To: [Freitas, Amy - FAS, Washington, DC](#); [Beach, Allie - FAS, Washington, DC](#); [Anthony.Gilbert-FASContact](#); [Strzelecki, Kelly - FAS, Washington, DC](#); [Martin, Caitrin - FAS, Washington, DC](#); [Filks, Linda - FAS, Washington, DC](#); [Peterson, Chris - FAS, Washington, DC](#)
Cc: [Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM](#); [Lyons, Emel - FAS, Washington, DC](#); [Walton, Chariese - TFAA-FAS, Washington, DC](#); [Truman, Tim - TFAA-FAS, Washington, DC](#); [Dougherty, Ellen - FAS, Washington, DC](#); [Hain, Joe - FAS, Washington, DC](#); [Mannix, Aileen - FAS, Washington, DC](#); [Ramos, Karina - FAS, Washington, DC](#); [Hinkle, Amanda - FAS, Washington, DC](#); [Pool, Maria - FAS, Washington, DC](#); [Lappin, Jennifer - FAS, Washington, DC](#)
Subject: RE: Op-Ed Finalization
Date: Monday, December 28, 2020 8:14:27 AM

We're on it. I'm concerned with the paragraph about turning back the clock as that's not what the F2F says. Also, I'll be shocked if the interagency allows USDA to opine on migration/refugees.

Stand by

Sent from [Workspace ONE Boxer](#)

On 28 December 2020 at 14:02:08 CET, Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov> wrote:

Dropping WHWG. Adding others from TPGA.

We may have (b) (5) Deliberative Process [REDACTED] I think the point we're trying to make is that (b) (5) Deliberative Process [REDACTED]

This may go out for interagency clearance by noon today Monday so please share your thoughts this morning if you can. Thanks.

Amy

Amy Freitas | Director | Europe, Africa, and the Middle East Division | Trade Policy and Geographic Affairs | Foreign Agricultural Service | U.S. Department of Agriculture | 1400 Independence Avenue S.W., Room 5617-S | Washington, D.C. 20250 United States of America | Tel + (b) (6) [REDACTED] | Amy.Freitas@usda.gov

From: Anna Wellisz <awellis@whwg.com>

Sent: Monday, December 28, 2020 2:49 AM

To: Bruce Zanin-FASContact <ZaninBJ@state.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Anthony.Gilbert-FASContact (b) (6) [REDACTED]

Cc: Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM <Bruce.Zanin@fas.usda.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; Josh Gilder (b) (6) [REDACTED] Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Lyons, Emel - FAS,

From: [Freitas, Amy - FAS, Washington, DC](#)
To: [Bruce Zanin-FASContact](#); [Beach, Allie - FAS, Washington, DC](#); [Anthony.Gilbert-FASContact](#); [Strzelecki, Kelly - FAS, Washington, DC](#); [Martin, Caitrin - FAS, Washington, DC](#); [Filks, Linda - FAS, Washington, DC](#); [Peterson, Chris - FAS, Washington, DC](#)
Cc: [Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM](#); [Lyons, Emel - FAS, Washington, DC](#); [Walton, Chariese - TFAA-FAS, Washington, DC](#); [Truman, Tim - TFAA-FAS, Washington, DC](#); [Dougherty, Ellen - FAS, Washington, DC](#); [Hain, Joe - FAS, Washington, DC](#); [Mannix, Aileen - FAS, Washington, DC](#); [Ramos, Karina - FAS, Washington, DC](#); [Hinkle, Amanda - FAS, Washington, DC](#); [Pool, Maria - FAS, Washington, DC](#); [Lappin, Jennifer - FAS, Washington, DC](#)
Subject: RE: Op-Ed Finalization
Date: Monday, December 28, 2020 7:59:23 AM
Attachments: [The EU Threat to Food Security and World Trade EDITS.docx](#) The attachment is duplicative and already produced in this record set.

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Amy

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Subject: Re: Op-Ed Finalization

Allie, Anthony, Bruce:

As promised, here are the edits we discussed. At its current length, the piece would work for the WSJ (and we can pare it down further for other venues). As you read, you'll see that we both re-wrote/re-organized the op-ed and included the information you shared with us about F2F – Clarke's remarks, (b) (5) Deliberative Process Please let us know what you think.

Many thanks,
 Anna

From: [Anna Wellisz](#)
To: [Bruce Zanin-FASContact](#); [Beach, Allie - FAS, Washington, DC](#); [Anthony.Gilbert-FASContact](#)
Cc: [Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM](#); [Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC](#); [Josh Gilder](#); [Freitas, Amy - FAS, Washington, DC](#); [Lyons, Emel - FAS, Washington, DC](#); [Walton, Chariese - TFAA-FAS, Washington, DC](#)
Subject: Re: Op-Ed Finalization
Date: Monday, December 28, 2020 2:49:39 AM
Attachments: [The EU Threat to Food Security and World Trade EDITS.docx](#) The attachment is duplicative and is already produced in this record set.

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Many thanks,
Anna

From: Anna Wellisz <awellisz@whwg.com>
Date: Wednesday, December 23, 2020 at 12:22 PM
To: "Zanin, Bruce (USEU)" (b) (6)
Cc: Allison Beach <allison.beach@usda.gov>, "Zanin, Bruce J (Dept. of Agriculture)" <bruce.zanin@fas.usda.gov>, "Gilbert, Anthony J (USEU)" (b) (6), "Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC" <Anna.Osterlind@usda.gov>, Josh Gilder (b) (6), "Freitas, Amy - FAS, Washington, DC" <Amy.Freitas@usda.gov>, "Lyons, Emel - FAS, Washington, DC" <Emel.lyons@usda.gov>, "Walton, Chariese - TFAA-FAS, Washington, DC" <Chariese.Walton@usda.gov>
Subject: Re: Op-Ed Finalization

Thanks, Bruce. Great to have this, too.

Sent from my iPhone

On Dec 23, 2020, at 10:30 AM, Zanin, Bruce (USEU) (b) (6) wrote:

Thanks, Anna. Good conversation.

If you want to hear Norbert Lins, chair of the ag committee in the European Parliament, say at the opening of the EU agricultural outlook conference that farmers have to be involved in finding solutions under the green deal go to this link:

<https://ec.europa.eu/info/events/sustainable-development-goals/2020-eu->

[agricultural-outlook-conference-2020-dec-16_en](#)

Scroll down to 'Images & Videos' and click on opening. Lins starts speaking at about minute:second 49:25 and the quote about involving farmers is at minute 53.

More later. Bruce

<p>Image removed by sender.</p> 	<p>The 2020 EU Agricultural Outlook conference European Commission</p>
	<p>The 2020 EU Agricultural Outlook conference took place on 16 and 17 December 2020 as an online conference. This year's edition reflected on ec.europa.eu</p>

From: Anna Wellisz <awellisz@whwg.com>
Sent: Wednesday, December 23, 2020 4:21 PM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Cc: Zanin, Bruce J (Dept. of Agriculture) <bruce.zanin@fas.usda.gov>; Gilbert, Anthony J (USEU) <(b) (6)@state.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; Josh Gilder <(b) (6)>; Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: Re: Op-Ed Finalization

Thank you, Allie.
 Bruce and Anthony — good to meet. Looking forward to the additional information we discussed. We have each other's emails now and will be in touch.
 Merry Christmas!
 Anna

Sent from my iPhone

On Dec 23, 2020, at 10:03 AM, Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov> wrote:

All – Looping in all equities on the EU op-ed we’re trying to get out the door Monday. Next steps: WHWG will send a final draft Sunday night for Washington review Monday morning. The plan is to get this into the interagency clearance process Monday noon.

I’ll take care of OA clearance, but if any other FA program areas will need to look/clear please give them a heads-up today.

Let me know if you have any questions – thanks in advance for everyone’s quick turnaround on this!

Allie

Allie Ryan Beach

<image001.png> Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: (b) (6)

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

From: [Anna Wellisz](#)
To: [Bruce Zanin-FASContact](#)
Cc: [Beach, Allie - FAS, Washington, DC](#); [Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM](#); [Anthony.Gilbert-FASContact](#); [Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC](#); [Josh Gilder](#); [Freitas, Amy - FAS, Washington, DC](#); [Lyons, Emel - FAS, Washington, DC](#); [Walton, Chariese - TFAA-FAS, Washington, DC](#)
Subject: Re: Op-Ed Finalization
Date: Wednesday, December 23, 2020 11:48:39 AM

Bruce,

Many thanks for this. Much in it to keep a person awake at night, but yes, the vision of the EC as “adults in the room” takes the cake.

The passage below makes clear the (b) (5) Deliberative Process

[REDACTED]

[REDACTED] — and against invoking article XX exemption to (b) (5) Deliberative Process

(b) (5) Deliberative Process

So we need to show (b) (5) Deliberative Process — and the stakes incredibly high.

Anna

Sent from my iPhone

On Dec 23, 2020, at 10:47 AM, Zanin, Bruce (USEU) <(b)(6)@state.gov> wrote:

Regarding the (b) (5) Deliberative Process I'd like to refer you to a December 2-3 [symposium](#) held at the WTO on ag trade and food system transformation. Here below is a transcript of the remarks of John Clarke, DG AGRI director for international affairs. His remarks are (b) (5) Deliberative Process; he says it.

A bit of editorializing - (b) (5) Deliberative Process

Full recording available [here](#).

The EU has not been sitting on its hands over the past 30 years when it comes to promoting sustainability in farming.

EU farm policy has been reformed to a more greener, less trade distortive policy: the 2003 CAP reform is really a seminal step forward in making support to farmers conditional on sound environmental practice. And the proof in the pudding is the fact that the EU is the only major ag producing region which in the last 30 years has both increased production and level of productivity while at the same time reducing, by over 20 percent, greenhouse gas emissions. But we need to go further. The EU agricultural sector is responsible for about 10 percent of EU GHG emissions. That reduction has been flattening out in the last decade. A recent EU survey showed that the European public believe that farmers are trying to preserve the environment, but they need to do much more.

You probably heard of the European Green Deal, which is a commitment by Europe to go beyond formal Paris climate targets and become the first carbon neutral continent by 2050. That's not just a political commitment. The target of climate neutrality has been enshrined in law. Through legislation, we lashed ourselves to the mast of the ship like Odysseus. The agricultural sector, along with transport and construction, is one of the key sectors that will have to help reach our targets.

How do we get there? Broadly speaking, in two ways: the first way will be through the instruments of the future, Common Agricultural Policy, now being debated at the Council and the Parliament, which will enter into force in January 2023. And the new CAP proposes, and forgive me if I simplify, a minimum of 40 percent of the EU agricultural budget will be used to incentivize farmers to apply environmentally friendly farming practices or compensate them for any additional costs in doing so. Each EU member State will have to prepare and get approval for a strategic plan, showing, in evidence-based terms, how it would reach the environment and climate targets set out. This is the subject of a lot of debates at the moment. Some member States and some farm groups think we are being too ambitious. Others, notably civil society, NGOs, think we are not going far enough. So perhaps, on that basis, the balance is about right. ...

The second policy towards climate neutrality and a greener farm sector is the

so-called Farm to Fork Strategy, published earlier this year. This is not legislation, at this point. It is set of policy proposals and targets. The legislation to achieve these targets will be introduced progressively over the next four years. The Farm to Fork Strategy, in short, takes a whole food systems approach to improve sustainability of farming and food system, at all points of the production and supply chain. The COVID crisis has shown how important it is to have a resilient food system, including openness to trade. But that resilience can only be guaranteed if that food system is sustainable in the long-term. In fact, there are almost synonyms to each other.

The important part of the Strategy will fall upon the farm sector in Europe to implement. I would cite in particular the target of achieving 25 percent of land under organic production by 2030, up from just 8 percent today; halving the use of pesticides by the same date; reducing fertilizer use by 20 percent; a 50 percent reduction in antibiotic sales and use in the livestock sector; and a target elsewhere of ensuring that 10 percent of agricultural land is effectively put out of production to improve biodiversity, where we have some serious challenges. Universal access to broadband in rural areas is another target. That will be key for farmers to both gain productivity and also apply environmentally friendly practices with fewer inputs. But that's another subject.

Obviously Europe cannot, and should not, go it alone when it comes to achieving a more climate friendly farm sector. We will be working in the months ahead with our partners in WHO, FAO in the G-20, above all bilaterally to encourage others to raise their game similarly. This is not about achieving a level playing field between European farmers and third countries. It's really a frank recognition that if only the EU meets its Paris commitments, or its climate neutrality objective, then the climate crisis we face is not going to go away.

Responding to a question from the moderator (WTO's Doaa Abdel-Motal) on what Mr. Clarke had to say to countries' criticism of the Farm to Fork Strategy ("one country's non-trade concerns are another country's trade concerns"), he responded:

The EU is very well aware of its WTO commitments, and of course we will comply with them. The Farm to Fork Strategy underlines on several occasions that we will respect fully WTO rules when it comes to trade and imports.

Taking a step back, our own agricultural exports suffer enough from WTO incompatible practices from some of our partners, from protectionist measure. So we have every reason to be firm ourselves in applying the WTO rulebook. As Shakespeare said 'we are more sinned against than sinning.' So we will continue to lead by good example. The adults are in the room on this. We understand we need to base our regulatory decisions on a legitimate objective;

our rules must be non-discriminatory; there must be the least trade restrictive means to achieve that legitimate objective; and, of course, must not be presented as a disguised restriction. Consultation, transparency upstream will be an essential element of the regulatory approach. As a matter of credibility, the EU's leadership in multilateralism and our self-interest as the world's biggest exporter and importer, we have every interest in following the letter and spirit of WTO. Frankly, and you alluded to this in your opening remarks, Doaa, there is no disconnect between high levels of environmental protection and adherence to the WTO rulebook. The rules provide ample scope for Members to adopt environmental protection policies. And the objective, as you said, of sustainability and the environment is important enough to be now part of the preamble of the Marrakech Agreement [NB. and in the preamble to the Agreement on Agriculture].[Footnote 1] The Article XX [GATT] exception is well known to us all, and there is plenty of GATT jurisprudence today, guiding us on what is and what is not permitted under environmental rules that impact on trade. And frankly the WTO is not a race to the bottom, it is a race upwards, and it will be inconceivable that the WTO would be seen as a constraint on achieving the Paris goals that almost everybody signed up to, to achieving a meaningful outcome in next year's UN Food Systems Summit, or indeed in achieving the SDGs, which we all, without exception I think, signed up to.

I have heard some concerns expressed by a few Members, notably in relation to pesticides use and the possibility of prohibiting imports of products using certain pesticides which are banned in the EU. I think there is a virtual consensus that the use of certain pesticides does raise serious environmental concerns, such as impacting on the worldwide decline of pollinators or issues related to persistent organic pollutants [POPs]. These concerns cannot be brushed under the carpet. It means that in some cases where there are serious environmental concerns of a transboundary nature, we may reduce import tolerances, or simply not have any import tolerance at all for products on our market that that have been using those pesticides. But, as I said, we will apply the rulebook very strictly here, we will take decisions on a case-by-case basis, drawing on the best available scientific evidence, and, of course, ensuring that our measures are no more trade restrictive than necessary to achieve the legitimate objective.

Our trading partners need not worry. We will be engaging very, very actively with all our trading partners, ... notably with developing countries, exporters to the EU, in particular Africa, which is very dependent on the EU market for commodity exports. We will be working with our partners to accompany the transition over the next decade towards a more sustainable use of pesticides, so that we avoid trade disruptions and we find alternative plant protection products and methods that will ensure that trade continues to flow and that we remain faithful to our WTO obligations.

.....

On the carbon border adjustment mechanism, the intention at the moment is that this will not apply to agricultural and food products. It would apply to carbon intensive sectors such as cement or steel.

We just concluded a public consultation on this idea in EU. We are looking at the input, and we will come up with proposal in the Spring, which will be subject to a comprehensive impact assessment. It's very early days for this instrument, which we will use in the years ahead.

[Instead], in the Farm to Fork Strategy we have proposed a sustainability labeling scheme for agricultural and food products on the EU market, be they domestic or imports. That will be developed over the next 3-4 years. That, in some ways, will be an alternative to the CBAM.

One has to keep in mind the reasons to have a Carbon Border Adjustment Mechanism: if we want to achieve climate goals, our Paris commitments, we can't do it if our measures, internally in the EU, simply lead to carbon leakage in other parts of the world who don't share the same kind of concerns or ambitions. So we have to apply this to both imports and domestic production.

Coming back to a point I made earlier on, measures which are grounded in science, which are not protectionist, which are seeking to tackle a global or transboundary environmental objective, they are, in principle, WTO compatible. The CBM will definitely be WTO compatible for those reasons.

Footnotes:

[1] See Marrakech Agreement, Preamble:

Recognizing that their relations in the field of trade and economic endeavour should be conducted with a view to raising standards of living, ensuring full employment and a large and steadily growing volume of real income and effective demand, and expanding the production of and trade in goods and services, while allowing for the optimal use of the world's resources in accordance with the objective of sustainable development, seeking both to protect and preserve the environment and to enhance the means for doing so in a manner consistent with their respective needs and concerns at different levels of economic development ...

See also Agreement on Agriculture, preamble:

Noting that commitments under the reform programme should be made in an equitable way among all Members, having regard to non-trade concerns, including food security and the need to protect the environment; having regard to the agreement that special and differential treatment for developing

countries is an integral element of the negotiations, and taking into account the possible negative effects of the implementation of the reform programme on least-developed and net food-importing developing countries; ...

From: Anna Wellisz <awellisz@whwg.com>
Sent: Wednesday, December 23, 2020 4:21 PM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Cc: Zanin, Bruce J (Dept. of Agriculture) <bruce.zanin@fas.usda.gov>; Gilbert, Anthony J (USEU) (b) (6); Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; Josh Gilder (b) (6); Freitas, Amy - FAS, Washington, DC <Amy.Freitas@usda.gov>; Lyons, Emel - FAS, Washington, DC <Emel.lyons@usda.gov>; Walton, Chariese - TFAA-FAS, Washington, DC <Chariese.Walton@usda.gov>
Subject: Re: Op-Ed Finalization

Thank you, Allie.
 Bruce and Anthony — good to meet. Looking forward to the additional information we discussed. We have each other's emails now and will be in touch.
 Merry Christmas!
 Anna

Sent from my iPhone

On Dec 23, 2020, at 10:03 AM, Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov> wrote:

All – Looping in all equities on the EU op-ed we're trying to get out the door Monday. Next steps: WHWG will send a final draft Sunday night for Washington review Monday morning. The plan is to (b) (5) Deliberative Process

(b) (5) Deliberative Process but if any other (b) (5) Deliberative Process please give them a heads-up today.

Let me know if you have any questions – thanks in advance for everyone's quick turnaround on this!

Allie

Allie Ryan Beach

<image001.png> Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: (b) (6)

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From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: Re: Op-Ed: The EU Threat to Food Security
Date: Tuesday, December 22, 2020 11:55:30 PM

Allie,
Could you please resend the link to tomorrow's zoom meeting? It evaporated, literally. I don't have it on my calendar, and I can't find your email either, though I do remember that you sent it. It's at 9 am, right?
Hope to hear from you,
Anna

From: Allison Beach <allison.beach@usda.gov>
Date: Tuesday, December 22, 2020 at 10:09 AM
To: Anna Wellisz <awellis@whwg.com>, Josh Gilder (b) (6)
Subject: Fwd: Op-Ed: The EU Threat to Food Security

Hi Anna and Josh - I think it would be great to do a call with you guys, myself and Bruce and Anthony from our Post in Brussels. Are you both available tomorrow morning for a quick call? Below are some of the thoughts they outlined and would be curious to get your perspective.

Thanks,
Allie

From: Zanin, Bruce (USEU) (b) (6) state.gov>
Sent: Tuesday, December 22, 2020 7:57 AM
To: Beach, Allie - FAS, Washington, DC; Anthony.Gilbert-FASContact
Subject: RE: Op-Ed: The EU Threat to Food Security

Hi Allie,

Here's a little more fidelity on our thinking.

Adding Anthony for his insights.

if the European Union institutions are the audience, (b) (5) Deliberative Process
[Redacted]
[Redacted] If the
purpose of the op-ed is to (b) (5) Deliberative Process
[Redacted] ' The ERS study demonstrated (b) (5) Deliberative Process
[Redacted]
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(b) (5) Deliberative Process

In addition (b) (5) Deliberative Process

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This op-ed might be the place to

(b) (5) Deliberative Process

Here's Anthony's take (b) (5) Deliberative Process

(b) (5) Deliberative Process

So, I'd like to better understand audience and desired impact.

Thanks,

Bruce

From: Zanin, Bruce (USEU)
Sent: Tuesday, December 22, 2020 10:17 AM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: Re: Op-Ed: The EU Threat to Food Security

Hi Allie,

Can you and I talk about this op-Ed today? I'd like to understand the intent and audience before we take a whack at editing.

Anthony and I are in through Dec 23, then don't return until Dec 29 as Dec 28 is a Belgian Holiday and the mission is closed.

I can talk any time that you are available.

Thanks,

Bruce

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From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder](#)
Subject: Re: Op-Ed: The EU Threat to Food Security
Date: Tuesday, December 22, 2020 12:49:10 PM

Allie,
I'm available in the morning. All good questions and yes, audience is key. My quick answer: we are not having a friendly private conversation with Brussels and Berlin. It's definitely closer to the second scenario. It would be good to talk, yes. Tomorrow would work for me.
Anna

Sent from my iPhone

On Dec 22, 2020, at 10:09 AM, Beach, Allie - FAS, Washington, DC
<allison.beach@usda.gov> wrote:

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To: Beach, Allie - FAS, Washington, DC; Anthony.Gilbert-FASContact
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[Redacted]

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[Redacted]

Here's Anthony's take: (b) (5) Deliberative Process

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

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Bruce

From: Zanin, Bruce (USEU)
Sent: Tuesday, December 22, 2020 10:17 AM
To: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: Re: Op-Ed: The EU Threat to Food Security

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From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder](#)
Subject: Bullet points for AG Ministers Op-Ed
Date: Tuesday, December 15, 2020 8:55:21 PM
Attachments: [AG Ministers OpED on Farm to Fork\[1\].docx](#)

Allie,

Please find enclosed the bullet points for the AG ministers oped that you wanted to start circulating for approval. If you turn to bullet points into paragraphs, this is actually quite close to a finished first draft. So with this email, you now have 1)the draft oped on the EU and F2F plus trade for the Undersecretary (or Secretary) and 2) the bullet points for the AG ministers op-ed. I also sent you 3)the additional information that you asked for about the webinar report for distribution in the EU – the writers are awaiting their final OK, so please let me know how you would like to proceed.

