



**January 12, 2010**

## **Request for Proposal Chile In-Market Representative(s) 10LA20**

### **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 Chilean market. The consultant will work with assigned SUSTA Activity Managers.

The Chilean promotion consists of two promotions to source southern food and agricultural products from the U.S. to Chile. 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 Chile and Inbound Trade Mission to the U.S.

Specific responsibilities would include:

#### **Outbound Mission to Chile**

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 -- List tariff and non tariff barriers. Consider the following issues: labeling, food laws, food additives, phytosanitary and/or health and safety regulations that may inhibit imports, grading, copyrights and trademark laws and importation procedures.
4. Prepare a presentation on the Chilean 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 Chile.
5. Identify key contacts
6. Prepare an agenda for U.S. suppliers to Chile
7. Schedule one-on-one meetings for each U.S. supplier
8. Organize and coordinate all logistics for one-on-one meetings.
9. Coordinate and make sure product samples arrive and are received through the custom agent
10. Organize and provide interpreters for the mission
11. Prepare a final report on the event.

#### Inbound Mission to USA

1. Assist in recruiting 4 Chilean companies seeking imported products from the USA for an Inbound Trade Mission. This includes 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, be available during the actual event and follow-up after the event.
3. Manage and host a webinar including trip details for buyers and SUSTA staff prior to the mission.
4. Manage and host a webinar for Southern suppliers and SUSTA staff prior to the mission.

#### **Activity Background:**

The Chilean promotions will specifically target the Chilean 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](mailto: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](mailto:Bernadette@susta.org)

And

Georgia Department of Agriculture  
Attn: Beth Miller-Bedingfield, Assistant Director  
19 Martin Luther King Drive  
Agriculture Building Room 204  
Atlanta, Georgia 30334-2001  
USA  
[bmiller@agr.state.ga.us](mailto: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 5<sup>th</sup> Floor  
Frankfort, Kentucky 40601  
USA  
[Jonathan.VanBalen@ky.gov](mailto: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](mailto:Bernadette@susta.org)

AND

Georgia Department of Agriculture  
Attn: Beth Miller-Bedingfield, Assistant Director  
19 Martin Luther King Drive  
Agriculture Building Room 204  
Atlanta, Georgia 30334-2001  
USA  
[bmiller@agr.state.ga.us](mailto: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 5<sup>th</sup> Floor  
Frankfort, Kentucky 40601  
USA  
[Jonathan.VanBalen@ky.gov](mailto:Jonathan.VanBalen@ky.gov)

**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.