



January 12, 2010

Request for Proposal Brazil In-Market Representative(s) 10LA63

The Organization

Southern United States Trade Association (SUSTA) is a non-profit international trade development organization which combines federal, state, and industry resources for export market development. SUSTA member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Oklahoma, Tennessee, Texas, Virginia, West Virginia and the Commonwealth of Puerto Rico. SUSTA allies with the Departments of Agriculture in each of these states and territories to carry out programs aimed at increasing U.S. agricultural exports from the southern U.S. region. The state marketing staffs of the 16 states help implement SUSTA's marketing programs.

Background

Most of SUSTA's promotional activities are funded by the Market Access Program (MAP), which is administered by the U.S. Department of Agriculture's Foreign Agricultural Service (FAS). MAP funds are designed to develop overseas market awareness and demand for U.S. agricultural and food products and must be utilized according to federal regulations outlined by USDA. USDA also requires that SUSTA objectively evaluates the effectiveness of its activities, including an analysis of market constraints and performance measures.

Within the MAP program, SUSTA conducts two types of activities – "Branded" promotion and "Generic" promotion. Branded promotion assists individual companies carry out their own marketing activities internationally by reimbursing them for 50% of eligible promotional expenses. Companies must be small according to the Small Business Administration guidelines or be a farm cooperative to participate. Products to be promoted must be of at least 50% US agricultural origin, be marketed under a brand name, and be labeled and promoted as "Product of the USA" or "Made in USA". Eligible companies include regional processors, manufacturers, distributors, packers and producers. Products promoted on a branded basis have been as diverse as alligator hides, catfish, snack foods and hot sauce. Budgets are approved on a fiscal year basis, but recruiting for the branded takes place year-round.

Generic promotions are industry-wide projects managed by SUSTA staff and marketing specialists from the association's member State Departments of Agriculture. A generic activity benefits two or more companies, or a commodity that is not represented by another promotion organization. Any company or cooperative with products of 50% or more U.S. agricultural origin by weight is welcome to participate in SUSTA's generic activities. Types of activities include:

- Trade missions
- Reverse (or buyer's) trade missions
- Trade shows
- In-store promotions
- Foreign language marketing material
- Chef seminars
- Chef culinary training
- Hotel and restaurant promotions

Scope of Work

SUSTA is seeking an in-country consultant to help with marketing and promotional activities for the Brazilian market. The consultant will work with assigned SUSTA Activity Managers.

The Brazil promotion consists of two promotions to source southern food and agricultural products from the U.S. to Brazil. The promotion would utilize an in-country consultant that would continue the momentum gained over the past three years to generate and continue to build trade relationships, determine what challenges the trade face in importing southern food and agricultural products, increase awareness and interest in the procurement of southern food and agricultural products and identify the best opportunities to promote southern food and agricultural products on an Outbound Trade Mission to Brazil and Inbound Trade Mission to the U.S.

Specific responsibilities would include:

Outbound Mission to Brazil

1. Prepare individual product opportunity briefs. Including:
 - a. Market overview: Advantages and challenges of the product in the market. Describe the overall market prospects for the product; distinguishing as necessary between retail, food service, and food processing sectors. Including information on the size and expected annual growth rate of domestic sales and imports.
 - b. Market sector opportunities and threats.
2. Identify cost and pricing structure

3. Market Access Presentation-- Include tariff and non tariff barriers. Consider issues like: labeling, food laws, food additives, grading, copyrights and trademark laws, importation procedures, etc.
4. Prepare a presentation on the Brazilian market. Include an overview on the market, description of business customs, as well as any other information to assist Southern companies in completing a business sale in Brazil.
5. Identify key contacts
6. Prepare an agenda for U.S. suppliers to Brazil
7. Schedule one-on-one meetings for each U.S. supplier
8. Coordinate all logistics for one-on-one meetings
9. Assist with communications and acquiring samples from import broker and /or the ATO office.
10. Organize and provide interpreters for the mission
11. Organize a networking reception of at least 40 participants; at which each U.S. supplier will have a table-top display. Tasks include:
 - a. Reservation and rental of room for table-top display and reception
 - b. Supervision of the event
 - c. Rental of necessary equipment; tables, chairs and audio visual for the event
 - d. Coordinate coffee break and reception
 - e. Coordinate design and mailing of invitations for the table-top display and reception
 - f. Follow-up call to invited guests to ensure their participation
 - g. Coordinate local transportation and hotel services for SUSTA mission
 - h. Coordinate and make sure product samples and literature are at the hotel for the meetings and reception.
12. Prepare a final report on the event.
13. Submit a 6 month follow-up report including any success stories since the completion of the activity.