We look forward to hearing from you.

Many Thanks,
Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b)(6)

Bullet points for AG Ministers' Op-Ed on Farm to Fork

- (b) (5) Deliberative Process
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(b) (5) Deliberative Process

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From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder](#)
Subject: Oped on food security and trade under F2F
Date: Monday, December 14, 2020 3:21:40 AM
Attachments: [The EU Threat to Food Security.docx](#)

Allie,

Here is the draft we discussed last week. Please let us know your thoughts. Separately, the general bullet points for the other op-ed that we talked about will be on your end soon. Also, please let us know how you would like to proceed with (b) (5) Deliberative Process. You mentioned a (b) (5) Deliberative Process earlier, but a writer is on stand-by, so we would like to know whether (b) (5) Deliberative Process

Thank you,
Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b) (6)

The EU Threat to Food Security and Trade

(b) (5) Deliberative Process



(b) (5) Deliberative Process



(b) (5) Deliberative Process

From: [Kattman, Jason - OCP, Fort Collins, CO](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#)
Subject: WHWG Call Order 1
Date: Wednesday, December 9, 2020 2:29:21 PM
Attachments: [12314421F0074_BPA Call Order_WHWG FE.pdf](#)
[USDA FAS WHWG Call Order 1 PWS 12_1_2020 Awarded.pdf](#)

Hi Allie,

After our conversation yesterday I reviewed the first BPA Call order and have assembled everything and attached to this email.

Elizabeth and one of my other staff members finalized the order in our system last week so WHWG is able to invoice as they get their work accomplished.

I believe you reviewed the performance work statement previously; if not, please review again and ensure you are happy with everything. We can modify it as needed so just make notes or mark up on items requiring clarification or adjustment.

Please let me know if you have any questions.

Thanks,

Jason



Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

(b)(6)

jason.kattman@usda.gov

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER 1020504		2024 FAS 02970-F		
2. CONTRACT NO. 12314421A0001		3. AWARD/ EFFECTIVE DATE	4. ORDER NUMBER 12314421F0074		5. SOLICITATION NUMBER 1		6. SOLICITATION ISSUE DATE 3	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME ELIZABETH DUMAS			b. TELEPHONE NUMBER <i>(No collect calls)</i>		8. OFFER DUE DATE/LOCAL TIME	
9. ISSUED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795			CODE DASO-OCP-POD-	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS		<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100.00 % FOR: WOMEN-OWNED SMALL BUSINESS <input type="checkbox"/> (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A) NAICS: 541820 SIZE STANDARD: \$16.5		
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING		
15. DELIVER TO ADMINISTRATOR'S OFFICE 1400 Independence Ave, SW Room 5071-S Stop 1001 WASHINGTON DC 20250			CODE FAS-0100	16. ADMINISTERED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795			CODE DASO-OCP-POD-AME	
17a. CONTRACTOR/ OFFEROR WHITE HOUSE WRITERS GROUP, INC. THE Attn: Anna Wellisz 1025 THOMAS JEFFERSON STREET, NW SUITE 110G 1100635040# WASHINGTON DC 20007-5201 TELEPHONE NO.		CODE 1100635040#	FACILITY CODE	18a. PAYMENT WILL BE MADE BY Invoice Processing Platform (IPP) All invoices must be submitted electronically through the Invoice Processing Platform (IPP) via www.ipp.gov				CODE IPP
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER				18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM				
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT	
	Tax ID Number: 52-1803603 DUNS Number: 962399143 BPA Call Order for White House Writers Group. Performance of Work Statement is attached with details on the work to be performed. Delivery: 12/01/2020 Agency Code: FX00 Budget Yr Start: 21 SHC: 11SEAOPD1000000HQCSOAOT BOC: 2540 Period of Performance: 12/01/2020 to 01/15/2021 Continued ... <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>							
25. ACCOUNTING AND APPROPRIATION DATA FX00.21.....11SEAOPD1000000HQCSOAOT.2540...						26. TOTAL AWARD AMOUNT <i>(For Govt. Use Only)</i> \$50,000.00		
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA				<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.				
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA				<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.				
<input checked="" type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>1</u> COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				<input type="checkbox"/> 29. AWARD OF CONTRACT: _____ OFFER DATED _____, YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:				
30a. SIGNATURE OF OFFEROR/CONTRACTOR 				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 				
30b. NAME AND TITLE OF SIGNER <i>(Type or print)</i> Anna Wellisz, Senior Director			30c. DATE SIGNED 12/2/2020	31b. NAME OF CONTRACTING OFFICER <i>(Type or print)</i> JOHN P. FLORES		31c. DATE SIGNED 12/01/2020		

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	WHWG - BPA Call Order. Details specified in the PWS. The total amount of award: \$50,000.00. The obligation for this award is shown in box 26.				50,000.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE
	42b. RECEIVED AT (<i>Location</i>)
	42c. DATE REC'D (YY/MM/DD)
	42d. TOTAL CONTAINERS

Performance Work Statement

Date: November 30, 2020

WHWG team will complete the following four projects:

Period of Performance:

December 1, 2020 and continue for approximately six weeks, ending January 15, 2021.

Project 1: Op-Ed template and regionally targeted messaging for Brussels/Western Europe; Eastern/Southern Europe; Africa.

- **(b) (5) Deliberative Process**
-
-
-

Project 2: USDA Messaging on F2F and EU Global Regulatory Agenda - Review, Messaging and Content Input

- **(b) (5) Deliberative Process**
-

- (b) (5) Deliberative Process
-

Project 3: List of Events; Opportunities for USDA Participation

- (b) (5) Deliberative Process
-
-

**Project 4: USDA ERS Study on the Economic and Food Security Impacts of Farm to Fork --
Messaging**

- (b) (5) Deliberative Process
-
-

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder SMTP](#)
Subject: Re: Follow-up
Date: Monday, December 7, 2020 4:27:40 PM
Attachments: [image001.png](#)

And yes, I will get back to you on the report.

Sent from my iPhone

On Dec 7, 2020, at 4:05 PM, Beach, Allie - FAS, Washington, DC
<allison.beach@usda.gov> wrote:

Hi Anna – following up on our call earlier, just wanted to recap:

- First draft of the McKinney op-ed is forthcoming this week
- Before you spend a bunch of time on the ag ministers op-ed, can you just put together a quick summary/bullets of what we hope to accomplish with it? I'm not sure how much participation we will get so before dedicating resources may be good to reach out to a few other government contacts to get their thoughts.
- Speech – I will follow-up with Anna about what, if any, opportunities McKinney has in the coming weeks to give a speech, but if there's a potential placement you can help with **(b) (5) Deliberative Process** that would be good to know.
- Report of the webinar – you'll send me more information about the consultancy and get a firmer number on how much it'll cost. Preliminarily, I'll note this is something we want to do.

Did I miss anything?

Thanks!

Allie

Allie Ryan Beach

<[image001.png](#)> Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: 202.845.3870

This

electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder SMTP](#)
Subject: Re: Follow-up
Date: Monday, December 7, 2020 4:27:21 PM
Attachments: [image001.png](#)
[image001.png](#)

Ali,

Yes, that was the conversation. The speech would depend on whether there is an event that's already planned or if one needs to be created. If there is a need to create one, there is very little time, so it would be best if we can plug the speech into something that already exists.

Anna

Sent from my iPhone

On Dec 7, 2020, at 4:05 PM, Beach, Allie - FAS, Washington, DC
<allison.beach@usda.gov> wrote:

Hi Anna – following up on our call earlier, just wanted to recap:

- First draft of the McKinney op-ed is forthcoming this week
- Before you spend a bunch of time on the ag ministers op-ed, can you just put together a quick summary/bullets of what we hope to accomplish with it? I'm not sure how much participation we will get so before dedicating resources may be good to reach out to a few other government contacts to get their thoughts.
- Speech – I will follow-up with Anna about what, if any, opportunities McKinney has in the coming weeks to give a speech, but if there's a potential placement you can help with **(b) (5) Deliberative Process** that would be good to know.
- Report of the webinar – you'll send me more information about the consultancy and get a firmer number on how much it'll cost. Preliminarily, I'll note this is something we want to do.

Did I miss anything?

Thanks!

Allie



Allie Ryan Beach

Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: 202.845.3870

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electronic

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From: [Anna Wellisz](#)
To: [Flores, John - OCP, Fort Collins, CO](#)
Cc: [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#)
Subject: Re: BPA Call 12314421F0074
Date: Thursday, December 3, 2020 6:56:49 PM
Attachments: [image001.png](#)
[image001.png](#)
[image001.png](#)

Thanks so much! Have a good evening!
Anna

Sent from my iPhone

On Dec 3, 2020, at 9:18 AM, Flores, John - OCP, Fort Collins, CO
<john.p.flores@usda.gov> wrote:

Hi Anna,
Confirming receipt. Have a great Day!

Thank You,

John Paul “JP” Flores
Contract Specialist
U.S. Department of Agriculture
USDA/DA/OCP/POD -Fort Collins | (FTC)
301 S. Howes St., Suite 321
Fort Collins, CO 80521-2795
Ph: 970-295-5294
John.P.Flores@usda.gov

One USDA - Do right and feed everyone



From: Anna Wellisz <awellisz@whwg.com>
Sent: Wednesday, December 2, 2020 8:01 PM
To: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>
Cc: Flores, John - OCP, Fort Collins, CO <john.p.flores@usda.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: Re: BPA Call 12314421F0074

Hi Elizabeth,
Attached please find the call order, signed and dated.

Thank you,
Anna

From: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>
Sent: Wednesday, December 2, 2020 2:38 PM
To: Anna Wellisz <awellisz@whwg.com>
Cc: Flores, John - OCP, Fort Collins, CO <john.p.flores@usda.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: FW: BPA Call 12314421F0074

Hi Anna,

Please sign and return the attached 12314421F0074_BPA Call Order_WHWG to execute the award. A signature is all we are waiting for to proceed at this time. Please let me know if you have any questions.

Sincerely,
Elizabeth

From: Flores, John - OCP, Fort Collins, CO <john.p.flores@usda.gov>
Sent: Tuesday, December 1, 2020 5:31 PM
To: Anna Wellisz <awellisz@whwg.com>
Cc: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: RE: BPA Call 12314421F0074

Hi Anna,
Please see attached BPA Call Order with PWS attachment. At your earliest convenience please send me a signed copy of the award. If you have any questions please feel free to contact me.

v/r,

John Paul "JP" Flores
Contract Specialist
U.S. Department of Agriculture
USDA/DA/OCP/POD -Fort Collins | (FTC)
301 S. Howes St., Suite 321
Fort Collins, CO 80521-2795
Ph: 970-295-5294
John.P.Flores@usda.gov

One USDA - Do right and feed everyone



From: Anna Wellisz <awellisz@whwg.com>
Sent: Tuesday, December 1, 2020 5:08 PM
To: Flores, John - OCP, Fort Collins, CO <john.p.flores@usda.gov>
Subject: Re: BPA Call 12314421F0074

John Paul,

Thank you for your message.

I made one small change to make the wording in Project 1 and 2 completion uniform and more clear. So in Project 2 completion now reads as follows:

(b) (5) Deliberative Process

This wording is taken from Project 1, which reads: **(b) (5) Deliberative Process**

[REDACTED]

Other than that, the document looks good, so yes, please, you may go ahead and send the PWS in the morning. Please let me know if this is fine.

Thank you!
Anna

From: Flores, John - OCP, Fort Collins, CO <john.p.flores@usda.gov>
Sent: Tuesday, December 1, 2020 6:33 PM
To: Anna Wellisz <awellisz@whwg.com>
Cc: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: BPA Call 12314421F0074

Anna,
Please see attached Performance of Work Statement. If you need to make any changes or have comments let me know. After you confirm everything looks good. I will send you the award document tomorrow morning.

v/r,

John Paul “JP” Flores
Contract Specialist
U.S. Department of Agriculture
USDA/DA/OCP/POD -Fort Collins | (FTC)
301 S. Howes St., Suite 321
Fort Collins, CO 80521-2795
Ph: 970-295-5294
John.P.Flores@usda.gov

One USDA - Do right and feed everyone



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From: [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#)
To: [Anna Wellisz](#)
Cc: [Flores, John - OCP, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#)
Subject: FW: BPA Call 12314421F0074
Date: Wednesday, December 2, 2020 2:38:26 PM
Attachments: [12314421F0074_BPA Call Order_WHWG.pdf](#)
[USDA FAS WHWG Call Order 1 PWS 12_1_2020 \(Anna Wellisz\).pdf](#)
[image001.png](#)

Hi Anna,

Please sign and return the attached 12314421F0074_BPA Call Order_WHWG to execute the award. A signature is all we are waiting for to proceed at this time. Please let me know if you have any questions.

Sincerely,
Elizabeth

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Sent: Tuesday, December 1, 2020 5:31 PM
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Cc: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: RE: BPA Call 12314421F0074

Hi Anna,

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v/r,

John Paul "JP" Flores
Contract Specialist
U.S. Department of Agriculture
USDA/DA/OCP/POD -Fort Collins | (FTC)
301 S. Howes St., Suite 321
Fort Collins, CO 80521-2795
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Other than that, the document looks good, so yes, please, you may go ahead and send the PWS in the morning. Please let me know if this is fine.

Thank you!
Anna

From: Flores, John - OCP, Fort Collins, CO <john.p.flores@usda.gov>
Sent: Tuesday, December 1, 2020 6:33 PM
To: Anna Wellisz <awellisz@whwg.com>
Cc: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Subject: BPA Call 12314421F0074

Anna,
Please see attached Performance of Work Statement. If you need to make any changes or have comments let me know. After you confirm everything looks good. I will send you the award document tomorrow morning.

v/r,

John Paul "JP" Flores

Contract Specialist
U.S. Department of Agriculture
USDA/DA/OCP/POD -Fort Collins | (FTC)
301 S. Howes St., Suite 321
Fort Collins, CO 80521-2795
Ph: 970-295-5294
John.P.Flores@usda.gov

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SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER 1020504		2024 FAS 02970-F	
2. CONTRACT NO. 12314421A0001		3. AWARD/ EFFECTIVE DATE	4. ORDER NUMBER 12314421F0074		5. SOLICITATION NUMBER 1		6. SOLICITATION ISSUE DATE 3
7. FOR SOLICITATION INFORMATION CALL:		a. NAME ELIZABETH DUMAS			b. TELEPHONE NUMBER <i>(No collect calls)</i>		8. OFFER DUE DATE/LOCAL TIME
9. ISSUED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795			CODE DASO-OCP-POD-	10. THIS ACQUISITION IS		<input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100.00 % FOR: <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS <input type="checkbox"/> (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A) NAICS: 541820 SIZE STANDARD: \$16.5	
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		13b. RATING	
15. DELIVER TO ADMINISTRATOR'S OFFICE 1400 Independence Ave, SW Room 5071-S Stop 1001 WASHINGTON DC 20250		CODE FAS-0100		16. ADMINISTERED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795		CODE DASO-OCP-POD-AME	
17a. CONTRACTOR/OFFEROR WHITE HOUSE WRITERS GROUP, INC. THE Attn: Anna Wellisz 1025 THOMAS JEFFERSON STREET, NW SUITE 110G 1100635040# WASHINGTON DC 20007-5201 TELEPHONE NO.		CODE 1100635040#		FACILITY CODE		18a. PAYMENT WILL BE MADE BY Invoice Processing Platform (IPP) All invoices must be submitted electronically through the Invoice Processing Platform (IPP) via www.ipp.gov	
17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED		<input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	Tax ID Number: 52-1803603 DUNS Number: 962399143 BPA Call Order for White House Writers Group. Performance of Work Statement is attached with details on the work to be performed. Delivery: 12/01/2020 Agency Code: FX00 Budget Yr Start: 21 SHC: 11SEAOPD1000000HQCSOAOT BOC: 2540 Period of Performance: 12/01/2020 to 01/15/2021 Continued ... <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>						
25. ACCOUNTING AND APPROPRIATION DATA FX00.21.....11SEAOPD1000000HQCSOAOT.2540...						26. TOTAL AWARD AMOUNT <i>(For Govt. Use Only)</i> \$50,000.00	
27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA						<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.	
27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA						<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.	
28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>1</u> COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				29. AWARD OF CONTRACT: _____ OFFER DATED _____, YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) <i>John Paul Flores</i>			
30b. NAME AND TITLE OF SIGNER <i>(Type or print)</i>		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER <i>(Type or print)</i> JOHN P. FLORES		31c. DATE SIGNED 12/01/2020	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	WHWG - BPA Call Order. Details specified in the PWS. The total amount of award: \$50,000.00. The obligation for this award is shown in box 26.				50,000.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
--	--------------------	---------------------------------	--	------------------

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)	
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)
		42c. DATE REC'D (YY/MM/DD)

Performance Work Statement

Date: November 30, 2020

WHWG team will complete the following four projects:

Period of Performance:

December 1, 2020 and continue for approximately six weeks, ending January 15, 2021.

Project 1: Op-Ed template and regionally targeted messaging for Brussels/Western Europe; Eastern/Southern Europe; Africa.

- **(b) (5) Deliberative Process**
-
-
-

Project 2: USDA Messaging on F2F and EU Global Regulatory Agenda - Review, Messaging and Content Input

- **(b) (5) Deliberative Process**
-

- (b) (5) Deliberative Process
-

Project 3: List of Events; Opportunities for USDA Participation

- (b) (5) Deliberative Process

-
-

**Project 4: USDA ERS Study on the Economic and Food Security Impacts of Farm to Fork --
Messaging**

- (b) (5) Deliberative Process

-
-

From: [Kattman, Jason - OCP, Fort Collins, CO](#)
To: [Anna Wellisz](#); [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder](#)
Subject: RE: WHWG MEMO to USDA - call order #1
Date: Tuesday, December 1, 2020 2:18:18 PM

Hi Anna and Josh,

This looks good. I'm going to adjust a little it and send back with a funded order. I'm on (b) (6) (b) (6) so if I don't get something back today please proceed with working with Allie and others at FAS to get this work accomplished and I'll finalize the order info next week.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
 Office of Contracting and Procurement
 Procurement Operations Division
 Departmental Administration
 United States Department of Agriculture



(b) (6)

jason.kattman@usda.gov

From: Anna Wellisz
 (b) (6) >
Sent: Monday, November 30, 2020 9:22 PM
To: Beach, Allie - FAS,
 Washington, DC

<allison.beach@usda.gov>; Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>

Cc: Josh Gilder (b) (6)

Subject: WHWG MEMO to USDA - call order #1

Dear Allie, Dear Jason:

I am attaching the document we discussed last week, in the format suggested by Jason when we spoke. Please forgive the late mailing –my office email had problems, so I decided to send the MEMO to you from my private account. Hopefully, the message will reach you intact. Please let us know.

Hope you both had a happy Thanksgiving.

Anna

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#); [Kattman, Jason - OCP, Fort Collins, CO](#)
Cc: [Josh Gilder](#)
Subject: WHWG MEMO to USDA - call order #1
Date: Monday, November 30, 2020 11:22:02 PM
Attachments: [Memo to USDA FAS Call Order #1 .docx](#)

Dear Allie, Dear Jason:

I am attaching the document we discussed last week, in the format suggested by Jason when we spoke. Please forgive the late mailing –my office email had problems, so I decided to send the MEMO to you from my private account. Hopefully, the message will reach you intact. Please let us know.

Hope you both had a happy Thanksgiving.

Anna

Memo to: USDA FAS Call Order #1 Development
From: White House Writers Group (WHWG)
Subject: Project Description and Timeline
Date: November 30, 2020

As discussed, the WHWG team will complete the following five projects, as identified by the client. Work under this call order shall begin on December 1, 2020 and continue for approximately six weeks, ending January 15, 2021.

Op-Ed template and regionally targeted messaging for Brussels/Western Europe; Eastern/Southern Europe; Africa.

- **(b) (5) Deliberative Process**
-
-
-

USDA Messaging on F2F and EU Global Regulatory Agenda - Review, Messaging and Content Input

- **(b) (5) Deliberative Process**
-

- (b) (5) Deliberative Process
-

List of Events; Opportunities for USDA Participation

- (b) (5) Deliberative Process
-
-

USDA ERS Study on the Economic and Food Security Impacts of Farm to Fork -- Messaging

- (b) (5) Deliberative Process
-
-

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder SMTP](#)
Subject: Re: WHWG - FAS Call Order #1 Development
Date: Tuesday, November 24, 2020 1:47:45 PM

Yes, that works on my end as well.

A

Sent from my iPhone

On Nov 24, 2020, at 12:27 PM, Beach, Allie - FAS, Washington, DC
<allison.beach@usda.gov> wrote:

Anna and Josh - the U/S isn't available until next Thursday the 3rd. Does 1pm work for you both?

Allie

From: Anna Wellisz <awellisz@whwg.com>
Sent: Tuesday, November 24, 2020 11:57:03 AM
To: Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>; Josh Gilder SMTP (b) (6) Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Anneke Green <AGreen@whwg.com>
Subject: Re: WHWG - FAS Call Order #1 Development

Thank you, Jason.

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b) (6)

From: Jason Kattman <jason.kattman@usda.gov>
Date: Tuesday, November 24, 2020 at 11:51 AM
To: Josh Gilder SMTP (b) (6), Anna Wellisz <awellisz@whwg.com>, Allison Beach <allison.beach@usda.gov>, "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, Anneke

Green <AGreen@whwg.com>

Subject: RE: WHWG - FAS Call Order #1 Development

Hi Team,

Thanks for our conversation today; here are some action items I captured and next steps.

WHWG:

- Return a short document describing what WHWG will provide and when we will know the task is complete in the following areas:
 - Op-Ed Templates, content and related suggestions
 - (b) (5) Deliberative Process
 - [REDACTED]
 - [REDACTED]
 - Develop list of events USDA/FAS should engage and how
 - Events:
 - #1 Food Systems Summit
 - (b) (5) Deliberative Process
 - #2
 - Describe the “definition of done” -
 - Discuss types of (b) (5) Deliberative Process WHWG will provide to FAS during the course of this call order.
 - Describe the “definition of done” -
 - Confirm the pricing and how you would like to get paid, the general length of the call (1 month, 2 months...)

Please let me know if you have any questions,

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

<image001.jpg>

Original

(b) (6)
970-295-5428
jason.kattman@usda.gov

Appointment-----

From: Kattman, Jason - OCP, Fort Collins, CO

Sent: Monday, November 23, 2020 11:49 AM

To: Kattman, Jason - OCP, Fort Collins, CO; Josh Gilder SMTP; Anna Wellisz; Beach, Allie - FAS, Washington, DC; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO; agreeen@whwg.com

Subject: WHWG - FAS Call Order #1 Development

When: Tuesday, November 24, 2020 9:00 AM-10:00 AM (UTC-07:00) Mountain Time (US & Canada).

Where: (b) (6)

Jason Kattman is inviting you to a scheduled ZoomGov meeting.

Join ZoomGov Meeting

(b) (6)

Meeting ID: (b) (6)

One tap mobile

(b) (6)

US (San Jose)

US (New York)

Dial by your location

(b) (6)

(San Jose)

(New York)

Meeting ID: (b) (6)

Find your local number: (b) (6)

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From: [Josh Gilder](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Anna Chodakiewicz Wellisz](#)
Subject: Re: WHWG - FAS Call Order #1 Development
Date: Tuesday, November 24, 2020 12:53:37 PM

Yes, 1PM Thursday works for me.

On Nov 24, 2020, at 12:27 PM, Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov> wrote:

Anna and Josh - the U/S isn't available until next Thursday the 3rd. Does 1pm work for you both?

Allie

From: Anna Wellisz <awellisz@whwg.com>
Sent: Tuesday, November 24, 2020 11:57:03 AM
To: Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>; Josh Gilder SMTP <(b) (6)> Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Anneke Green <AGreen@whwg.com>
Subject: Re: WHWG - FAS Call Order #1 Development

Thank you, Jason.

Anna Wellisz
 Senior Director
 White House Writers Group, Inc.
 1025 Thomas Jefferson Street, NW, Suite 110G
 Washington, D.C. 20007
 O: (202) 783-4600
 C: (b) (6)

From: Jason Kattman <jason.kattman@usda.gov>
Date: Tuesday, November 24, 2020 at 11:51 AM
To: Josh Gilder SMTP <(b) (6)> Anna Wellisz <awellisz@whwg.com>, Allison Beach <allison.beach@usda.gov>, "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, Anneke Green <AGreen@whwg.com>
Subject: RE: WHWG - FAS Call Order #1 Development

Hi Team,

Thanks for our conversation today; here are some action items I captured and next steps.

WHWG:

- Return a short document describing what WHWG will provide and when we will know the task is complete in the following areas:
 - Op-Ed Templates, content and related suggestions
 - Develop list of events USDA/FAS should engage and how
 - Events:
 - #1 Food Systems Summit
 - (b) (5) Deliberative Process
 - #2
 - Describe the "definition of done" -
 - Discuss types of (b) (5) Deliberative Process WHWG will provide to FAS during the course of this call order.
 - Describe the "definition of done" -
 - Confirm the pricing and how you would like to get paid, the general length of the call (1 month, 2 months...)

Please let me know if you have any questions,

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
 Office of Contracting and Procurement
 Procurement Operations Division
 Departmental Administration
 United States Department of Agriculture
 (b) (6) Deliberative Process
 970-295-5428
jason.kattman@usda.gov

<image001.jpg>

-----Original Appointment-----

From: Kattman, Jason - OCP, Fort Collins, CO
Sent: Monday, November 23, 2020 11:49 AM
To: Kattman, Jason - OCP, Fort Collins, CO; Josh Gilder SMTP; Anna Wellisz; Beach, Allie - FAS, Washington, DC; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO; agreen@whwg.com
Subject: WHWG - FAS Call Order #1 Development

When: Tuesday, November 24, 2020 9:00 AM-10:00 AM (UTC-07:00) Mountain Time (US & Canada).

Where: (b) (6)

Jason Kattman is inviting you to a scheduled ZoomGov meeting.

Join ZoomGov Meeting

(b) (6)

Meeting ID: (b) (6)

One tap mobile

(b) (6) JS (San Jose)

JS (New York)

Dial by your location

(b) (6) JS (San Jose)

JS (New York)

Meeting ID: (b) (6)

Find your local number: (b) (6)

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From: [Anna Wellisz](#)
To: [Kattman, Jason - OCP, Fort Collins, CO](#)
Cc: [Josh Gilder SMTP](#); [Beach, Allie - FAS, Washington, DC](#); [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#)
Subject: Re: Award of BPA 12314421A0001 for FAS Communications Consulting with White House Writers Group
Date: Thursday, November 19, 2020 4:24:13 PM

Great. Thank you. Looking forward to hearing more.
Anna

Sent from my iPhone

On Nov 19, 2020, at 12:23 PM, Kattman, Jason - OCP, Fort Collins, CO
<jason.kattman@usda.gov> wrote:

Thanks Anna,

I appreciate this. We'll be in touch shortly on next steps.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)

Office of Contracting and Procurement

Procurement Operations Division

Departmental Administration

United States Department of Agriculture

(b) (6)

970-295-5428

jason.kattman@usda.gov

<image002.jpg>

From:
Anna
Wellisz

<awellis@whwg.com>

Sent: Thursday, November 19, 2020 1:31 AM

To: Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>; Josh Gilder SMTP (b) (6)

Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Croushorn, Ron - FAS, Washington, DC <Ron.Croushorn@usda.gov>; Martin, (b) (6) Innis - FAS, Washington, DC <dennis.martin@usda.gov>

Subject: Re: Award of BPA 12314421A0001 for FAS Communications Consulting with White House Writers Group

Jason,

I forgot the "title" of signer in the earlier version. Corrected here. Hope this is OK.

Thank you!

Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (202) 812-9542

From: Anna Wellisz <awellisz@whwg.com>
Date: Thursday, November 19, 2020 at 3:24 AM
To: Jason Kattman <jason.kattman@usda.gov>, Josh Gilder SMTP
(b) (6)
Cc: Allison Beach <allison.beach@usda.gov>, "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, "Croushorn, Ron - FAS, Washington, DC" <Ron.Croushorn@usda.gov>, "Martin, Dennis - FAS, Washington, DC" <dennis.martin@usda.gov>
Subject: Re: Award of BPA 12314421A0001 for FAS Communications Consulting with White House Writers Group

Dear Jason,

Please find attached our signed electronic copy of the BPA cover pdf (SF1449).

Thank you,
Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b) (6)

From: Jason Kattman <jason.kattman@usda.gov>
Date: Wednesday, November 18, 2020 at 2:12 PM
To: Anna Wellisz <awellisz@whwg.com>, Josh Gilder SMTP
(b) (6)
Cc: Allison Beach <allison.beach@usda.gov>, "Dumas, Elizabeth - DA-OCP-POD,

Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, "Croushorn, Ron - FAS,
Washington, DC" <Ron.Croushorn@usda.gov>, "Martin, Dennis - FAS,
Washington, DC" <dennis.martin@usda.gov>

Subject: Award of BPA 12314421A0001 for FAS Communications Consulting with
White House Writers Group

Dear Anna and Josh,

Thanks for your collaboration and patience the past month as we developed the
Blanket Purchase Agreement (BPA) with you for FAS Communications Consulting.

Please find the attached BPA. This has been executed and is effective immediately.

The attachments are contained within the BPA's Standard Form 1449 (SF1449).

Please return one signed electronic copy of the BPA cover pdf (SF1449) to fully execute
this agreement.

Please let us know if you have any questions.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

<image003.jpg>

(b) (6)
970-295-5428

jason.kattman@usda.gov

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disclosure of the information it contains may violate the law and subject the violator to
civil or criminal penalties. If you believe you have received this message in error, please
notify the sender and delete the email immediately.

From: [Anna Wellisz](#)
To: [Kattman, Jason - OCP, Fort Collins, CO](#)
Cc: [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#); [Josh Gilder SMTP](#); [Beach, Allie - FAS, Washington, DC](#); [Croushorn, Ron - FAS, Washington, DC](#)
Subject: Re: White House Writer's Group BPA Update
Date: Wednesday, November 18, 2020 12:46:16 PM

Great. Thank you.
 Anna

Sent from my iPhone

On Nov 18, 2020, at 12:40 PM, Kattman, Jason - OCP, Fort Collins, CO
 <jason.kattman@usda.gov> wrote:

Hi Anna,

I received it and am putting the final stuff on the BPA together as we speak.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
 Office of Contracting and Procurement
 Procurement Operations Division
 Departmental Administration
 United States Department of Agriculture
 (b) (6)
 970-295-5428
jason.kattman@usda.gov

<image001.jpg>

From:
 Anna
 Wellisz

<awellisz@whwg.com>

Sent: Wednesday, November 18, 2020 10:38 AM

To: Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO <Elizabeth.Dumas@usda.gov>; Josh Gilder SMTP (b) (6)

Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Croushorn, Ron - FAS, Washington, DC <Ron.Croushorn@usda.gov>

Subject: Re: White House Writer's Group BPA Update

Hi Jason and Elizabeth,

I wanted to make sure that you got Provision 889 from me yesterday. I just learned that our WHWG email was not working properly yesterday, and I want to make sure that the message with the document made it to you intact. If not, I'll resend.

Thanks,

Anna

Sent from my iPhone

On Nov 17, 2020, at 5:31 PM, Anna Wellisz <awellisz@whwg.com> wrote:

Great. Thanks, Jason. Will be on the lookout for the executed BPA tomorrow.

Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b) (6)

From: Jason Kattman <jason.kattman@usda.gov>
Date: Tuesday, November 17, 2020 at 4:12 PM
To: Anna Wellisz <awellisz@whwg.com>, "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, Josh Gilder SMTP (b) (6)
Cc: Allison Beach <allison.beach@usda.gov>, "Croushorn, Ron - FAS, Washington, DC" <Ron.Croushorn@usda.gov>
Subject: RE: White House Writer's Group BPA Update

Great Anna,

I'll send you the executed BPA tomorrow morning. I'm out the rest of this afternoon for an appointment.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

<image001.jpg>

(b) (6)

970-295-5428
jason.kattman@usda.gov

From: Anna Wellisz <awellisz@whwg.com>
Sent: Tuesday, November 17, 2020 11:46 AM
To: Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>;
Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO
<Elizabeth.Dumas@usda.gov>; Josh Gilder SMTP
(b) (6)
Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>;
Croushorn, Ron - FAS, Washington, DC <Ron.Croushorn@usda.gov>
Subject: Re: White House Writer's Group BPA Update

Elizabeth – thank you for the documents you sent last night.
Jason – thanks for the follow-up message.

Our counsel has no issue with the text, and we do not use Chinese surveillance of communications equipment, so yes, we'll sign and return "Provision 889" shortly.

Many thanks,
Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (202) 812-9542

From: Jason Kattman <jason.kattman@usda.gov>
Date: Tuesday, November 17, 2020 at 1:33 PM
To: "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO"
<Elizabeth.Dumas@usda.gov>, Anna Wellisz <awellisz@whwg.com>,
Josh Gilder SMTP (b) (6)
Cc: Allison Beach <allison.beach@usda.gov>, "Croushorn, Ron - FAS,
Washington, DC" <Ron.Croushorn@usda.gov>
Subject: RE: White House Writer's Group BPA Update

Hi Anna and Josh,

Please let Elizabeth and I know if you have any questions regarding the documents Elizabeth sent last night.

If you have no concerns please send back the signed "Provision 889" document requested. Once that is completed we can execute the BPA and proceed to enter into close dialogue on the funded order.

I'm out of the office after 4:00 ET today, if you need anything after that please ensure you contact Elizabeth directly.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture
(b) (6)
970-295-5428
jason.kattman@usda.gov

<image002.jpg>

From: Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO

<Elizabeth.Dumas@usda.gov>

Sent: Monday, November 16, 2020 5:46 PM

To: Anna Wellisz <awellisz@whwg.com>; Josh Gilder SMTP

(b) (6)

Cc: Kattman, Jason - OCP, Fort Collins, CO <jason.kattman@usda.gov>;
Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Croushorn,
Ron - FAS, Washington, DC <Ron.Croushorn@usda.gov>

Subject: White House Writer's Group BPA Update

Importance: High

Hello and Good Evening Everyone,

We wanted to share some areas of progress we have made on the requirement. They are listed below and all attached:

- A. Draft Contract – CO1 12314421A0001
- B. Blanket Purchase Agreement – CO1 BPA for WHWG
- C. Blanket Purchase Agreement Pricing – CO1 Attach A BPA Pricing WHWG
- D. Blanket Purchase Agreement Clauses – CO1 Attach B Contract

Clauses

- E. Blanket Purchase Agreement Performance Work Statement – CO1
Attach C BPA PWS WHWG
- F. Anna, please review attached Provision 889 Action, fill out and
return with an electronic signature.

The award of the contract is very close to completion. Jason will provide an update when all has been finalized. Please review the attached documents and we can discuss your questions or concerns, if any.

Sincerely,
Elizabeth

Elizabeth Dumas

 Contract Specialist
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture
Elizabeth.dumas@usda.gov

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From: [Anna Wellisz](#)
To: [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#); [Josh Gilder SMTP](#)
Cc: [Kattman, Jason - OCP, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#); [Croushorn, Ron - FAS, Washington, DC](#)
Subject: Re: White House Writer"s Group BPA Update
Date: Tuesday, November 17, 2020 3:39:40 PM
Attachments: [Provision 889 Action\[1\] Signed by WHWG.docx](#)

Hi Elizabeth and Jason:

I attach the Provision 889 document with checks inserted in the previously blank spaces ("will not" use covered equipment and "does not" provide covered) for equipment), so I hope this is what you need. Please let me know if this is sufficient.

Thank you,
Anna

Anna Wellisz
 Senior Director
 White House Writers Group, Inc.
 1025 Thomas Jefferson Street, NW, Suite 110G
 Washington, D.C. 20007
 O: (202) 783-4600
 C: (b) (6)

From: "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>
Date: Monday, November 16, 2020 at 7:45 PM
To: Anna Wellisz <awellisz@whwg.com>, Josh Gilder SMTP (b) (6)
Cc: Jason Kattman <jason.kattman@usda.gov>, Allison Beach <allison.beach@usda.gov>, "Croushorn, Ron - FAS, Washington, DC" <Ron.Croushorn@usda.gov>
Subject: White House Writer's Group BPA Update

Hello and Good Evening Everyone,

We wanted to share some areas of progress we have made on the requirement. They are listed below and all attached:

- A. Draft Contract – CO1 12314421A0001
- B. Blanket Purchase Agreement – CO1 BPA for WHWG
- C. Blanket Purchase Agreement Pricing – CO1 Attach A BPA Pricing WHWG
- D. Blanket Purchase Agreement Clauses – CO1 Attach B Contract Clauses
- E. Blanket Purchase Agreement Performance Work Statement – CO1 Attach C BPA PWS WHWG
- F. Anna, please review attached Provision 889 Action, fill out and return with an electronic signature.

The award of the contract is very close to completion. Jason will provide an update when all has been finalized. Please review the attached documents and we can discuss your questions or concerns, if any.

Sincerely,
Elizabeth



Elizabeth Dumas

Contract Specialist
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture
Elizabeth.dumas@usda.gov

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52.204-24 REPRESENTATION REGARDING CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES (AUG 2020)

The Offeror shall not complete the representation at paragraph (d)(1) of this provision if the Offeror has represented that it “does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument” in the provision at [52.204-26](#), Covered Telecommunications Equipment or Services-Representation, or in paragraph (v) of the provision at [52.212-3](#), Offeror Representations and Certifications-Commercial Items.

(a) *Definitions.* As used in this provision—

Backhaul, covered telecommunications equipment or services, critical technology, interconnection arrangements, reasonable inquiry, roaming, and substantial or essential component have the meanings provided in the clause 52.204–25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Prohibition.* (1) Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 ([Pub. L. 115-232](#)) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) Section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 ([Pub. L. 115-232](#)) prohibits the head of an executive agency on or after August 13, 2020, from entering into a contract or extending or renewing a contract with an entity that uses any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. This prohibition applies to the use of covered telecommunications equipment or services, regardless of whether that use is in performance of work under a Federal contract. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(c) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.

(d) *Representations.* The Offeror represents that—

(1) It will, will not provide covered telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation. The Offeror shall provide the additional disclosure information required at paragraph (e)(1) of this section if the Offeror responds “will” in paragraph (d)(1) of this section; and

(2) After conducting a reasonable inquiry, for purposes of this representation, the Offeror represents that—

It does, does not use covered telecommunications equipment or services, or use any equipment, system, or service that uses covered telecommunications equipment or services. The Offeror shall provide the additional disclosure information required at paragraph (e)(2) of this section if the Offeror responds “does” in paragraph (d)(2) of this section.

(e) *Disclosures.* (1) Disclosure for the representation in paragraph (d)(1) of this provision. If the Offeror has responded “will” in the representation in paragraph (d)(1) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the original equipment manufacturer (OEM) or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered Start Printed Page 42679 telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the Product Service Code (PSC) of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(2) Disclosure for the representation in paragraph (d)(2) of this provision. If the Offeror has responded “does” in the representation in paragraph (d)(2) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the PSC of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(End of provision)

From: [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#)
To: [Anna Wellisz](#); [Josh Gilder SMTP](#)
Cc: [Kattman, Jason - OCP, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#); [Croushorn, Ron - FAS, Washington, DC](#)
Subject: White House Writer's Group BPA Update
Date: Monday, November 16, 2020 7:46:21 PM
Attachments: [C01 - Attach B Contract Clauses WHWG.docx](#)
[C01 - Attach C BPA PWS WHWG.docx](#)
[C01- BPA for WHWG.docx](#)
[C01 12314421A0001.pdf](#)
[C01 - Attach A BPA Pricing WHWG.xlsx](#)
[Provision 889 Action.docx](#)

Hello and Good Evening Everyone,

We wanted to share some areas of progress we have made on the requirement. They are listed below and all attached:

- A. Draft Contract – CO1 12314421A0001
- B. Blanket Purchase Agreement – CO1 BPA for WHWG
- C. Blanket Purchase Agreement Pricing – CO1 Attach A BPA Pricing WHWG
- D. Blanket Purchase Agreement Clauses – CO1 Attach B Contract Clauses
- E. Blanket Purchase Agreement Performance Work Statement – CO1 Attach C BPA PWS WHWG
- F. Anna, please review attached Provision 889 Action, fill out and return with an electronic signature.

The award of the contract is very close to completion. Jason will provide an update when all has been finalized. Please review the attached documents and we can discuss your questions or concerns, if any.

Sincerely,
Elizabeth



Elizabeth Dumas

Contract Specialist
Office of Contracting and Procurement
Procurement Operations Division
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ATTACHMENT B - CONTRACT CLAUSES

1. 52.212-4 CONTRACT TERMS AND CONDITIONS—COMMERCIAL ITEMS (DEVIATION 2017-1) (OCT 2018)

(r) *Compliance with laws unique to Government contracts.* The Contractor agrees to comply with 31 U.S.C. 1352 relating to limitations on the use of appropriated funds to influence certain Federal contracts; 18 U.S.C. 431 relating to officials not to benefit; 40 U.S.C. chapter 37, Contract Work Hours and Safety Standards; 41 U.S.C. chapter 87, Kickbacks; 10 U.S.C. 2409 relating to whistleblower protections; 49 U.S.C. 40118, Fly American; and 41 U.S.C. chapter 21 relating to procurement integrity.

2. 52.203-16 PREVENTING PERSONAL CONFLICTS OF INTEREST (JUN 2020)

3. 52.204-9 PERSONAL IDENTITY VERIFICATION OF CONTRACTOR PERSONNEL (JAN 2011)

4. 52.204-13 SYSTEM FOR AWARD MANAGEMENT MAINTENANCE (OCT 2018)

5. 52.204-18 COMMERCIAL AND GOVERNMENT ENTITY CODE MAINTENANCE (AUG 2020)

6. 52.204-21 BASIC SAFEGUARDING OF COVERED CONTRACTOR INFORMATION SYSTEMS (JUN 2016)

(a) Definitions. As used in this clause—

“Covered contractor information system” means an information system that is owned or operated by a contractor that processes, stores, or transmits Federal contract information.

“Federal contract information” means information, not intended for public release, that is provided by or generated for the Government under a contract to develop or deliver a product or service to the Government, but not including information provided by the Government to the public (such as on public websites) or simple transactional information, such as necessary to process payments.

“Information” means any communication or representation of knowledge such as facts, data, or opinions, in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual (Committee on National Security Systems Instruction (CNSSI) 4009).

“Information system” means a discrete set of information resources organized for the collection, processing, maintenance, use, sharing, dissemination, or disposition of information (44 U.S.C. 3502).

“Safeguarding” means measures or controls that are prescribed to protect information systems.

(b) Safeguarding requirements and procedures.