Inbound Mission to USA

1. Assist in recruiting Brazilian buyers seeking imported products from the USA for an Inbound Trade Mission. This includes providing an information sheet

on the buyer outlining what type of business they have and includes what products they are interested in procuring.

2. Serve as the liaison between companies and SUSTA for the duration of planning the event, during the actual event and follow-up after the event.
3. Travel with buyers for the Inbound Trade Mission
4. Write a final report on outcome of mission and provide any success stories.

Activity Background:

The Brazil promotions will specifically target the Brazilian market to promote and generate interest in southern region products.

Sufficiency of Response

Each proposal will be scored on the following measurements:

- Description of proposed activities and relevancy
- Measurable results of previous, similar programs managed by the respondent
- Approach to managing the activity
- Cost
- References (minimum of 3)

Proposals should be concisely written to respond to this RFP. Elaborate attachments are not necessary.

Acceptance of Proposal

The successful bidder's proposal will be the basis of a contract executed with SUSTA to perform all services at the specified costs contained in the bidder's proposal. SUSTA retains the right to negotiate with the successful bidder prior to final contract execution.

Subcontractors

If any service is to be performed by someone other than the contractor's permanent staff, all subcontractors and their addresses must be included in the proposal. These will be subject to approval by SUSTA.

Conflict of Interest

Each bidder must disclose any non-competition or other agreement or obligation that might prevent it from marketing, promoting or otherwise representing or advancing the interests of SUSTA or any SUSTA product. Further, the successful bidder will be required to warrant and represent that throughout the time period when the contract is in

effect, no conflict of interest or other circumstance prevents it from marketing, promoting or otherwise representing or advancing the interests of SUSTA or any of SUSTA's products.

Deadline for Proposal

All proposals from bidders must be submitted by **February 9, 2010** 4:30 P.M. (CST). The successful bidder will receive notification by **February 16, 2010**. The planned commencement of the project is **February 16, 2010**. Proposals may be emailed to bernadette@susta.org or submitted to the following:

SUSTA
Attn: Bernadette Wiltz, Deputy Director and International Marketing Director
701 Poydras Street
Suite 3725, One Shell Square
New Orleans, Louisiana 70139-7774
USA
Bernadette@susta.org

And

Georgia Department of Agriculture
Attn: Maggie Adamack, International Trade Specialist
19 Martin Luther King Drive
Agriculture Building Room 204
Atlanta, Georgia 30334-2001
USA
bmiller@agr.state.ga.us

AND

Kentucky Department of Agriculture
Attn: Jonathan Van Balen, Import and Export Advisor
Office of Agriculture marketing and Product Promotion
100 Fair Oaks 5th Floor
Frankfort, Kentucky 40601
USA
Jonathan.VanBalen@ky.gov

Questions

All questions in regard to this RFP should be directed to:

SUSTA
Attn: Bernadette Wiltz, Deputy Director and International Marketing Director
701 Poydras Street
Suite 3725, One Shell Square

New Orleans, Louisiana 70139-7774
USA
Bernadette@susta.org

AND

Georgia Department of Agriculture
Attn: Maggie Adamack, International Trade Specialist
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Agriculture Building Room 204
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Rejection of Proposals

SUSTA retains the right to reject all proposals submitted in response to this RFP.

The Southern United States Trade Association (SUSTA) does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, and marital or family status.