(1) The Contractor shall apply the following basic safeguarding requirements and procedures to protect covered contractor information systems. Requirements and procedures for basic safeguarding of covered contractor information systems shall include, at a minimum, the following security controls:

- (i) Limit information system access to authorized users, processes acting on behalf of authorized users, or devices (including other information systems).
- (ii) Limit information system access to the types of transactions and functions that authorized users are permitted to execute.
- (iii) Verify and control/limit connections to and use of external information systems.
- (iv) Control information posted or processed on publicly accessible information systems.
- (v) Identify information system users, processes acting on behalf of users, or devices.
- (vi) Authenticate (or verify) the identities of those users, processes, or devices, as a prerequisite to allowing access to organizational information systems.

- (vii) Sanitize or destroy information system media containing Federal Contract Information before disposal or release for reuse.
- (viii) Limit physical access to organizational information systems, equipment, and the respective operating environments to authorized individuals.
- (ix) Escort visitors and monitor visitor activity; maintain audit logs of physical access; and control and manage physical access devices.
- (x) Monitor, control, and protect organizational communications (i.e., information transmitted or received by organizational information systems) at the external boundaries and key internal boundaries of the information systems.
- (xi) Implement subnetworks for publicly accessible system components that are physically or logically separated from internal networks.
- (xii) Identify, report, and correct information and information system flaws in a timely manner.
- (xiii) Provide protection from malicious code at appropriate locations within organizational information systems.
- (xiv) Update malicious code protection mechanisms when new releases are available.
- (xv) Perform periodic scans of the information system and real-time scans of files from external sources as files are downloaded, opened, or executed.

(2) Other requirements. This clause does not relieve the Contractor of any other specific safeguarding requirements specified by Federal agencies and departments relating to covered contractor information systems generally or other Federal safeguarding requirements for controlled unclassified information (CUI) as established by Executive Order 13556.

(c) Subcontracts. The Contractor shall include the substance of this clause, including this paragraph (c), in subcontracts under this contract (including subcontracts for the acquisition of commercial items, other than commercially available off-the-shelf items), in which the subcontractor may have Federal contract information residing in or transiting through its information system.

(End of Clause)

7. 52.215-21 REQUIREMENTS FOR CERTIFIED COST OR PRICING DATA AND OTHER THAN CERTIFIED COST OR PRICING DATA – MODIFICATIONS (JUN 2020) ALTERNATE IV (OCT 2010)

(a) Submission of certified cost or pricing data is not required.

8. 52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 30 days before the contract expires.

(End of Clause)

9. 52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)

(a) The Government may extend the term of this contract by written notice to the Contractor within **15 days**; provided that the Government gives the Contractor a preliminary written notice of its intent to

extend at least **30 days** before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed **5 years**.

(End of Clause)

10. 52.232-18 AVAILABILITY OF FUNDS (APR 1984)

11. 52.237-3 CONTINUITY OF SERVICES (JAN 1991)

12. 52.242-15 STOP WORK ORDER (AUG 1989)

13. 52.245-1 GOVERNMENT PROPERTY (JAN 2017)

14. 52.245-9 USE AND CHARGES (APR 2012)

15. 52.252-2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es): <http://www.acquisition.gov/far>

(End of clause)

16. 52.252-6 AUTHORIZED DEVIATIONS IN CLAUSES (APR 1984)

(a) The use in this solicitation or contract of any Federal Acquisition Regulation (48 CFR Chapter 1) clause with an authorized deviation is indicated by the addition of "(DEVIATION)" after the date of the clause.

(b) The use in this solicitation or contract of any Department of Agriculture (48 CFR Chapter 4) clause with an authorized deviation is indicated by the addition of "(DEVIATION)" after the name of the regulation.

(End of clause)

17. AGAR 452.224-70 CONFIDENTIALITY OF INFORMATION (FEB 1988)

(a) Confidential information, as used in this clause, means --

(1) information or data of a personal nature, proprietary about an individual, or

(2) information or data submitted by or pertaining to an organization.

(b) In addition to the types of confidential information described in (a)(1) and (2) above, information which might require special consideration with regard to the timing of its disclosure may derive from studies or research, during which public disclosure of primarily invalidated findings could create an erroneous conclusion which might threaten public health or safety if acted upon.

(c) The Contracting Officer and the Contractor may, by mutual consent, identify elsewhere in this contract specific information and/or categories of information which the Government will furnish to the Contractor or that the Contractor is expected to generate which is confidential. Similarly, the Contracting Officer and the Contractor may, by mutual consent, identify such confidential information from time to time during the performance of the contract. Failure to agree will be settled pursuant to the "Disputes" clause.

(d) If it is established that information to be utilized under this contract is subject to the Privacy Act, the Contractor will follow the rules and procedures of disclosure set forth in the Privacy Act of 1974, 5 U.S.C. 552a, and implementing regulations and policies, with respect to systems of records determined to be subject to the Privacy Act.

(e) Confidential information, as defined in (a)(1) and (2) above, shall not be disclosed without the prior written consent of the individual, institution or organization.

(f) Written advance notice of at least 45 days will be provided to the Contracting Officer of the Contractor's intent to release findings of studies or research, which have the possibility of adverse effects on the public or the Federal agency, as described in (b) above. If the Contracting Officer does not pose any objections in writing within the 45-day period, the contractor may proceed with disclosure. Disagreements not resolved by the Contractor and Contracting Officer will be settled pursuant to the "Disputes" clause.

(g) Whenever the Contractor is uncertain with regard to the proper handling of material under the contract, or if the material in question is subject to the Privacy Act or is confidential information subject to the provisions of this clause, the Contractor shall obtain a written determination from the Contracting Officer prior to any release, disclosure, dissemination, or publication.

(h) The provisions of paragraph (e) of this clause shall not apply when the information is subject to conflicting or overlapping provisions in other Federal, State or local laws.

(End of Clause)

18. AGAR 452.237-75 RESTRICTIONS AGAINST DISCLOSURE (FEB 1988)

(a) The Contractor agrees, in the performance of this contract, to keep all information contained in source documents or other media furnished by the Government in the strictest confidence. The Contractor also agrees not to publish or otherwise divulge such information in whole or in part in any manner or form, or to authorize or permit others to do so, taking such reasonable measures as are necessary to restrict access to such information while in the Contractor's possession, to those employees needing such information to perform the work provided herein, i.e., on a "need to know" basis. The Contractor agrees to immediately notify in writing, the Contracting Officer, named herein, in the event that the Contractor determines or has reason to suspect a breach of this requirement.

(b) The Contractor agrees not to disclose any information concerning the work under this contract to any persons or individual unless prior written approval is obtained from the Contracting Officer. The Contractor agrees to insert the substance of this clause in any consultant agreement or subcontract hereunder.

(End of Clause)

19. AGAR 452.246-70 INSPECTION AND ACCEPTANCE (FEB 1988)

(a) The Contracting Officer or the Contracting Officer's duly authorized representative will inspect and accept the supplies and/or services to be provided under this contract.

(b) Inspection and acceptance will be performed at: **Location identified within each Call Order.**

(End of Clause)

20. LOCAL CLAUSE – INVOICING PROCEDURES

(a) Invoices shall be submitted electronically through the Department of Treasury's Invoice Processing Platform (IPP). The contractor shall follow instructions on how to register and submit invoices via IPP as prescribed at the IPP website <https://www.ipp.gov/>.

(b) Additional Information regarding what constitutes a proper invoice can be found by reviewing the Prompt Payment Act (31 USC Chapter 32 - PROMPT PAYMENT ACT).

(c) A complete contractor-generated invoice shall be provided electronically (either as an attachment via IPP or via email direct to the ACO and COR) along with applicable back up documentation.

(d) The Contractor shall submit any other information or documentation required by other clauses of the contract/order to support the invoice request such as reports, copies of travel vouchers, hotel and meal receipts, supporting paid invoices, receiving/acceptance reports, etc. Original receipts shall be maintained by the Contractor and made available to Government auditors upon request.

(End of Clause)

21. 52.212-5 CONTRACT TERMS AND CONDITIONS REQUIRED TO IMPLEMENT STATUTES OR EXECUTIVE ORDERS—COMMERCIAL ITEMS (AUG 2020) (DEVIATION 2017-1 TO IMPLEMENT AN ACT TO ENHANCE WHISTLEBLOWER PROTECTION FOR CONTRACTOR EMPLOYEES) (DEVIATION APR 2020 TO PROVIDE FOR ACCELERATED PAYMENTS TO SMALL BUSINESS CONTRACTORS AND SUBCONTRACTORS) (DEVIATION JUL 2020 TO IMPLEMENT THE US-MEXICO-CANADA AGREEMENT)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses, which are incorporated in this contract by reference, to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

- (1) [52.203-19](#), Prohibition on Requiring Certain Internal Confidentiality Agreements or Statements (Jan 2017) (section 743 of Division E, Title VII, of the Consolidated and Further Continuing Appropriations Act, 2015 (Pub. L. 113-235) and its successor provisions in subsequent appropriations acts (and as extended in continuing resolutions)).
- (2) [52.204-23](#), Prohibition on Contracting for Hardware, Software, and Services Developed or Provided by Kaspersky Lab and Other Covered Entities (Jul 2018) (Section 1634 of Pub. L. 115-91).
- (3) [52.204-25](#), Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment (Aug 2020) (Section 889(a)(1)(A) of Pub. L. 115-232).
- (4) [52.209-10](#), Prohibition on Contracting with Inverted Domestic Corporations (Nov 2015)
- (5) [52.233-3](#), Protest After Award (Aug 1996) ([31 U.S.C. 3553](#)).
- (6) [52.233-4](#), Applicable Law for Breach of Contract Claim (OCT 2004) (Public Laws 108-77 and 108-78 ([19 U.S.C. 3805 note](#))).

- (b) The Contractor shall comply with the FAR clauses in this paragraph (b) that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

[Contracting Officer Check as appropriate.]

- (1) [52.203-6](#), Restrictions on Subcontractor Sales to the Government (Jun 2020), with Alternate I (Oct 1995) ([41 U.S.C. 4704](#) and [10 U.S.C. 2402](#)).
- (2) [52.203-13](#), Contractor Code of Business Ethics and Conduct (Jun 2020) ([41 U.S.C. 3509](#))
- (3) [52.203-15](#), Whistleblower Protections under the American Recovery and Reinvestment Act of 2009 (June 2010) (Section 1553 of Pub. L. 111-5). (Applies to contracts funded by the American Recovery and Reinvestment Act of 2009.)
- (4) [52.203-17](#), *Contractor Employee Whistleblower Rights and Requirement to Inform Employees of Whistleblower Rights* (April 2014) ([41 U.S.C. 4712](#)) relating to whistleblower protections). (**Deviation 2017-1**)
- (5) [52.204-10](#), Reporting Executive Compensation and First-Tier Subcontract Awards (Jun 2020) (Pub. L. 109-282) ([31 U.S.C. 6101 note](#)).
- (6) [Reserved].
- (7) [52.204-14](#), Service Contract Reporting Requirements (Oct 2016) (Pub. L. 111-117, section 743 of Div. C).
- (8) [52.204-15](#), Service Contract Reporting Requirements for Indefinite-Delivery Contracts (Oct 2016) (Pub. L. 111-117, section 743 of Div. C).
- (9) [52.209-6](#), Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment. (Jun 2020) ([31 U.S.C. 6101 note](#))
- (10) [52.209-9](#), Updates of Publicly Available Information Regarding Responsibility Matters (Oct 2018) ([41 U.S.C. 2313](#)).
- (11) [Reserved].
- (12)(i) [52.219-3](#), Notice of HUBZone Set-Aside or Sole-Source Award (Mar 2020) ([15 U.S.C. 657a](#)).
- (ii) Alternate I (Mar 2020) of [52.219-3](#).
- (13)(i) [52.219-4](#), Notice of Price Evaluation Preference for HUBZone Small Business Concerns (Mar 2020) (if the offeror elects to waive the preference, it shall so indicate in its offer) ([15 U.S.C. 657a](#)).
- (ii) Alternate I (MAR 2020) of [52.219-4](#).
- (14) [Reserved]
- (15)(i) [52.219-6](#), Notice of Total Small Business Set-Aside (Mar 2020) ([15 U.S.C. 644](#)).
- (ii) Alternate I (Mar 2020).
- (16)(i) [52.219-7](#), Notice of Partial Small Business Set-Aside (Mar 2020) ([15 U.S.C. 644](#)).
- (ii) Alternate I (Mar 2020) of [52.219-7](#).
- (17) [52.219-8](#), Utilization of Small Business Concerns (Oct 2018) ([15 U.S.C. 637\(d\)\(2\)](#) and (3)).
- (18)(i) [52.219-9](#), Small Business Subcontracting Plan (Jun 2020) ([15 U.S.C. 637\(d\)\(4\)](#))
- (ii) Alternate I (Nov 2016) of [52.219-9](#).
- (iii) Alternate II (Nov 2016) of [52.219-9](#).
- (iv) Alternate III (Jun 2020) of [52.219-9](#).
- (v) Alternate IV (Jun 2020) of [52.219-9](#).
- (19) (i) [52.219-13](#), Notice of Set-Aside of Orders (Mar 2020) ([15 U.S.C. 644\(r\)](#)).
- (ii) Alternate I (Mar 2020) of [52.219-13](#).
- (20) [52.219-14](#), Limitations on Subcontracting (Mar 2020) ([15 U.S.C. 637\(a\)\(14\)](#)).
- (21) [52.219-16](#), Liquidated Damages-Subcontracting Plan (Jan 1999) ([15 U.S.C. 637\(d\)\(4\)\(F\)\(i\)](#)).
- (22) [52.219-27](#), Notice of Service-Disabled Veteran-Owned Small Business Set-Aside (Mar 2020) ([15 U.S.C. 657f](#)).
- (23) [52.219-28](#), Post Award Small Business Program Rerepresentation (Mar 2020) ([15 U.S.C. 632\(a\)\(2\)](#)).

- (24) [52.219-29](#), Notice of Set-Aside for, or Sole Source Award to, Economically Disadvantaged Women-Owned Small Business Concerns (*Mar 2020*) ([15 U.S.C. 637\(m\)](#)).
- (25) [52.219-30](#), Notice of Set-Aside for, or Sole Source Award to, Women-Owned Small Business Concerns Eligible Under the Women-Owned Small Business Program (*Mar 2020*) ([15 U.S.C. 637\(m\)](#)).
- (26) [52.219-32](#), Orders Issued Directly Under Small Business Reserves (*Mar 2020*) (15 U.S.C. 644(r)).
- (27) [52.219-33](#), Nonmanufacturer Rule (*Mar 2020*) ([15 U.S.C. 637\(a\)\(17\)](#)).
- (28) [52.222-3](#), Convict Labor (*June 2003*) (E.O. 11755)
- (29) [52.222-19](#), Child Labor-Cooperation with Authorities and Remedies (*Jul 2020*) (E.O. 13126).
- (30) [52.222-21](#), Prohibition of Segregated Facilities (*Apr 2015*).
- (31)(i) [52.222-26](#), Equal Opportunity (*SEP 2016*) (E.O. 11246).
- (ii) Alternate I (Feb 1999) of [52.222-26](#).
- (32)(i) [52.222-35](#), Equal Opportunity for Veterans (*Jun 2020*) ([38 U.S.C. 4212](#)).
- (ii) Alternate I (*Jul 2014*) of [52.222-35](#).
- (33)(i) [52.222-36](#), Equal Opportunity for Workers with Disabilities (*Jun 2020*) ([29 U.S.C.793](#)).
- (ii) Alternate I (*Jul 2014*) of [52.222-36](#).
- (34) [52.222-37](#), Employment Reports on Veterans (*Jun 2020*) ([38 U.S.C. 4212](#)).
- (35) [52.222-40](#) Notification of Employee Rights Under the National Labor Relations Act (*Dec 2010*) (E.O. 13496).
- (36)(i) [52.222-50](#), Combating Trafficking in Persons (*Jan 2019*) ([22 U.S.C. chapter 78](#) and E.O. 13627).
- (ii) Alternate I (*Mar 2015*) of [52.222-50](#) ([22 U.S.C. chapter 78](#) and E.O. 13627).
- (37) [52.222-54](#), Employment Eligibility Verification (*Oct 2015*). (Executive Order 12989). (Not applicable to the acquisition of commercially available off-the-shelf items or certain other types of commercial items as prescribed in [22.1803](#).)
- (38) (i) [52.223-9](#), Estimate of Percentage of Recovered Material Content for EPA–Designated Items (*May 2008*) ([42 U.S.C. 6962\(c\)\(3\)\(A\)\(ii\)](#)). (Not applicable to the acquisition of commercially available off-the-shelf items.)
- (ii) Alternate I (*May 2008*) of [52.223-9](#) ([42 U.S.C. 6962\(i\)\(2\)\(C\)](#)). (Not applicable to the acquisition of commercially available off-the-shelf items.)
- (39) [52.223-11](#), Ozone-Depleting Substances and High Global Warming Potential Hydrofluorocarbons (*Jun 2016*) (E.O. 13693).
- (40) [52.223-12](#), Maintenance, Service, Repair, or Disposal of Refrigeration Equipment and Air Conditioners (*Jun 2016*) (E.O. 13693).
- (41) (i) [52.223-13](#), Acquisition of EPEAT®-Registered Imaging Equipment (*Jun 2014*) (E.O.s 13423 and 13514).
- (ii) Alternate I (*Oct 2015*) of [52.223-13](#).
- (42)(i) [52.223-14](#), Acquisition of EPEAT®-Registered Televisions (*Jun 2014*) (E.O.s 13423 and 13514).
- (ii) Alternate I (*Jun 2014*) of [52.223-14](#).
- (43) [52.223-15](#), Energy Efficiency in Energy-Consuming Products (*Dec 2007*) ([42 U.S.C. 8259b](#)).
- (44)(i) [52.223-16](#), Acquisition of EPEAT®-Registered Personal Computer Products (*Oct 2015*) (E.O.s 13423 and 13514).
- (ii) Alternate I (*Jun 2014*) of [52.223-16](#).
- (45) [52.223-18](#), Encouraging Contractor Policies to Ban Text Messaging While Driving (*Jun 2020*) (E.O. 13513).
- (46) [52.223-20](#), Aerosols (*Jun 2016*) (E.O. 13693).
- (47) [52.223-21](#), Foams (*Jun 2016*) (E.O. 13693).
- (48)(i) [52.224-3](#) Privacy Training (*Jan 2017*) (5 U.S.C. 552 a).

- (ii) Alternate I (*Jan 2017*) of [52.224-3](#).
- (49) [52.225-1](#), Buy American-Supplies (*May 2014*) ([41 U.S.C. chapter 83](#)).
- (50)(i) [52.225-3](#), Buy American-Free Trade Agreements-Israeli Trade Act (*JUL 2020*) ([19 U.S.C. 2112](#) note, [19 U.S.C. 3805](#) note, [19 U.S.C. 4001](#) note, **19 U.S.C. chapter 29 (sections 5401-4732)**, Pub. L. 103-182, 108-77, 108-78, 108-286, 108-302, 109-53, 109-169, 109-283, 110-138, 112-41, 112-42, and 112-43).
- (ii) Alternate II (*May 2014*) of [52.225-3](#).
- (iii) Alternate III (*May 2014*) of [52.225-3](#)
- (51) [52.225-5](#), Trade Agreements (**JUL 2020**) ([19 U.S.C. 2501](#), *et seq.*, [19 U.S.C. 3301](#) note).
- (52) [52.225-13](#), Restrictions on Certain Foreign Purchases (*June 2008*) (E.O.'s, proclamations, and statutes administered by the Office of Foreign Assets Control of the Department of the Treasury).
- (53) [52.225-26](#), Contractors Performing Private Security Functions Outside the United States (*Oct 2016*) (Section 862, as amended, of the National Defense Authorization Act for Fiscal Year 2008; [10 U.S.C. 2302 Note](#)).
- (54) [52.226-4](#), Notice of Disaster or Emergency Area Set-Aside (*Nov 2007*) ([42 U.S.C. 5150](#)).
- (55) [52.226-5](#), Restrictions on Subcontracting Outside Disaster or Emergency Area (*Nov 2007*) ([42 U.S.C. 5150](#)).
- (56) [52.229-12](#), Tax on Certain Foreign Procurements (*Jun 2020*).
- (57) [52.232-29](#), Terms for Financing of Purchases of Commercial Items (*Feb 2002*) ([41 U.S.C. 4505](#), [10 U.S.C. 2307\(f\)](#)).
- (58) [52.232-30](#), Installment Payments for Commercial Items (*Jan 2017*) ([41 U.S.C. 4505](#), [10 U.S.C. 2307\(f\)](#)).
- (59) [52.232-33](#), Payment by Electronic Funds Transfer-System for Award Management (*Oct 2018*) ([31 U.S.C. 3332](#)).
- (60) [52.232-34](#), Payment by Electronic Funds Transfer-Other than System for Award Management (*Jul 2013*) ([31 U.S.C. 3332](#)).
- (61) [52.232-36](#), Payment by Third Party (*May 2014*) ([31 U.S.C. 3332](#)).
- (62) [52.232-40](#), Providing Accelerated Payments to Small Business Subcontractors (*Dec 2013*) (**Deviation Apr 2020**) ([31 U.S.C. 3903](#) and [10 U.S.C. 2307](#))
- (63) [52.239-1](#), Privacy or Security Safeguards (*Aug 1996*) ([5 U.S.C. 552a](#)).
- (64) [52.242-5](#), Payments to Small Business Subcontractors (*Jan 2017*) ([15 U.S.C. 637\(d\)\(13\)](#)).
- (65)(i) [52.247-64](#), Preference for Privately Owned U.S.-Flag Commercial Vessels (*Feb 2006*) ([46 U.S.C. Appx. 1241\(b\)](#) and [10 U.S.C. 2631](#)).
- (ii) Alternate I (*Apr 2003*) of [52.247-64](#).
- (iii) Alternate II (*Feb 2006*) of [52.247-64](#).

(c) The Contractor shall comply with the FAR clauses in this paragraph (c), applicable to commercial services, that the Contracting Officer has indicated as being incorporated in this contract by reference to implement provisions of law or Executive orders applicable to acquisitions of commercial items:

[Contracting Officer check as appropriate.]

- (1) [52.222-41](#), Service Contract Labor Standards (*Aug 2018*) ([41 U.S.C. chapter 67](#)).
- (2) [52.222-42](#), Statement of Equivalent Rates for Federal Hires (*May 2014*) ([29 U.S.C. 206](#) and [41 U.S.C. chapter 67](#)).
- (3) [52.222-43](#), Fair Labor Standards Act and Service Contract Labor Standards-Price Adjustment (Multiple Year and Option Contracts) (*Aug 2018*) ([29 U.S.C. 206](#) and [41 U.S.C. chapter 67](#)).
- (4) [52.222-44](#), Fair Labor Standards Act and Service Contract Labor Standards-Price Adjustment (*May 2014*) ([29 U.S.C. 206](#) and [41 U.S.C. chapter 67](#)).

- (5) [52.222-51](#), Exemption from Application of the Service Contract Labor Standards to Contracts for Maintenance, Calibration, or Repair of Certain Equipment-Requirements (*May 2014*) ([41 U.S.C. chapter 67](#)).
- (6) [52.222-53](#), Exemption from Application of the Service Contract Labor Standards to Contracts for Certain Services-Requirements (*May 2014*) ([41 U.S.C. chapter 67](#)).
- (7) [52.222-55](#), Minimum Wages Under Executive Order 13658 (*Dec 2015*).
- (8) [52.222-62](#), Paid Sick Leave Under Executive Order 13706 (*Jan 2017*) (E.O. 13706).
- (9) [52.226-6](#), Promoting Excess Food Donation to Nonprofit Organizations (*Jun 2020*) ([42 U.S.C. 1792](#)).

(d) Comptroller General Examination of Record. The Contractor shall comply with the provisions of this paragraph (d) if this contract was awarded using other than sealed bid, is in excess of the simplified acquisition threshold, and does not contain the clause [52.215-2](#), Audit and Records-Negotiation.

(1) The Comptroller General of the United States, or an authorized representative of the Comptroller General, shall have access to and right to examine any of the Contractor's directly pertinent records involving transactions related to this contract.

(2) The Contractor shall make available at its offices at all reasonable times the records, materials, and other evidence for examination, audit, or reproduction, until 3 years after final payment under this contract or for any shorter period specified in FAR [subpart 4.7](#), Contractor Records Retention, of the other clauses of this contract. If this contract is completely or partially terminated, the records relating to the work terminated shall be made available for 3 years after any resulting final termination settlement. Records relating to appeals under the disputes clause or to litigation or the settlement of claims arising under or relating to this contract shall be made available until such appeals, litigation, or claims are finally resolved.

(3) As used in this clause, records include books, documents, accounting procedures and practices, and other data, regardless of type and regardless of form. This does not require the Contractor to create or maintain any record that the Contractor does not maintain in the ordinary course of business or pursuant to a provision of law.

(e) (1) Notwithstanding the requirements of the clauses in paragraphs (a), (b), (c), and (d) of this clause, the Contractor is not required to flow down any FAR clause, other than those in this paragraph (e)(1) in a subcontract for commercial items. Unless otherwise indicated below, the extent of the flow down shall be as required by the clause-

- (i) [52.203-13](#), Contractor Code of Business Ethics and Conduct (*Jun 2020*) ([41 U.S.C. 3509](#)).
- (ii) [52.203-19](#), Prohibition on Requiring Certain Internal Confidentiality Agreements or Statements (*Jan 2017*) (section 743 of Division E, Title VII, of the Consolidated and Further Continuing Appropriations Act, 2015 (Pub. L. 113-235) and its successor provisions in subsequent appropriations acts (and as extended in continuing resolutions)).
- (iii) [52.204-23](#), Prohibition on Contracting for Hardware, Software, and Services Developed or Provided by Kaspersky Lab and Other Covered Entities (*Jul 2018*) (Section 1634 of Pub. L. 115-91).
- (iv) [52.204-25](#), Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment. (*Aug 2020*) (Section 889(a)(1)(A) of Pub. L. 115-232).
- (v) [52.219-8](#), Utilization of Small Business Concerns (*Oct 2018*) ([15 U.S.C.637\(d\)\(2\)](#) and (3)), in all subcontracts that offer further subcontracting opportunities. If the subcontract (except subcontracts to small business concerns) exceeds \$700,000 (\$1.5 million for construction of any public facility), the subcontractor must include [52.219-8](#) in lower tier subcontracts that offer subcontracting opportunities.
- (vi) [52.222-17](#), Nondisplacement of Qualified Workers (*May 2014*) (E.O. 13495). Flow down required in accordance with paragraph (l) of FAR clause [52.222-17](#).

- (vii) [52.222-21](#), Prohibition of Segregated Facilities (*Apr 2015*).
- (viii) [52.222-26](#), Equal Opportunity (*Sept 2015*) (E.O.11246).
- (ix) [52.222-35](#), Equal Opportunity for Veterans (*Jun 2020*) ([38 U.S.C.4212](#)).
- (x) [52.222-36](#), Equal Opportunity for Workers with Disabilities (*Jun 2020*) ([29 U.S.C.793](#)).
- (xi) [52.222-37](#), Employment Reports on Veterans (*Jun 2020*) ([38 U.S.C.4212](#))
- (xii) [52.222-40](#), Notification of Employee Rights Under the National Labor Relations Act (*Dec 2010*) (E.O. 13496). Flow down required in accordance with paragraph (f) of FAR clause [52.222-40](#).
- (xiii) [52.222-41](#), Service Contract Labor Standards (*Aug 2018*) ([41 U.S.C. chapter 67](#)).
- (xiv) (A) [52.222-50](#), Combating Trafficking in Persons (*Jan 2019*) ([22 U.S.C. chapter 78](#) and E.O 13627).
(B) Alternate I (*Mar 2015*) of [52.222-50](#)([22 U.S.C. chapter 78](#) and [E.O 13627](#)).
- (xv) [52.222-51](#), Exemption from Application of the Service Contract Labor Standards to Contracts for Maintenance, Calibration, or Repair of Certain Equipment-Requirements (*May 2014*) ([41 U.S.C. chapter 67](#)).
- (xvi) [52.222-53](#), Exemption from Application of the Service Contract Labor Standards to Contracts for Certain Services-Requirements (*May 2014*) ([41 U.S.C. chapter 67](#)).
- (xvii) [52.222-54](#), Employment Eligibility Verification (*Oct 2015*) (E.O. 12989).
- (xviii) [52.222-55](#), Minimum Wages Under Executive Order 13658 (*Dec 2015*).
- (xix) [52.222-62](#), Paid Sick Leave Under Executive Order 13706 (*Jan 2017*) (E.O. 13706).
- (xx) (A) [52.224-3](#), Privacy Training (*Jan 2017*) ([5 U.S.C. 552a](#)).
(B) Alternate I (*Jan 2017*) of [52.224-3](#).
- (xxi) [52.225-26](#), Contractors Performing Private Security Functions Outside the United States (*Oct 2016*) (Section 862, as amended, of the National Defense Authorization Act for Fiscal Year 2008; [10 U.S.C. 2302 Note](#)).
- (xxii) [52.226-6](#), Promoting Excess Food Donation to Nonprofit Organizations (*Jun 2020*) ([42 U.S.C. 1792](#)). Flow down required in accordance with paragraph (e) of FAR clause [52.226-6](#).
- (xxiii) [52.247-64](#), Preference for Privately Owned U.S.-Flag Commercial Vessels (*Feb 2006*) ([46 U.S.C. Appx.1241\(b\)](#) and [10 U.S.C.2631](#)). Flow down required in accordance with paragraph (d) of FAR clause [52.247-64](#).

(2) While not required, the Contractor may include in its subcontracts for commercial items a minimal number of additional clauses necessary to satisfy its contractual obligations.

(End of clause)

Blanket Purchase Agreement Performance Work Statement
FAS Communications Consulting

Blanket Purchase Agreement (BPA)

Performance Work Statement (PWS)

Foreign Agriculture Service

Communications Consulting

WHWG will engage with USDA's Office of Trade and Foreign Agricultural Affairs to provide communications content support for US international policy objectives promoting 1) science-based regulation of agricultural products and technology inputs, 2) rules-based non-discriminatory trade, and 3) the adoption of market -friendly, pro-innovation agricultural development policies that foster economic progress, protect and advance human dignity, improve environmental health, and provide lasting food security for a growing world population.

WHWG will provide¹ communications support to help inform, focus, and position client issues engagement for maximum persuasive power and effect. Support will include:

- Access to unique, proprietary data base covering more than a decade of research, media reports, stakeholder activity and other relevant information;
- Customized analytical tools and reports tailored to client specifications (by issues, regions, continents, etc.);
- Engagement with unparalleled global network of 4,000-plus scientists, academics, journalists, and policy experts at private think tanks, non-profit organizations, government agencies, and international organizations;
- Real-time global monitoring media and stakeholder activity, including summary digests and analysis of key issues trends and stakeholder campaigns;
- Identification of intersecting opportunities for engagement and networking;
- Message and content development for high-level public-facing and government-to-government communications, targeted outreach, official reports and other publications.

Support will be provided across relevant media and social media platforms, for in-person participation in stakeholder and general public events, official conferences, and other functions. Specific deliverables will include:

The scope does not include services specifically prohibited by appropriations law concerning publicity and propaganda or pre-packaged news stories (example: Section 719 of FY2021 Appropriations).

Blanket Purchase Agreement Performance Work Statement
FAS Communications Consulting

Issues intelligence reports

- Daily media, stakeholder activity digests, and issues analysis covering the broad range of crop protection and biotechnology issues; coverage is global, with a primary focus on North America, EU, UK, Africa, and intersecting regional and international developments;
- Daily top-line issues briefings;
- Weekly summary of top-line issues;
- *Bonus Eventus* Favorable Outcomes network newsletter;
- Event calendar identifying key opportunities and intersecting events.

Top-line and weekly briefings can be customized according to client needs and budget. All reports are translated into English with links to the original language content sources. All articles are retained and accessible on the member-only *Bonus Eventus* network website. Daily content and archives are searchable by key word, category, region or general search; and hyperlinked to issues, trends and stakeholder backgrounders.

In addition, client will receive real-time alerts to breaking/developing issues of particular or urgent interest to client, together with guidance on intersecting communications and outreach opportunities. Project leads, region and subject matter specialists, and communications and research personnel are available to respond to specific research requests.

Note: Media and other online content monitoring can, as needs dictate and resources allow, be scaled up, customized, and expanded to focus on specific countries and regions of interest, other intersecting agricultural policy issues and stakeholders.

Outreach

In line with USDA policy and objectives and at the direction of the USDA's Office of Trade and Foreign Agricultural Affairs, WHWG will support the creation of content, including editing, language, content suggestions, message focus, and drafting under guidance of client. Content support will focus on clarity, cultural sensitivity, persuasive power, efficacy, and ability to leverage in traditional and social media, and include:

- Opinion pieces;
- Social media;
- Speeches;
- Public statements and announcements;
- Government-to-government communications;
- Written and spoken official interventions in international forums;
- Press conference statements;

Blanket Purchase Agreement Performance Work Statement
FAS Communications Consulting

- Reports and backgrounders;
- Interview preparation;
- Conferences and other promotional events.

WHWG will provide advice on oped and article placement, advise and guide outreach to editors and editorial boards, foundations, think tanks, NGOs, and experts who can leverage and support key policy communications; suggest interview opportunities and provide advice on interview preparation and technique, news conference management, and general press skills. WHWG will also support and advise on social media engagement, including how to elevate one's message while avoiding common pitfalls; providing links to supporting articles, relevant studies (including advance notice of important embargoed studies and release dates), reports, data and research, and suggest cross-over and intersecting issues/influencers to widen impact.

Work Products:

Specific deliverables shall be described within the individual call order requirements documentation.

Specific Regulatory Guidelines

The contractor shall be knowledgeable of USDA Departmental Regulations, specifically ones concerning the category 1400 – Public Affairs, Policies on publishing in any media.

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**United States Department of Agriculture
Foreign Agricultural Service
Communications Consulting Support
Blanket Purchase Agreement
Performance Work Statement**

1.0 GENERAL INFORMATION

Pursuant to FAR Part 13, Simplified Acquisition Procedures, USDA intends to enter into a single-award Blanket Purchase Agreement (FAR 13.303) for Communications Consulting Support. The objective of this Blanket Purchase Agreement (BPA) is to provide a fast and effective way to procure communication consulting support services while streamlining the process. The BPA holder is as follows:

BPA No. 12314420A0001	White House Writers Group (WHWG)
-----------------------	----------------------------------

This BPA does not prohibit the Contractor(s) from offering additional discounts (e.g., quality, volume, cumulative) on a procurement specific basis. This BPA is not a binding contract. The parties are bound when and if a Call Order is issued under this agreement.

1.1 Authorized BPA Users

Any warranted Contracting Officer within USDA, Procurement Operations Division can place call orders in accordance with FAR 13.303, BPAs, agency guidelines, and procurement regulations. This is an office-wide BPA. Contracting Officers must receive written concurrence from the BPA Contracting Officer prior to placement of an order. Upon placement of a call order, the Contracting Officer shall send a copy of the fully executed order to the BPA Contracting Officer Representative (COR) and the USDA Contracting Officer within two (2) business days.

1.2 BPA Term and Call Order Type

The term of this single-award BPA will be for a total of five (5) years. Firm Fixed Price (FFP) orders are preferred as stated in FAR 13.303. Each order issued will have its own period of performance.

1.3 BPA Pricing

The awardee will propose discounted rates under the BPA labor categories; see attached. The estimated value of this BPA is \$5 million.

Purchase limitation: \$5 million per call order

2.0 PERFORMANCE WORK STATEMENT

2.1 Background

United States Department of Agriculture (USDA) provides leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on sound public policy, the best available science and efficient management. USDA expands economic opportunity through innovation and promotes agriculture production sustainability to better nourish Americans and others throughout the world. USDA is comprised of Departmental Management (DM) offices, Mission Areas (MA) and Agencies with employees located throughout the Continental United States (CONUS) and Outside CONUS (OCONUS).

The Foreign Agricultural Service (FAS) is the foreign affairs agency with primary responsibility for the USDA overseas programs — market development, international trade agreements and negotiations, and the collection of statistics and market information. The FAS mission statement reads, "Linking U.S. agriculture to the world to enhance export opportunities and global food security."

In addition to its Washington, D.C. staff, FAS has a global network of 93 offices covering 171 countries. These offices are staffed by agricultural attachés and locally hired agricultural experts who are the eyes, ears, and voice for U.S. agriculture around the world. FAS staff identify problems, provide practical solutions, and work to advance opportunities for U.S. agriculture and support U.S. foreign policy around the globe.

2.2 Objective and Scope

The contractor will engage with USDA to provide communications content support for US international policy objectives promoting 1) science-based regulation of agricultural products and technology inputs, 2) rules-based non-discriminatory trade, and 3) the adoption of market-friendly, pro-innovation agricultural development policies that foster economic progress, protect and advance human dignity, improve environmental health, and provide lasting food security for a growing world population.

WHWG will provide communications support to help inform, focus, and position client issues engagement for maximum persuasive power and effect.

The scope does not include services specifically prohibited by appropriations law concerning publicity and propaganda or pre-packaged news stories (example: Section 719 of FY2021 Appropriations).

Support will include:

- Access to unique, proprietary data base covering more than a decade of research, media reports, stakeholder activity and other relevant information;
- Customized analytical tools and reports tailored to client specifications (by issues, regions, continents, etc.);

-
- Engagement with unparalleled global network of 4,000-plus scientists, academics, journalists, and policy experts at private think tanks, non-profit organizations, government agencies, and international organizations;
 - Real-time global monitoring media and stakeholder activity, including summary digests and analysis of key issues trends and stakeholder campaigns;
 - Identification of intersecting opportunities for engagement and networking;
 - Message and content development for high-level public-facing and government-to-government communications, targeted outreach, official reports and other publications.

Support will be provided across relevant media and social media platforms, for in-person participation in stakeholder and general public events, official conferences, and other functions. Specific deliverables will include:

2.3 Task Areas

2.3.1 Issue intelligence reports

- Daily media, stakeholder activity digests, and issues analysis covering the broad range of crop protection and biotechnology issues; coverage is global, with a primary focus on North America, EU, UK, Africa, and intersecting regional and international developments;
- Daily top-line issues briefings;
- Weekly summary of top-line issues;
- *Bonus Eventus* Favorable Outcomes network newsletter;
- Event calendar identifying key opportunities and intersecting events.

Top-line and weekly briefings can be customized according to client needs and budget. All reports are translated into English with links to the original language content sources. All articles are retained and accessible on the member-only *Bonus Eventus* network website. Daily content and archives are searchable by key word, category, region or general search; and hyperlinked to issues, trends and stakeholder backgrounders.

In addition, client will receive real-time alerts to breaking/developing issues of particular or urgent interest to client, together with guidance on intersecting communications and outreach opportunities. Project leads, region and subject matter specialists, and communications and research personnel are available to respond to specific research requests.

Note: Media and other online content monitoring can, as needs dictate and resources allow, be scaled up, customized, and expanded to focus on specific countries and regions of interest, other intersecting agricultural policy issues and stakeholders.

2.3.2 Outreach

In line with USDA policy and objectives and at the direction of the USDA's Office of Trade and Foreign Agricultural Affairs, WHWG will support the creation of content, including editing, language, content suggestions, message focus, and drafting under guidance of client. Content

support will focus on clarity, cultural sensitivity, persuasive power, efficacy, and ability to leverage in traditional and social media, and include:

- Opinion pieces;
- Social media;
- Speeches;
- Public statements and announcements;
- Government-to-government communications;
- Written and spoken official interventions in international forums;
- Press conference statements;
- Reports and backgrounders;
- Interview preparation;
- Conferences and other promotional events.

WHWG will provide advice on op-ed and article placement, advise and guide outreach to editors and editorial boards, foundations, think tanks, NGOs, and experts who can leverage and support key policy communications; suggest interview opportunities and provide advice on interview preparation and technique, news conference management, and general press skills. WHWG will also support and advise on social media engagement, including how to elevate one's message while avoiding common pitfalls; providing links to supporting articles, relevant studies (including advance notice of important embargoed studies and release dates), reports, data and research, and suggest cross-over and intersecting issues/influencers to widen impact.

2.3.3 Work Products

Specific deliverables shall be described within the individual call order requirements documentation.

2.4 Specific Regulatory Requirements

The contractor shall be knowledgeable of USDA Departmental Regulations, specifically ones concerning the category 1400 – Public Affairs, Policies on publishing in any media.

Located here:

<https://www.ocio.usda.gov/policy-directives-records-forms/directives-categories>

The vendor must be knowledgeable about services specifically prohibited by appropriations law concerning publicity and propaganda or pre-packaged news stories (example: Section 719 of FY2021 Appropriations).

3.0 ADDITIONAL BPA REQUIREMENTS

3.1 BPA Annual Review

This BPA will be reviewed annually to determine whether it is in the best interest of the Government to continue use of this BPA. Either party, the government or the contractor, may cancel this BPA by providing written notice. The cancellation will take effect 30 calendar days after the other party receives the notice of cancellation. BPA cancellation does not release the BPA contractor from the duty to continue performance on existing orders. Ongoing orders will continue in accordance with their own period of performance, even if the BPA is cancelled.

3.2 Quarterly Status Report

The Quarterly Status Report (QSR) shall consist of high level and detailed information for each awarded call order. The BPA holder shall electronically update and submit the quarterly status report to the BPA Contracting Officer and COR containing the information below, using the format provided by the Contracting Officer or COR following award, if provided. Reports are to be submitted no later than fifteen (15) workdays after the end of each calendar year quarter. BPA holders with no call orders awarded during the quarter are required to submit an email notification to the BPA CO and COR stating that there is no quarterly status report. The status reports shall be cumulative, beginning from the time of BPA establishment, and include the following:

Call Order Report

- BPA No.
- Call Order No.
- Ordering Entity
- Call order Title
- Ordering CO name, phone number and email address
- Ordering Contracting Officer Representative name, phone number and email address
- Period of Performance (inclusive of base and options)
- Small Business subcontractor(s) (if applicable)
- Call Order Value for each small business subcontractor (if applicable)
- Order type
- Awarded call order price (inclusive of base and options)
- Total price at BPA rates (with no discounts)
- Overall % discount
- Overall \$ discount

Call Order Detail

- Call Order No./Line No.
- BPA task title (BPA SOW task area that encompasses call order work)
- Call order hourly rate (discounted rate)
- Number of estimated hours

3.3 Quality Assurance

The performance of BPA contract holders will be measured in two contexts. One will be at the Call order level using quality metrics specific to the nature of the work required on the Call order. The Government may specify required metrics for a specific Call order Quality Assurance Surveillance Plan (QASP). The QASP will provide oversight help to ensure that the vendor's service levels reach and maintain the required levels for performance of the call order. The Vendor will provide a Quality Control Plan in response to each call/call order QASP. At the government's discretion, the government may determine it is in the best interest for the contractor to provide a Quality Assurance Surveillance Plan as a part of the proposal under the Call order. It is the Government's preference, when appropriate and practical, that performance information be provided via real-time tools (e.g. dashboards) made available to the Government rather than via separate paper or electronic reports.

Performance at the Call order level will also be measured in the categories of on-time delivery/schedule, cost control (if applicable), and management. Additionally, for Call orders that exceed the Simplified Acquisition Threshold, in order to meet Contractor Performance Information requirements in accordance with FAR Part 42.15, Contractor Performance Assessment Reporting System (CPARS) will be utilized. The Call order level QASP assessments will inform with those entered into CPARS. The second context will be for the evaluation of Past Performance at the Call order level. The Past Performance evaluations will be based upon input from the government to the Call order Contracting Officer Representative and Contracting Officer.

3.4 BPA Call Order(s) Transition-In/Transition-Out

Each Call order shall include transition-in/transition out as a part of its scope that may be more specifically prescribed at the call order level. The ending performance period of call orders may also require similar knowledge transfer activities in order to successfully transition work back to the government. Performance of incoming and outgoing transition activities may be factored into the CPARS evaluation.

3.5 Travel

The Contractor may be required to support non-commuter travel in support of the call orders awarded against this BPA, as required by the Government. The Call order Contracting Officer and COR have sole authority to approve non-local travel requests necessary to support contract performance. Not later than five (5) business days prior to the Contractor's estimated date of departure, the Contractor must submit a travel request to the COR, to include travel justification, the proposed itinerary, and cost estimates for such travel. Reimbursement of travel costs shall be in accordance with FAR subsection 31.205-46 and schedule contract requirements. The Contractor must be responsible for all travel arrangements including airline, hotel, and rental car reservations. The Contractor must make every commercially reasonable effort to schedule travel far enough in advance to take advantage of reduced airfares. Expenses shall be forecast, tracked, and invoiced by event, i.e., Program Increment planning or specific workshops.

3.7 Contract Clauses

The USDA Contract Clauses automatically flow to all BPA call orders under this BPA.

3.8 Local Contracting Officer Representative

Unless otherwise identified, there will be one single COR for the BPA and call orders. In the event an order is issued at an agency other than FAS, a local COR should be identified.

4.0 BPA ATTACHMENTS LIST

Attachment A – Pricing

Attachment B – Contract Clauses

Attachment C – Performance Work Statement (PWS)

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER		2024 FAS 02970-F	
2. CONTRACT NO. 12314421A0001		3. AWARD/ EFFECTIVE DATE	4. ORDER NUMBER		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME ELIZABETH DUMAS			b. TELEPHONE NUMBER <i>(No collect calls)</i>		8. OFFER DUE DATE/LOCAL TIME
9. ISSUED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795				CODE DASO-OCP-POD-	10. THIS ACQUISITION IS <input type="checkbox"/> UNRESTRICTED OR <input checked="" type="checkbox"/> SET ASIDE: 100.00 % FOR: <input checked="" type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS <input type="checkbox"/> (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A) NAICS: 541820 SIZE STANDARD: \$16.5		
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS As Indicated On Each Call			13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING
15. DELIVER TO As Indicated On Each Call		CODE	16. ADMINISTERED BY USDA, DM/OCP/POD/AMB, POD Acq Mgmt Acquisition Management Branch-CO 301 S. Howes St., Suite 321 Fort Collins CO 80521-2795				
17a. CONTRACTOR/OFFEROR WHITE HOUSE WRITERS GROUP, INC. THE Attn: Anna Wellisz 1025 THOMAS JEFFERSON STREET, NW SUITE 110G 1100635040# WASHINGTON DC 20007-5201 TELEPHONE NO.		CODE 1100635040#	FACILITY CODE	18a. PAYMENT WILL BE MADE BY As Indicated On Each Call			
<input type="checkbox"/> 17b CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER				18b SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	Tax ID Number: 52 1803603 DUNS Number: 962399143 Single Award, Blanket Purchase Agreement (BPA) for Communications Consulting Support Services Available for ordering within the issuing office as detailed in block 9 with prior approval from Administrative Contracting Officer. Period of Performance: 11/17/2020 to 11/16/2025 <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>						
25. ACCOUNTING AND APPROPRIATION DATA As Indicated On Each Call					26. TOTAL AWARD AMOUNT <i>(For Govt. Use Only)</i> \$0.00		
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA				<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA				<input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input checked="" type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN <u>1</u> COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				<input type="checkbox"/> 29. AWARD OF CONTRACT: _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)			
30b. NAME AND TITLE OF SIGNER <i>(Type or print)</i>		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER <i>(Type or print)</i>		31c. DATE SIGNED	
				JASON A. KATTMAN			

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
--	-----------	---

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE	

33. SHIP NUMBER	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL				

38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
------------------------	------------------------	-------------

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT		42a. RECEIVED BY (<i>Print</i>)	
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		42b. RECEIVED AT (<i>Location</i>)	
41c. DATE		42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS

Labor Category	Role/Qualifications	Discounted Hourly Labor Rates				
		Base	Option 1	Option 2	Option 3	Option 4
		11/02/2020 - 11/01/2021	11/02/2021 - 11/01/2022	11/02/2022 - 11/01/2023	11/02/2023 - 11/01/2024	11/02/2024 - 11/01/2025
President	Masters degree and twenty-five years prior interactive public relations, public relations/communications, issues management, marketing or political experience. Prior managerial experience. Serve as lead strategist for major clients.	(b) (4)				
Senior Vice President	Serve as lead for major clients or as lead for operations or marketing divisions. Masters degree and twelve years related work experience or bachelor's degree and fifteen years related work experience. Prior interactive public relations, public relations/communications, issues management, marketing and/or political experience. Prior managerial experience required.					
Vice President	Serve as lead for clients or as lead for operations or marketing division offices. Masters degree and seven years related work experience or bachelor's degree and ten years related work experience. Prior interactive public relations, public relations, issues management experience, marketing or political experience. Prior managerial experience required.					
Senior Director	All accounts are managed by one or more senior directors. All Senior Directors have advanced degrees (all-but-PhD-dissertation is the most common) and/or senior government (speechwriter to the president is most common), and/or government consulting strategic communications and crisis communications experience, and/or senior corporate consulting experience. Most Senior Directors also have experience writing for nationally prominent publications or as editors either of periodicals or books.					
Director	Serve as client lead or technical area lead. Master's degree or equivalent and four years related experience or bachelor's degree and six years related work experience. Prior interactive public relations, issues management and marketing or political experience.					
Senior Associate	Bachelor's degree and three or more years of work experience or masters degree. Prior interactive public relations, public relations, issues management experience, marketing or political experience.					
Director of Research	Bachelor's degree or higher and experience in any number of areas of writing, research, editing, media relations, event management, social media and online communications. Their duties include writing, research, press relations, social media, event support usually in support of and under the supervision of senior directors.					
Web Specialist	Manage Web site development and upkeep. Assist in Web-related outreach projects. Bachelor's degree and one year experience in Web design/management and content migration.					
Research Associate	Have a minimum of a college degree and experience in writing, research, editing, media relations, events, social media and online communications. Their duties include writing, research, press relations, social media, event support usually in support of and under the supervision of research director.					
Associate	Serve on operations team and on client or functional teams. Bachelor's degree and one year prior related work or internship experience.					
Expert	Internationally recognized area of expertise in the relevant field; advanced degree; professional publications; key opinion leader					
*All travel costs will be paid in accordance with the Federal Travel Regulations						
** Other direct costs shall be agreed upon by both parties						
White House Writers Group Quote 10/29/2020						

52.204-24 REPRESENTATION REGARDING CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES (AUG 2020)

The Offeror shall not complete the representation at paragraph (d)(1) of this provision if the Offeror has represented that it “does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument” in the provision at [52.204-26](#), Covered Telecommunications Equipment or Services-Representation, or in paragraph (v) of the provision at [52.212-3](#), Offeror Representations and Certifications-Commercial Items.

(a) *Definitions.* As used in this provision—

Backhaul, covered telecommunications equipment or services, critical technology, interconnection arrangements, reasonable inquiry, roaming, and substantial or essential component have the meanings provided in the clause 52.204–25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Prohibition.* (1) Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 ([Pub. L. 115-232](#)) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) Section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 ([Pub. L. 115-232](#)) prohibits the head of an executive agency on or after August 13, 2020, from entering into a contract or extending or renewing a contract with an entity that uses any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. This prohibition applies to the use of covered telecommunications equipment or services, regardless of whether that use is in performance of work under a Federal contract. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(c) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.

(d) *Representations.* The Offeror represents that—

(1) It will, will not provide covered telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation. The Offeror shall provide the additional disclosure information required at paragraph (e)(1) of this section if the Offeror responds “will” in paragraph (d)(1) of this section; and

(2) After conducting a reasonable inquiry, for purposes of this representation, the Offeror represents that—

It does, does not use covered telecommunications equipment or services, or use any equipment, system, or service that uses covered telecommunications equipment or services. The Offeror shall provide the additional disclosure information required at paragraph (e)(2) of this section if the Offeror responds “does” in paragraph (d)(2) of this section.

(e) *Disclosures.* (1) Disclosure for the representation in paragraph (d)(1) of this provision. If the Offeror has responded “will” in the representation in paragraph (d)(1) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the original equipment manufacturer (OEM) or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered Start Printed Page 42679 telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the Product Service Code (PSC) of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(2) Disclosure for the representation in paragraph (d)(2) of this provision. If the Offeror has responded “does” in the representation in paragraph (d)(2) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the PSC of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(End of provision)

From: [Anna Wellisz](#)
To: [Kattman, Jason - OCP, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#)
Cc: [Josh Gilder SMTP](#)
Subject: BPA Justification: global
Date: Thursday, October 29, 2020 4:18:04 PM

Jason,

As you requested, here are a few points that describe the way in which what we offer is in fact one of a kind:

In general, it's access to unique strategic communications expertise that's global in scope, drawing on our team's government and corporate service experience at the highest executive level; access to global network and proprietary data base and research across international markets to help provide content support for the most effective, mission-driven strategic and tactical communications planning and strategy implementation.

And here are some specifics:

- Access to unique, proprietary data base covering more than a decade of global research, media reports, stakeholder activity and other relevant information;
- Customized analytical tools, market research, and reports tailored to client specifications (by issues, regions, continents, etc.);
- Engagement with unparalleled global network of 4,000-plus scientists, academics, journalists, and policy experts at private think tanks, non-profit organizations, government agencies, media and international organizations;
- Real-time global monitoring media and stakeholder activity, including summary digests and analysis of key issues, trends, and stakeholder campaigns.

Hope this helps. Please let us know if you need more or if anything needs clarifying.

Thanks,
Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b) (6)

From: [Joshua Gilder](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Cc: [Baylor, Eric - TFAA-FAS, Washington, DC](#); [Anna Chodakiewicz Wellisz](#); [Rau, Ben - FAS, Washington, DC](#); [Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC](#); [Chaves, Barbara - FAS, Washington, DC](#)
Subject: Re: EU Meeting Next Week
Date: Thursday, October 29, 2020 3:20:24 PM

Allie: I'm free both Wednesday and Thursday any time after 12 Noon, but have a meeting Thursday morning. If it's the only time others can make, however, I will skip it. Thanks!

Joshua Gilder
 Senior Director
 White House Writers Group
 Direct: (202) 295-2319
 Cell: (b) (6)

On Oct 29, 2020, at 3:10 PM, Anna Wellisz <awellisz@whwg.com> wrote:

I'm free Wednesday pm and any time Thursday.

Thanks!

Anna

Anna Wellisz
 Senior Director
 White House Writers Group, Inc.
 1025 Thomas Jefferson Street, NW, Suite 110G
 Washington, D.C. 20007
 O: (202) 783-4600
 C: (b) (6)

From: Allison Beach <allison.beach@usda.gov>
Date: Thursday, October 29, 2020 at 2:59 PM
To: Anna Wellisz <awellisz@whwg.com>, Josh Gilder SMTP
 (b) (6), "Baylor, Eric - TFAA-FAS, Washington, DC"
 <eric.baylor@usda.gov>, "Rau, Ben - FAS, Washington, DC"
 <Ben.Rau@fas.usda.gov>
Cc: "Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC"
 <Anna.Osterlind@usda.gov>, "Chaves, Barbara - FAS, Washington, DC"
 <barbara.chaves@usda.gov>
Subject: EU Meeting Next Week

Hi gang – connecting everyone to find a time next Wednesday or Thursday to meet regarding our EU Strategy. The only time I request it not be is Wednesday AM, but Wednesday PM and Thursday are good to go for me.

Eric/Ben – please let us know what the Ted & Kens’ availability is, and same with Anna/Josh.

Thanks!
Allie

Allie Ryan Beach

<image001.png> Senior Policy Advisor
Foreign Agricultural Service
United States Department of Agriculture
Cell: (b) (6)

This

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From: [Rau, Ben – FAS, Washington, DC](#)
To: [Beach, Allie - FAS, Washington, DC](#); [Baylor, Eric - TFAA-FAS, Washington, DC](#); [Chaves, Barbara - FAS, Washington, DC](#); [Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC](#)
Subject: RE: EU Meeting Next Week
Date: Thursday, October 29, 2020 3:16:18 PM
Attachments: [image001.png](#)

I see a 90 minute slot on Ken's calendar from 9am-10:30am on Thursday, but it looks like Mr. McKinney is busy then. Would 12:30-2pm on Thursday, work? It looks open on both calendars. Eric?

Ben

From: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>
Sent: Thursday, October 29, 2020 3:01 PM
To: Baylor, Eric - TFAA-FAS, Washington, DC <eric.baylor@usda.gov>; Rau, Ben – FAS, Washington, DC <Ben.Rau@fas.usda.gov>; Chaves, Barbara - FAS, Washington, DC <barbara.chaves@usda.gov>; Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>
Subject: FW: EU Meeting Next Week

Quick note minus Josh/Anna – knowing WHWG we're going to need a decent amount of time. I'm thinking 90 minutes at minimum if they both have it.

Allie

From: Beach, Allie - FAS, Washington, DC
Sent: Thursday, October 29, 2020 2:59 PM
To: Anna Wellisz <awellis@whwg.com>; Josh Gilder SMTP (b) (6); Baylor, Eric - TFAA-FAS, Washington, DC <eric.baylor@usda.gov>; Rau, Ben – FAS, Washington, DC <Ben.Rau@fas.usda.gov>
Cc: Osterlind, Anna - OSEC-TFAA-USEC, Washington, DC <Anna.Osterlind@usda.gov>; Chaves, Barbara - FAS, Washington, DC <barbara.chaves@usda.gov>
Subject: EU Meeting Next Week

Hi gang – connecting everyone to find a time next Wednesday or Thursday to meet regarding our EU Strategy. The only time I request it not be is Wednesday AM, but Wednesday PM and Thursday are good to go for me.

Eric/Ben – please let us know what the Ted & Kens' availability is, and same with Anna/Josh.

Thanks!

Allie

Allie Ryan Beach

Senior Policy Advisor
 Foreign Agricultural Service



United States Department of Agriculture

Cell: (b) (6)

From: [Anna Wellisz](#)
To: [Kattman, Jason - OCP, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#); [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#); [Croushorn, Ron - FAS, Washington, DC](#)
Cc: [Josh Gilder SMTP](#)
Subject: Re: NDA from WHWG
Date: Thursday, October 29, 2020 2:32:01 PM
Attachments: [Copy of FAS Comm Consulting RFQ Pricing Request 10_29_2020\[1\].xlsx](#)

Thank you!
 Returning the worksheet to you, as agreed – attached below.
 Anna

Anna Wellisz
 Senior Director
 White House Writers Group, Inc.
 1025 Thomas Jefferson Street, NW, Suite 110G
 Washington, D.C. 20007
 O: (202) 783-4600
 C: (b) (6)

From: Jason Kattman <jason.kattman@usda.gov>
Date: Thursday, October 29, 2020 at 2:07 PM
To: Anna Wellisz <awellisz@whwg.com>, Allison Beach <allison.beach@usda.gov>, "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, "Croushorn, Ron - FAS, Washington, DC" <Ron.Croushorn@usda.gov>
Cc: Josh Gilder SMTP (b) (6)
Subject: RE: NDA from WHWG

Hi Anna and Josh,

Please find the attached marked up version of the NDA. My intent was to bind both parties more clearly and exempt deliverables from FOIA.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)

Office of Contracting and Procurement
 Procurement Operations Division
 Departmental Administration
 United States Department of Agriculture

(b) (6)
 970-295-5428

jason.kattman@usda.gov



From: Anna Wellisz
 <awellisz@whwg.com>

Sent: Wednesday,
 October 28, 2020 7:52
 PM

To: Kattman, Jason - OCP,
Fort Collins, CO <jason.kattman@usda.gov>; Beach, Allie - FAS, Washington, DC
<allison.beach@usda.gov>; Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO
<Elizabeth.Dumas@usda.gov>; Manigault, Phyllis - FAS, Washington, DC
<phyllis.manigault@usda.gov>

Cc: Josh Gilder SMTP (b) (6)

Subject: NDA from WHWG

Good evening, everyone.

Please find attached the NDA document we discussed earlier. It's pretty generic, and the idea is to protect both yours and our confidential information.

I will send the rates and descriptions, as we discussed, before tomorrow's call as well.

Thank you,

Anna

Anna Wellisz

Senior Director

White House Writers Group, Inc.

1025 Thomas Jefferson Street, NW, Suite 110G

Washington, D.C. 20007

O: (202) 783-4600

C: (b) (6)

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		Discounted Hourly Labor Rates				
		Base	Option 1	Option 2	Option 3	Option 4
Labor Category	Role/Qualifications	11/02/2020 - 11/01/2021	11/02/2021 - 11/01/2022	11/02/2022 - 11/01/2023	11/02/2023 - 11/01/2024	11/02/2024 - 11/01/2025
President	Masters degree and twenty-f	(b) (4)	(b) (4)	(b) (4)	(b) (4)	(b) (4)
Senior Vice President	Serve as lead for major client					
Vice President	Serve as lead for clients or as					
Senior Director	All accounts are managed by					
Director	Serve as client lead or techni					
Senior Associate	Bachelor's degree and three					
Director of Research	Bachelor's degree or higher a					
Web Specialist	Manage Web site developme					
Research Associate	Have a minimum of a colleg					
Associate	Serve on operations team and					
Expert	Internationally recognized ar					
*All travel costs will be paid in accordance with the Federal Travel Regulations						

From: [Anna Wellisz](#)
To: [Kattman, Jason - OCP, Fort Collins, CO](#); [Beach, Allie - FAS, Washington, DC](#); [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#); [Manigault, Phyllis - FAS, Washington, DC](#); [Josh Gilder SMTP](#)
Subject: Re: Request for Pricing from WHWG
Date: Tuesday, October 27, 2020 4:48:57 PM

Jason,

Thank you for this! And thank you for this extremely informative call!

One labor category we forgot to add: Expert. Josh is checking the pricing right now, and we will have both the full rate and the discounted rate for you and include it in the spread sheet when we send it back to you.

Thanks,

Anna

Anna Wellisz
Senior Director
White House Writers Group, Inc.
1025 Thomas Jefferson Street, NW, Suite 110G
Washington, D.C. 20007
O: (202) 783-4600
C: (b) (6)

From: Jason Kattman <jason.kattman@usda.gov>
Date: Tuesday, October 27, 2020 at 4:29 PM
To: Allison Beach <allison.beach@usda.gov>, "Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO" <Elizabeth.Dumas@usda.gov>, "Manigault, Phyllis - FAS, Washington, DC" <phyllis.manigault@usda.gov>, Anna Wellisz <awellisz@whwg.com>, Josh Gilder SMTP (b) (6)
Subject: Request for Pricing from WHWG

Josh and Anna,

Please find the attached spreadsheet

Please fill in your foreseeable labor categories and rates for the base year of the Blanket Purchase Agreement (BPA) and the 4 option periods.

We will fund Other Direct Costs (ODCs) separately.

Please let me know if you have any questions, I'm happy to sit down and work this through with you or your staff.

Thanks,

Jason



Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

(b) (6)
970-295-5428

jason.kattman@usda.gov

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From: [Kattman, Jason - OCP, Fort Collins, CO](#)
To: [Beach, Allie - FAS, Washington, DC](#); [Dumas, Elizabeth - DA-OCP-POD, Fort Collins, CO](#); [Manigault, Phyllis - FAS, Washington, DC](#); [Anna Wellisz](#); [Josh Gilder SMTP](#)
Subject: Request for Pricing from WHWG
Date: Tuesday, October 27, 2020 4:29:18 PM
Attachments: [FAS Comm Consulting RFQ Pricing Request 10 27 2020.xlsx](#)

Josh and Anna,

Please find the attached spreadsheet

Please fill in your foreseeable labor categories and rates for the base year of the Blanket Purchase Agreement (BPA) and the 4 option periods.

We will fund Other Direct Costs (ODCs) separately.

Please let me know if you have any questions, I'm happy to sit down and work this through with you or your staff.

Thanks,

Jason



Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

(b) (6)

970-295-5428

jason.kattman@usda.gov

		Discounted Hourly Labor Rates									
		Base	Option 1	Option 2	Option 3	Option 4					
Labor Category	Role/Qualifications	11/02/2020 - 11/01/2021	11/02/2021 - 11/01/2022	11/02/2022 - 11/01/2023	11/02/2023 - 11/01/2024	11/02/2024 - 11/01/2025					
President		(b) (4)									
Senior Vice President											
Vice President											
Senior Director											
Director											
Senior Associate											
Senior Researcher											
Web Specialist											
Research Associate											
Associate											
Propose Others											
*All travel costs will be paid in accordance with the Federal Travel Regulations											

From: [Anna Wellisz](#)
To: [Kattman, Jason - OCP, Fort Collins, CO](#)
Cc: [Josh Gilder SMTP](#); [Beach, Allie - FAS, Washington, DC](#)
Subject: Re: Response Requested: Next Steps for USDA FAS Blanket Purchase Agreement
Date: Monday, October 26, 2020 1:47:23 PM

Hi Jason,
Really good to hear from you. Let us get back to you with the information you need and possibly also some questions. To begin, the DUNS number is 962399143 WHITE HOUSE WRITERS GROUP, INC.
Thank you,
Anna

Sent from my iPhone

On Oct 26, 2020, at 1:15 PM, Kattman, Jason - OCP, Fort Collins, CO
<jason.kattman@usda.gov> wrote:

Hi Anna and Josh,

I appreciate you sending the attached Scope of Work over to Allie last week. This will form the basis of a Blanket Purchase Agreement we'll issue to WHWG.

We are taking next steps here at the USDA with developing the initial document package we need on our side to start the procurement.

Our plan is to have a Blanket Purchase Agreement in place this week. From there we can execute Non-Disclosure Agreements and collaboratively figure out how the first BPA Call Order will be formed.

We need assistance with the following items as soon as you're able.

1. Can you please confirm your SAM.gov registration is complete?
 - a. Please send us your DUNS number again so we can search and verify it is correct and active.
2. Please send us labor categories and the rates associated with them. Please provide your best discount from your standard commercial pricing.
 - a. This will form the basis of how we determine the prices of BPA Call Orders.
 - b. Please provide pricing for the next 5 years. I'll try and get a worksheet to fill out over shortly; however if you have a standard template you use we are completely fine with that as well.

Thanks for your help, please feel free to email back and forth with questions. You can reach out to me via text or call at (b) (6) as well.

Thanks,

Jason

Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

(b) (6)
970-295-5428

jason.kattman@usda.gov

This

<image001.jpg>

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<Scope of Work-WHWG-USDA TFAA 10-2-1010.docx>

From: [Kattman, Jason - OCP, Fort Collins, CO](#)
To: [Anna Wellisz](#); [Josh Gilder SMTP](#)
Cc: [Beach, Allie - FAS, Washington, DC](#)
Subject: Response Requested: Next Steps for USDA FAS Blanket Purchase Agreement
Date: Monday, October 26, 2020 1:10:20 PM
Attachments: [Scope of Work-WHWG-USDA TFAA 10-2-1010.docx](#)

Hi Anna and Josh,

I appreciate you sending the attached Scope of Work over to Allie last week. This will form the basis of a Blanket Purchase Agreement we'll issue to WHWG.

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1. Can you please confirm your SAM.gov registration is complete?
 - a. Please send us your DUNS number again so we can search and verify it is correct and active.
2. Please send us labor categories and the rates associated with them. Please provide your best discount from your standard commercial pricing.
 - a. This will form the basis of how we determine the prices of BPA Call Orders.
 - b. Please provide pricing for the next 5 years. I'll try and get a worksheet to fill out over shortly; however if you have a standard template you use we are completely fine with that as well.

Thanks for your help, please feel free to email back and forth with questions. You can reach out to me via text or call at 970-682-0361 as well.

Thanks,

Jason



Jason A. Kattman

Supervisory Contracting Officer (Branch Chief)
Office of Contracting and Procurement
Procurement Operations Division
Departmental Administration
United States Department of Agriculture

(b)(6)

jason.kattman@usda.gov

Memo to: USDA, Office of Trade and Foreign Agricultural Affairs
From: White House Writers Group
Subject: Scope of Work - Communications support
Date: October 2, 2020

WHWG will engage with USDA's Office of Trade and Foreign Agricultural Affairs to provide communications content support for US international policy objectives promoting 1) science-based regulation of agricultural products and technology inputs, 2) rules-based non-discriminatory trade, and 3) the adoption of market-friendly, pro-innovation agricultural development policies that foster economic progress, protect and advance human dignity, improve environmental health, and provide lasting food security for a growing world population.

WHWG will provide¹ communications support to help inform, focus, and position client issues engagement for maximum persuasive power and effect. Support will include:

- Access to unique, proprietary data base covering more than a decade of research, media reports, stakeholder activity and other relevant information;
- Customized analytical tools and reports tailored to client specifications (by issues, regions, continents, etc.);
- Engagement with unparalleled global network of 4,000-plus scientists, academics, journalists, and policy experts at private think tanks, non-profit organizations, government agencies, and international organizations;
- Real-time global monitoring media and stakeholder activity, including summary digests and analysis of key issues trends and stakeholder campaigns;
- Identification of intersecting opportunities for engagement and networking;
- Message and content development for high-level public-facing and government-to-government communications, targeted outreach, official reports and other publications.

Support will be provided across relevant media and social media platforms, for in-person participation in stakeholder and general public events, official conferences, and other functions. Specific deliverables will include:

Issues intelligence reports

¹ WHWG is partnered with data network and analytics firm v-Fluence.

- Daily media, stakeholder activity digests, and issues analysis covering the broad range of crop protection and biotechnology issues; coverage is global, with a primary focus on North America, EU, UK, Africa, and intersecting regional and international developments²;
- Daily top-line issues briefings;
- Weekly summary of top-line issues;
- *Bonus Eventus* Favorable Outcomes network newsletter;
- Event calendar identifying key opportunities and intersecting events.

Top-line and weekly briefings can be customized according to client needs and budget. All reports are translated into English with links to the original language content sources. All articles are retained and accessible on the member-only³ *Bonus Eventus* network website. Daily content and archives are searchable by key word, category, region or general search; and hyperlinked to issues, trends and stakeholder backgrounders.

In addition, client will receive real-time alerts to breaking/developing issues of particular or urgent interest to client, together with guidance on intersecting communications and outreach opportunities. Project leads, region and subject matter specialists, and communications and research personnel are available to respond to specific research requests.

Note: Media and other online content monitoring can, as needs dictate and resources allow, be scaled up, customized, and expanded to focus on specific countries and regions of interest, other intersecting agricultural policy issues and stakeholders.

Content and media outreach

In line with USDA policy and objectives and at the direction of the USDA's Office of Trade and Foreign Agricultural Affairs, we will support the creation of content, including editing, language, content suggestions, message focus, and drafting under guidance of client. Content support will focus on clarity, cultural sensitivity, persuasive power, efficacy, and ability to leverage in traditional and social media, and include:

- Opinion pieces;
- Social media;
- Speeches;
- Public statements and announcements;
- Government-to-government communications;
- Written and spoken official interventions in international forums;

² Geographic range and focus can be broadened according to client needs and budget.

³ Translations rely primarily on automated software; for articles of particular interest, especially those originally published in languages that come through awkwardly or misleadingly in automated versions, we will provide professional translation.

- Press conference statements;
- Reports and backgrounders;
- Interview preparation.

We will provide advice on oped and article placement, advise and guide outreach to editors and editorial boards, foundations, think tanks, NGOs, and experts who can leverage and support key policy communications; suggest interview opportunities and provide advice on interview preparation and technique, news conference management, and general press skills. We will also support and advise on social media engagement, including how to elevate one's message while avoiding common pitfalls; providing links to supporting articles, relevant studies (including advance notice of important embargoed studies and release dates), reports, data and research, and suggest cross-over and intersecting issues/influencers to widen impact.

If desired, we can assist with relevant media contacts.

Scalable according to project needs and budget

Contract details and budget are currently pending. As these are concretized, we will work with client to scale our support according to need, urgency and available resources. We are flexible, seek to be responsive to clients' needs, and are committed to doing everything we can to ensure success in reaching the client's objectives. Going forward, we will track our engagement at a significant discount from private sector rates for all team members, including project leads, associates and administrative staff. We will work with client from the outset to optimize our time and, should it be necessary, adjust operations according to resources without interrupting service or sacrificing quality, consistency, and efficacy of support.

Our key objective is to draw on our unique expertise, global network, and proprietary data base and analytics to help provide content support for a successful launch and a solid foundation for continuing efforts to advance one of the most important policy initiatives of our time.

Team leaders

Josh Gilder (Washington, D.C.)
Anna Wellisz (Washington, D.C.)
Jay Byrne (St. Louis)

Senior members of team

Kerry Hardy (Paris, Rome)
Martin Vieira (Brussels)

Issues experts

Shae Johnson (biotechnology; Philadelphia, PA)
Karlie Baker (crop protection; St. Louis)

Research

Matt Sabas (Washington, D.C.)

Noelle Michael (Washington, D.C.)

From: [Kattman, Jason - OCP, Fort Collins, CO](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: White House Writer's Group Path Forward
Date: Monday, October 5, 2020 4:56:35 PM
Attachments: [AOP19-RequirementPackage2020Jul23Signed.pdf](#)
[Scope of Work-WHWGv-Fluence-USDA TFAA 9-29-20\[1\].docx](#)

Hi Allie,

Thanks for speaking with me last week. Now that our end of year activities are completed I have some time and more breathing room to engage on this effort.

Given the vendor infrequently does business with the Federal Government it may be best to establish a contract vehicle allowing us to place orders on an as-needed basis over time as funds and needs arise. This allows us to set the terms of the overall contract and get the company's staff badged and under non-disclosure agreements where discussions can occur without constraints while not having to have a funded order in place all of the time.

Concept: Blanket Purchase Agreement (BPA) set up using Simplified Acquisition Procedures (SAP).

We don't need any funds immediately to do this, but we'll need to know we will be obligating some funds in FY21.

To start this process we can collaborate on the documentation requested in the attached "Requirements Package" Acquisition Operating Procedure.

I attached the Statement of Work from your other email. I think we should adapt that into a "Statement of Objectives" SOO, where we ask the vendor to provide their plan and the services they provide as they solve our objectives. We would have one for the Base Blanket Purchase Agreement (BPA) and then they we would create one for each BPA Call Order when we place them in the future.

FAS Responsibilities:

The big thing FAS needs to do is get the funds to us in the "Integrated Acquisition System." Ted Goldammer should be able to direct you on who to talk to in order for that to happen.

White House Writer's Group:

They can respond to the SOO with a Performance Work Statement (PWS) that will become the basis of contract.

When are you available to talk again? I can spend some time and walk you through all of this.

Thanks,

Jason

Jason Kattman
Branch Chief
USDA-DA-OCP-POD AMB-FTC
M: (b) (6)



July 23, 2020

United States
Department of
Agriculture

Office of the
Assistant
Secretary for
Administration

Office of
Contracting and
Procurement

Procurement
Operations
Division

301 S. Howes
Street, Suite 321
Fort Collins, CO
80524

ACQUISITION OPERATING PROCEDURE (AOP)

FROM: Kelly L. Moore
Mission Area Senior Contracting Official

KELLY MOORE

Digitally signed by KELLY
MOORE
Date: 2020.07.23 16:07:15
-06'00'

SUBJECT: AOP No. 19 Requirement Package

- ◆ **PURPOSE:** The purpose of this Acquisition Operating Procedure (AOP) is provide guidance for the basic documentation needed for a Requirement Package.

The Contracting Officer Representative (COR), IAS Requisitioner, program official, or client/customer/end user from the requesting or requiring office is responsible for providing a Requirement Package to the appropriate contracting office. The Requirement Package contains some documents that will be a collaborative effort with the contracting officer.

- ◆ **EFFECTIVE DATE:** This AOP is effective on July 27, 2020.

- ◆ **REVISIONS:** *Requirement Package Contents:* renumbered and added #1 Acquisition Planning and #7 Acquisition Approval Request. Added text in items #2 Market Research, #5 Independent Government Cost Estimate, and #10 Contracting Officer Representative/Requirement Point of Contact.

This AOP replaces AOP No. 19, dated June. 28, 2017.

- ◆ **AUTHORITY:** FAR Parts 10, Market Research and 11, Describing Agency Needs; and FAR Subparts: 4.800, Government Contract Files, 7.1, Acquisition Plans, 12.602, Streamlined Procedures for Evaluation and Solicitation for Commercial Items, 15.304, Evaluation Factors and Significant Subfactors, and 32.7, Contracting Funding.

◆ **REQUIREMENT PACKAGE CONTENTS:**

The contents of the Requirement Package, at a minimum, must include as appropriate for the acquisition:

1. **Acquisition Planning** (*FAR 7.1 and USDA Contracting Desk Book 407*)
The purpose of this planning is to ensure that the Government meets its needs in the most effective, economical, and timely manner. Requesting activities must provide a written determination required by FAR 7.503(e), when submitting requests for procurement of services or products as a requirements plan or the acquisition plan, if applicable. It requires a collaborative effort with those responsible for significant aspects of the acquisition, such as contracting officer, small business, budget, legal, and technical personnel. The planner shall coordinate with and secure the concurrence of the contracting officer in all acquisition planning. See AOP No. 3, Acquisition Plan template at <https://www.dm.usda.gov/oppm/pod/aop.htm>.

2. **Market Research** (*FAR Part 10*)

Market research involves obtaining information of the supplies or services being acquired. Market research is needed to develop the most suitable approach for acquiring, supporting, and distributing the supplies and services. The contracting officer may use the findings of the market research, if the data is current, accurate, and relevant and within 18 months period. If the market research shows the Government's requirement is available through the acquisition of a commercially item, then FAR Part 12, Acquisition of Commercial Items shall be used. Both the officials in the requiring and contracting offices will document the market research. Some tools are the GSA eLibrary at <https://www.gsaelibrary.gsa.gov/ElibMain/home.do>, and Best-in-Class Research Tool on Acquisition Gateway at <https://hallways.cap.gsa.gov/>

3. **Source List** (*optional*)

A list of recommended sources/vendors/Offeror based on previous acquisitions and market research results that can fulfill the Government requirements.

4. **Requisition Funding** (*FAR Subpart 32.7, Contract Funding*)

No officer, official or employee of the Government may create or authorize an obligation in excess of the funds available, or in advance of appropriations unless otherwise authorized by law (Anti-Deficiency Act, 31 U.S.C. 1341).” Before executing any contract, the contracting officer shall (a) obtain written assurance from responsible fiscal/budget/funds authority via the IAS Requisition for IQ-Commit (*Funded*) that adequate funds are available or (b) expressly condition the contract upon availability of funds via an IAS Requisition for IQ No-commit (*Subject to Funds Availability due to continuing resolution or next fiscal year*) (FAR Subpart 32.703-2). Ensure the IAS requisition(s) contains the appropriate Billing Code associated with the office that is requesting the services, supplies or equipment.

5. **Independent Government Cost Estimate** (IGCE)

Provides an estimate of the total cost of the requirements including labor, travel, and material, if applicable. The IGCE is compared with the offeror's proposal to determine responsiveness to the Government's requirements, reasonableness of the price/cost elements; and to defend, make tradeoff decisions, and manage the acquisitions throughout the life cycle of the requirement. Some tools (e.g., IGCE, CALC, Solutions Finder and Price Paid Portal) are available at Acquisition Gateway at <https://hallways.cap.gsa.gov>.

6. **Description of Requirement** (*FAR Part 11, Describing Agency Needs*):

States the agency's needs using market research to (i) Promote full and open competition (FAR Part 6), or maximum practicable competition when using simplified acquisition procedures, with due regard to the nature of the supplies or services to be acquired; and (ii) only include restrictive provisions or conditions to the extent necessary to satisfy the needs of the agency or as authorized by law.

a) **Supplies/Products** –

The essential (salient) physical characteristics or federal specifications describing the supplies or products to be acquired.

b) Services –

- i. Statement of Work (SOW) - is a technical description of the requirement. The requirement should address the questions below. The SOW may include both services and supplies, and will contain:
 - Who (agencies/offices) is responsible for the objectives of the requirements along with background/overview of the requirement and its conformance with the agency's needs?
 - What services will be performed?
 - Where will performance be conducted?
 - When is performance required and/or the dates for any deliverables?
 - Applicable Drawings and/or Specifications
 - Government Furnished Material/Equipment Listing
- ii. Performance Work Statement (PWS) - states what is to be accomplished (*end results of the contractor's performance*) so that agency officials can monitor and evaluate the contractor's progress and final results of the requirements completed, rather than how the contractor is to complete the requirements. The PWS should allow the contractor the maximum flexibility to devise the best method to accomplish the required results. The PWS can include both services and supplies. A PWS will include:
 - Measurable Performance Standards (*i.e.*, in terms of quality, timeliness, quantity)
 - Methods of assessing contractor performance against the Performance Standards
 - Performance Incentives (positive/negative), where appropriate (FAR Subpart 16.402-2)
 - Applicable Drawings and/or Specifications
 - Government Furnished Material/Equipment Listing
- iii. Statement of Objectives (SOO) - states the overall basic and top-level objectives of an acquisition in lieu of a written SOW. It provides the Offeror the flexibility to develop cost-effective solutions and the opportunity to propose innovative alternatives meeting the objectives. The SOO can be used for both services and supply type contracts, but the requirements must be complex in nature.

7. **Acquisition Approval Request (AAR)**

Include the AAR approval for applicable IT purchases. See USDA Contracting Desk Book §407.104 General Procedures at <https://www.dm.usda.gov/procurement/policy/index.htm>.

8. **Justification and Approval**

Includes any required justification and approval documents that must be prepared prior to contracting for a supplies or services (e.g., limited source/other than full and open competition justifications, if applicable (see AOP No. 5 at <https://www.dm.usda.gov/oppm/pod/aop.htm>).

9. **Evaluation Criteria**

The scope of evaluation factors/criteria is dependent upon the complexity of the requirement. Technical capability may be evaluated by how well the proposed products meet the Government requirement. Evaluation criteria may be required to commensurate with the level of effort and complexity of the acquisition requirement.

10. **Contracting Officers Representative / Requirement Point of Contact**

A nomination of an employee with the requisite skills, training and technical expertise to oversee the project performance and meeting the requirements to be certified under the Federal Acquisition Certification - Contracting Officer Requirement (FAC-COR) or a Requirement Point of Contact to ensure receipt and acceptance of the contract requirements from the requesting office. See the criteria to submit the Nomination of COR form in the USDA Contracting Desk Book, §401.602-2, Designate a COR at <https://www.dm.usda.gov/procurement/policy/index.htm>. See AOP No. 2, FAC-COR and AOP No. 13, Delegation of COR at <https://www.dm.usda.gov/oppm/pod/aop.htm> for additional agency guidance.

11. **Invoice Processing Platform (IPP) Invoice Approver**

The name of the Requirement Point of Contact designated to receive and accept the supplies or services, and recommend the invoice for payment, if the individual is not designated as a COR under the contract.

◆ **SAMPLE AND TEMPLATE DOCUMENTS:**

The documents are found at <https://www.dm.usda.gov/oppm/pod/index.htm>, and then click Acquisition Documents - Samples and/or Templates.

◆ **EXPIRATION DATE:** This AOP will remain in effect until canceled.

[END]

Memo to: USDA, Office of Trade and Foreign Agricultural Affairs
From: White House Writers Group/v-Fluence
Subject: Scope of Work - Communications support
Date: September 29, 2020

WHWG together with partner firm v-Fluence will engage with USDA's Office of Trade and Foreign Agricultural Affairs to provide communications content support for US international policy objectives promoting 1) science-based regulation of agricultural products and technology inputs, 2) rules-based non-discriminatory trade, and 3) the adoption of market -friendly, pro-innovation agricultural development policies that foster economic progress, protect and advance human dignity, improve environmental health, and provide lasting food security for a growing world population.

For an initial three (3) month period beginning [Date], WHWG/v-Fluence will provide communications support to help inform, focus, and position client issues engagement for maximum persuasive power and effect. Support will include identifying intersecting opportunities for engagement; message and content development for high-level public-facing and government-to-government communications, targeted outreach, official reports and other publications. Support will be provided across relevant media and social media platforms, for in-person participation in stakeholder and general public events, official conferences, and other functions. Specific deliverables will include:

Issues intelligence reports (v-Fluence primary partner)

- Daily media and stakeholder activity digests covering the broad range of crop protection and biotechnology issues; with a primary focus on North America, EU, and intersecting regional and international developments;
- Daily top-line issues briefings;
- A weekly summary of top-line issues;
- Bonus Eventus Favorable Outcomes network newsletter;
- Event calendar identifying key opportunities and intersecting events.

Top-line and weekly briefings can be customized to client needs and budget. All reports are translated into English with links to the original language content sources. All articles are retained and accessible on the member-only¹ *Bonus Eventus* network website. Daily content and archives are searchable by key word, category, region or general search; and hyperlinked to issues, trends and stakeholder backgrounders.

¹ Translations rely primarily on automated software; for articles of particular interest, especially those originally published in languages that come through awkwardly or misleadingly in automated versions, we will provide professional translation.

In addition, WHWG/v-Fluence will provide real-time alerts to breaking/developing issues of particular or urgent interest to clients, together with guidance on intersecting communications and outreach opportunities. V-Fluence region and subject matter specialists, WHWG communications personnel and research associates, and WHWG and v-Fluence principals are available to respond to specific research requests.

Note: Media and on other online content monitoring can, as needs dictate and resources allow, be scaled up, customized, and expanded to focus on specific countries and regions of interest, other intersecting agricultural policy issues and stakeholders.

Content and media outreach (WHWG primary partner)

In line with USDA policy and objectives and at the direction of the USDA's Office of Trade and Foreign Agricultural Affairs, WHWG/v-Fluence will support the creation of content, including editing, language, content suggestions, message focus, and drafting under guidance of client. Content support will focus on clarity, cultural sensitivity, persuasive power, efficacy, and ability to leverage in traditional and social media, and include:

- Opinion pieces;
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- Written and spoken official interventions in international forums;
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- Reports and backgrounders;
- Interview preparation.

WHWG/v-Fluence will provide advice on oped and article placement, advise and guide outreach to editors and editorial boards, foundations, think tanks, NGOs, and experts who can leverage and support key policy communications; suggest interview opportunities and provide advice on interview preparation and technique, news conference management, and general press skills. We will also support and advise on social media engagement, including how to elevate one's message while avoiding common pitfalls; providing links to supporting articles, relevant studies (including advance notice of important embargoed studies and release dates), reports, data and research, and suggest cross-over and intersecting issues/influencers to widen impact.

If desired, we can provide contacts and introductions to media we know and have engaged with on these and other issues; suggestions on the most effective placements in news and other media outlets according to audience size, influence, expectations, and political and cultural

affiliations; advice on journalists concerning their particular issues of interest, the interests and focus of their editors; journalist and editorial familiarity with the subject matter, general angle of approach, and competence in agricultural and intersecting economic, scientific and policy issues.

Scalable according to project needs and budget

WHWG/v-Fluence support can be scaled according to need and available resources. We are flexible, seek to be responsive to client's needs, and are committed to doing everything we can to ensure success in reaching the client's objectives. At an initial three (3) month engagement funded at the proposed \$60,000, we expect to be able to fully meet the client's initial project needs. We will track our engagement at a 45% discount of private sector rates for leads/principals and 35% for associates and administrative staff and will give advance notice if we are "running hot". We will work with client from the outset to optimize our time and should it be necessary, adjust operations according to resources without interrupting service or sacrificing quality, consistency and efficacy of support.

Our key objective is to help provide content support for a successful launch and a solid foundation for continuing efforts to advance one of the most important policy initiatives of our time.

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Anna Wellisz (WHWG; Washington, D.C.)
Jay Byrne (v-Fluence; St. Louis)

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Issues experts - v-Fluence

Shae Johnson (biotechnology; Philadelphia, PA)
Karlie Baker (crop protection; St. Louis)

Research - WHWG

Matt Sabas - research, writing (Washington, D.C.)
Noelle Michael - research (Washington, D.C.)

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: SOW revised
Date: Friday, October 2, 2020 12:59:03 PM
Attachments: [Scope of Work-WHWG-USDA TFAA 10-2-1010.docx](#) The attachment is duplicative and is already produced in this record set.

Hi Allie,

Please find the revised SOW attached. Please let me know if you have any questions. We look forward to speaking soon.

Thank you,

Anna

From: [Anna Wellisz](#)
To: [Beach, Allie - FAS, Washington, DC](#)
Subject: [CAUTION: Suspicious Link]A couple of recent AG-related events
Date: Friday, October 2, 2020 12:55:45 AM

PROCEED WITH CAUTION: This message triggered warnings of **potentially** malicious web content. Evaluate this email by considering whether you are expecting the message, along with inspection for suspicious links.

Questions or Suspicious email submissions: Spam.Abuse@usda.gov

Hi Allie,

I will forward our SOW to you tomorrow morning.

Pasted below are some developments from the last two days that we think you will find interesting, from Politico (additional links in the stories).

Thanks,

Anna

Here goes:

1. 11 EU countries call for Farm to Fork targets to be voluntary

-- By Zosia Wanat

9/28/20, 8:15 PM CET | [View in your browser](#)

Eleven Central and Eastern European countries signed a common [declaration](#) today, calling for the European Commission to make the Farm to Fork strategy's targets voluntary and to adjust them to the specific circumstances of each country.

The document — signed by the agriculture ministers of Poland, the Czech Republic, Slovakia, Hungary, Croatia, Slovenia, Lithuania, Latvia, Estonia, Bulgaria and Romania at a meeting in Poznań, Poland — also says that the countries “regret” that the Commission did not discuss the proposed targets further at the EU level before publishing the strategy in May.

The Farm to Fork plan includes [targets](#) for halving the use and risk of pesticides by 2030, as well as increasing organic farming across the Continent.

The ministers also stressed that according to the EU's next long-term budget proposal, so-called external convergence (equalizing payments for farmers across Europe) won't be achieved. They argue that continuous inequality in direct payments should be taken into account when the Commission decides on how much farmers will have to adopt new, costly green practices to receive funds under the Common Agricultural Policy.

2. From Oct. 1 news of the day:



DRIVING THE DAY

BRUSSELS CONFRONTS CAPITALS OVER PESTICIDES, ANIMAL

WELFARE: The European Commission has threatened to take every EU government to court if they continue to flout the bloc's rules on reducing the environmental impact of pesticides and securing the welfare of farm animals, according to documents obtained by Morning Agri under a freedom of information request.

Comply way or the highway: In 27 letters to national governments, EU Health and Food Safety Commissioner Stella Kyriakides demanded that EU countries “ensure immediate and full compliance with EU requirements” linked to the Farm to Fork strategy, which as newsletter readers will know aims to make the food system more sustainable by 2030 as part of the Green Deal. The documents reveal the full extent to which EU countries are failing to adhere to long-established EU rules on pesticides and animal welfare.

Talking tough: “I would like to confirm our determination to take decisive legal action in case of systematic non-compliance,” Kyriakides wrote in letters she sent to EU agriculture ministers in May, on the same day that the Commission unveiled its Farm to Fork strategy, which pegged lofty targets to reduce the risk and use of pesticides by 50 percent and revamp the EU's animal welfare legislation.

Extent of problems revealed: POLITICO [reported](#) on the Commission's stern letter to Germany back in June, but the suite of letters reveals the full scope of EU countries' failings. The Commission named 82 points on which 23 EU countries are failing to meet EU pesticide standards in a [directive](#) on the sustainable use of agrichemicals, despite the fact the law dates from 2009.

Some countries, such as Hungary, Poland, the Czech Republic and Spain, were also reprimanded over the conditions of animal transport, a subject that has only become more topical with the first meeting of the Parliament's new animal transport committee Wednesday (more on that below).

3. Czech Minister of Agriculture responds to Brussels' reprimand (this was earlier in the summer, but relevant to the documents above): https://www.politico.eu/wp-content/uploads/2020/09/Letter-from-Czech-Republic.pdf?utm_source=POLITICO.EU&utm_campaign=5775270d3a-EMAIL_CAMPAIGN_2020_09_24_04_59&utm_medium=email&utm_term=0_10959ede b5-5775270d3a-190256221

4.

From: [Dougherty, Ellen - FAS, Washington, DC](#)
To: [\(b\)\(6\) -FASContact](#); [\(b\)\(6\) - FAS, BRUSSELS - USEU,BELGIUM](#); [Young, Krissy - FAS, Washington, DC](#)
[Beach, Allie - FAS, Washington, DC](#); [Kimberly Sawatzki](#); [\(b\)\(6\) - FAS, BRUSSELS - USEU, BELGIUM](#); [Stange, Kelly](#); [\(b\)\(6\) - FAS, SAN JOSE, COSTA RICA](#); [Shipps, Joan - FAS](#)
Subject: Re: Secretary Perdue interview: Common ground and the forging of new ties in the US and EU agricultural sectors
Date: Wednesday, September 16, 2020 11:39:33 AM

Thanks! This is very helpful.

We've heard some discussion about SSP possibly doing a statement around World Food Day, so we can look at [\(b\)\(5\) Deliberative Process](#). I'll raise that with Meghan today.

Also, FYI, there was some discussion earlier this week about the ERS report. It's still not [\(b\)\(5\) Deliberative Process](#). There was also a question about whether it will be ready for release by the end of next month. GMA was looking into this. Kelly may know more.

From: Gilbert, Anthony J (USEU) <[\(b\)\(6\)@state.gov](#)>
Sent: Wednesday, September 16, 2020 11:00:49 AM
To: [Dougherty, Ellen - FAS, Washington, DC <ellen.dougherty@usda.gov>](#); [Zanin, Bruce - FAS, BRUSSELS - USEU,BELGIUM <Bruce.Zanin@fas.usda.gov>](#); [Young, Krissy - FAS, Washington, DC <krissy.young@usda.gov>](#)
Cc: [Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>](#); [Kimberly Sawatzki <\(b\)\(6\)@state.gov>](#); [Allen, Lisa - FAS, BRUSSELS - USEU, BELGIUM <lisa.allen1@usda.gov>](#); [Stange, Kelly <Kelly.Stange@usda.gov>](#); [Katial, Anita - FAS, SAN JOSE, COSTA RICA <anita.katial@usda.gov>](#); [Shipps, Joan - FAS, <Joan.Shipps@usda.gov>](#)
Subject: Re: Secretary Perdue interview: Common ground and the forging of new ties in the US and EU agricultural sectors

hi Ellen,

Thanks, but more thanks to the team effort to develop excellent responses to the interview questions supported by valid arguments.

The answer to your first question is no. The following link is to the schedule and speakers for the event: https://ec.europa.eu/info/events/farm-fork-2020-oct-15_en#:~:text=The%20'Farm%20to%20Fork'%20conference,path%20towards%20sustainable%20food%20systems. The event appears set.

On the second question, we defer to USDA/Washington on the SSP or USM providing opening remarks. The date we are likely to coalesce around is October 26. OCS Jamie Adams recommended late October due to the possibility of the ERS Farm to Fork modelling results being available by then. Farm Europe came back with October 26 and we need to finalize that with OCS. The Farm Europe opening speaker will be Norbert Lins, Chairman of the European Parliament Agriculture Committee. This would be the opposite to either SSP or USM. For the technocratic policy discussion OCS has REE DUS Dr. Scott Hutchins. Opposite Dr. Hutchins, Farm Europe has Pierre Bascou, Deputy Director General of Sustainability at DG AGRI. We are also planning for speakers from each side to represent agricultural research and an actual farmer. Farm Europe has a representative from the Greek Farmers Union for the EU farmer perspective, but has yet to identify the researcher. We are working with TPGA to identify the US researcher and farmer.

That's the latest update. A call is a good idea. Please let us know if you have any questions.

Cheers,

Anthony J. Gilbert
Senior Agricultural Attaché
U.S. Department of Agriculture
U.S. Mission to the European Union
Phone: +32 2 811 42 45
Mobile: [\(b\)\(6\)](#)
Email: anthony.gilbert@usda.gov

From: Dougherty, Ellen - FAS, Washington, DC <ellen.dougherty@usda.gov>
Sent: Wednesday, September 16, 2020 2:45 PM
To: Zanin, Bruce J (Dept. of Agriculture) <bruce.zanin@fas.usda.gov>; Gilbert, Anthony J (USEU) (b) (6) Young, Krissy - FAS, Washington, DC <krissy.young@usda.gov>
Cc: Beach, Allie - FAS, Washington, DC <allison.beach@usda.gov>; Sawatzki, Kimberly S (b) (6); Allen, Lisa - FAS, BRUSSELS - USEU, BELGIUM <lisa.allen1@usda.gov>; Stange, Kelly <Kelly.Stange@usda.gov>; Katial, Anita - FAS, SAN JOSE, COSTA RICA <anita.katial@usda.gov>; Shipps, Joan - FAS, <Joan.Shipps@usda.gov>
Subject: Re: Secretary Perdue interview: Common ground and the forging of new ties in the US and EU agricultural sectors

Thanks to you and the PA team there, Anthony!

I'm talking to Meghan at noon today about next steps for SP engagement I will try to nail down the items we discussed last week, including op-ed placement and Hub call.

I have questions about two of the events on our outreach calendar: 1) (b) (5) Deliberative Process (b) (5) Deliberative Process and 2) Are there any more details on the sustainability summit with Farm Europe? Are we looking to have the (b) (5) Deliberative Process in some way?

I know Kelly is tied up in training this week, but we were thinking it's probably time to schedule a call with the EU team on both sides of the pond.

I'll report back this afternoon after my meeting with Meghan.

Ellen

From: Gilbert, Anthony J (USEU) (b) (6)
Sent: Wednesday, September 16, 2020 8:27 AM
To: Dougherty, Ellen - FAS, Washington, DC; Zanin, Bruce - FAS, BRUSSELS - USEU, BELGIUM
Cc: Beach, Allie - FAS, Washington, DC; Kimberly Sawatzki; Allen, Lisa - FAS, BRUSSELS - USEU, BELGIUM; Stange, Kelly; Katial, Anita - FAS, SAN JOSE, COSTA RICA; Shipps, Joan - FAS,
Subject: FW: Secretary Perdue interview: Common ground and the forging of new ties in the US and EU agricultural sectors

FYI...amplified.

From: Bustamante, Michael (USEU) (b) (6) state.gov>
Sent: Wednesday, September 16, 2020 2:22 PM
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Cc: USEU-PRESS_TEAM-DL (b) (6) state.gov>
Subject: Re: Secretary Perdue interview: Common ground and the forging of new ties in the US and EU agricultural sectors

Hi FAS,

Just a heads up that we amplified the interview on our twitter and Facebook accounts

U.S. Mission to the EU @US2EU · 1h

Earlier this week, @SecretarySonny spoke with @New_Europe to discuss how 🇺🇸 and 🇪🇺 can forge stronger relationships to guarantee a sustainable food supply for the world.
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Common ground and the forging of new ties in the US and EU agricultural sectors | New Europe

The U.S. Mission to the European Union - USEU Brussels · 1h · 🌐

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NEWEUROPE.EU
Common ground and the forging of new ties in the US and EU agricultural sectors

Respectfully,



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Subject: Secretary Perdue interview: Common ground and the forging of new ties in the US and EU agricultural sectors

Common ground and the forging of new ties in the US and EU agricultural sectors

<https://www.neweurope.eu/article/common-ground-and-the-forging-of-new-ties-in-the-us-and-eu-agricultural-sectors/>

An exclusive interview with US Secretary of Agriculture Sonny Perdue

With the coronavirus still raging across much of the world, the economic hardship brought on by the global pandemic has taken a heavy toll on every key industry in both the United States and the EU, including agriculture.

US Secretary of Agriculture Sonny Perdue sat down with New Europe in an exclusive interview to discuss how the US' encouragement of innovation and new technology can help farm operations of all sizes and how, as close allies and trade partners, Europeans and Americans can forge an even stronger relationship that will help guarantee a sustainable food supply for the world's billions of people.

NEW EUROPE (NE): *COVID-19 has brought home the fact that we can no longer afford to take food security for granted. While the US embraces new technology and innovation, the EU's Farm to Fork strategy promotes more traditional, low-tech farming methods instead. How important is innovation to securing our food supply? Is it at odds with the EU's sustainability goals? Can we meet the enormous challenge of feeding a world population of 10 billion people in 2050 by farming the same way our grandparents and great-grandparents did?*

SONNY PERDUE (SP): By 2050, it is estimated the world population will reach 10 billion people. Since we are working from a fixed resource base, to be successful we must embrace the technological advances and innovations of modern agriculture that increase productivity.

US agricultural output has grown significantly over the past 90 years. We've increased the production of food and fiber by over 400% while using nearly 10% less land. We are achieving this dramatic increase in productivity with fewer resources by harnessing innovation and technology.

The EU's sustainability goals laid out in the Farm to Fork agenda are commendable but will be extremely trade prohibitive and jeopardize agricultural output. Turning the clock back on agricultural advances in the EU will lead to less productivity and more food insecurity around the world. The global goal should be to produce more food with less land; not less food with less land as proposed in the Farm to Fork strategy. We believe the US model of science-based, technology-harnessed agriculture is the only way we will as a world be able to keep the pace and feed all the hungry mouths in the future.

NE: Are you concerned about the effect this will have on the already contentious disputes over agricultural trade?

SP: We understand and fully share the European Commission's desire to ensure safe and sustainable food supply but there are several paths to attaining this. Implementing so-called "higher standards" that are not internationally recognized or scientifically supported will create unfair trade barriers. European farms aren't able to compete with one hand tied behind their back; these types of practices lead only to protectionism. The EU's carrying out Farm to Fork would be like stopping all transatlantic flights and going back to sentimental ocean liners of the past – it just doesn't make sense.

NE: Almost all of the EU's major trading partners—some 36 nations altogether—have officially complained to the World Trade Organization that the EU's precautionary import restrictions are damaging their farmers and constitute illegal barriers to trade because they are not based on science. Farm to Fork doubles down on these policies, promising to withhold access to EU markets unless other nations adopt similar regulations. How can these two diametrically opposed positions be reconciled?

SP: Dumbing down agriculture production is not the answer to this complex problem. Earlier this year, I launched USDA's Agriculture Innovation Agenda, which aims to increase production by 40 percent while cutting the environmental footprint of US agriculture in half by the year 2050. We know for a fact that embracing innovation to accomplish these goals is the best way to go. Ultimately, the choice needs to be up to the consumers. Consumers are not going to provide food for their families that they believe to be unsafe.

For some time, we have had concerns about the EU imposing trade barriers on imported goods based on how those goods are produced rather than on whether they are safe. This undermines a rules-based global trading system.

NE: There are a lot of people who are very pro-technology who, in general, treat agriculture as an exception. They want the latest technology and science for their medical care but, when it comes to food, they think "natural" is healthier and safer. Yet, the greatest dangers in our food supply are all-natural. Should we be worried about the effects of the EU's actions on the safety of the global food supply, especially if these bans are adopted by other countries?

SP: Certainly, because the EU can't have it both ways. Reducing farmers' access to the tools that protect against pests is reckless. The loss of crop protection tools leads to lower productivity and more rot and waste, which causes problems up and down the food supply. Food quality suffers, food safety suffers, and food security, as a whole, suffers. This would be like if we took a serious disease, like smallpox, and stopped vaccinating people even though we know that would prevent people from getting smallpox. That's what the EU is trying to do with agriculture. So yes, we should be very concerned about the effects of the EU's actions.

We all want a more sustainable future, but we need to better understand the downstream effects or tradeoffs of the decisions we make. Much of what the EU is proposing in the Farm to Fork strategy may lead to a less sustainable EU, and the impositions on trading partners could increase risks to small-scale farmers in Africa, Latin America, and Asia. Yet, to my knowledge, the EU hasn't released any analysis to show the tradeoffs of their proposition. It seems clear that the Farm to Fork strategy will negatively affect the livelihoods of EU farmers and, most likely, have detrimental impacts on the food security and environmental footprint of small-scale farmers in the developing world if they are required to adopt the requirements in order to trade with the EU.

NE: *How will the US-UK trade negotiations be affected if the UK maintains an EU-style precautionary system and import barriers?*

SP: The UK has always been a champion of scientific, evidence-based decision making. I am confident that, as it begins to make its own regulatory decisions going forward, we will find common ground.

NE: *Jon Entine said that the low-tech, low-yield agriculture being adopted in the EU is effectively exporting Europe's environmental footprint to developing nations that will have to make up for the EU's productivity shortfall by expanding agricultural land in their own countries. How serious do you believe the global environmental implications of these policies are?*

SP: It's difficult to evaluate tradeoffs and assess the indirect impacts of even the most well-intentioned policies. But I can say, with certainty, that the US approach to prioritizing conservation and improvements to total factor productivity is one of the best solutions we have for meeting growing global demand while limiting agriculture's environmental footprint. The economic cost of Farm to Fork to the European consumer on a limited budget is significant. Currently, Americans spend about six percent of disposable income on food compared to France where consumers spend thirteen percent of their disposable income on food. This divide will only become greater if the EU's Farm to Fork policies go into effect.

NE: *What about broader humanitarian and even national security concerns? The majority of undernourished in the world are, ironically, farmers in the developing world who can't grow enough to feed themselves. If we deny these farmers the tools we in the developed world count on, do we risk exporting a humanitarian disaster?*

SP: Modern agricultural production tools – including pesticides, fertilizers, and genetically enhanced plants – afford farmers the advantage of managing their production for higher yields. If farmers in the developing world are allowed to access to these inputs, it can help alleviate (or at least minimize) food insecurity. A great example of this are the locust plagues in Africa, where not using these tools can create a humanitarian disaster. Much of the migration that happens around the world are displaced populations looking for food. If pesticides, fertilizers and genetically enhanced plants can prevent this, we should embrace it.

NE: *One thing the US and EU have in common is that agricultural policy is increasingly dominated by "urban elites" that have no direct tie to the land and have little appreciation of farming's enormous challenges and complexities. What are the social and political ramifications of this urban elites vs. farmers divide, and how can we elevate the farmers' voice so that their real-world experience and practical knowledge is taken into account in the formulation of an agricultural policy so that the farmers are not seen as the problem but the solution?*

SP: This is not as universal in the United States. While I agree it's the people in the US and the EU that can most afford the higher cost that tend to influence the development of laws affecting agricultural policy, US producer organizations and State and Federal Government officials are well aligned in seeking ways to improve the sustainability and profitability of US agriculture and meet consumer demands while making responsible use of public funds. Unfortunately, the great miracle of modern agriculture is a story that is not always told. We have the safest and most affordable food supply in the history of the world, thanks to technological advances. We believe we have the social responsibility to feed the growing world population, especially in the developing world.

NE: *In the EU, "intensive agriculture" is almost universally considered bad for the environment. Where do you stand on this? The US has pioneered innovations like no-till farming, disease-resistant GMO crops, and now gene-editing. Those techniques improve yield, but what about the environment? Could you talk a bit about these, and how you feel our two respective systems stack up on environmental issues?*

SP: The United States is proof that sustainable agricultural intensification is possible. One example of this is how US agricultural output has grown significantly over the past 90 years. We've increased the production of food and fiber by over 400% while using nearly 10% less land. Additionally, genetically engineered crops with pest management traits often yield better than their conventional counterparts, particularly when drought is present. The widespread use of these crops has the potential to increase the resilience of the US production system. For example, planting GE corn that is insect resistant and herbicide tolerant can increase yields by almost 10%. It is also false to assume that more traditional, small-scale farming systems cannot, simultaneously, increase yields and reduce their environmental footprint by adopting innovative practices and approaches.

NE: *There's a widely held view that when it comes to farming, smaller is better. Locally produced food is better than a global supply system, and it supports family farms. High*

yields are all about profit. The US appears to see these things differently. Does the US believe bigger is better? Are there greater efficiencies of scale? Are higher yields—producing more food on each hectare of farmland—be better for the environment?

SP: There are some common misconceptions about US agriculture. One misconception is that all of our farms are colossal and corporate. In fact, almost 90% of farms in America are small farms. These family farmers are the world's best environmentalists. We absolutely support local and regional food systems, but we also emphasize that resilient food systems depend on well-functioning markets and rules-based international trade. In 1950, 72% of the world's population lived below the poverty line. Today, less than 100 years later, less than 10% of the world's population lives below the poverty line. This dramatic transformation happened in great part due to increases in agricultural productivity. Thanks to policies that spurred investment in new technologies, we are able to produce more food and trade it globally, which directly benefits consumers all over the world. We have a social responsibility to ensure that food is affordable and available to everyone.

NE: Finally, Mr. Secretary, is there anything we haven't covered, some particularly important message you would like to send to your counterparts in the Commission and the people of the EU?

SP: We commend the EU's commitment to sustainability. We know the challenges before us, and we appreciate the call to action on enhancing the sustainability of our food systems across the three dimensions: environmental, social, and economic sustainability. We want to work with the EU toward sustainably feeding nearly 10 billion people by the year 2050 while allowing their farmers to compete equitably with those in the US. It is important that as we create policies to protect the environment and enhance food security and nutrition, they are not mutually exclusive. We need to promote policies that are transparent, data-driven, and science-based and do not restrict trade nor food availability.

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