



**January 12, 2010**

## **Request for Proposal International Export Promotion Evaluation 10WO66**

### **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 evaluate 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 outside consultant to evaluate the outcome of Generic activities and evaluate companies participating in our Market Access Program (MAP) Branded. The consultant will follow-up with Branded and Generic participants by conducting initial and 6 month follow-up evaluations. The consultant will research whether performance measures have been met, and report the results twice a year. The consultant would be expected to attend at least one of SUSTA's biannual meetings to present his or her findings. Approximately 50 Generic activities will be conducted this year.

Specific tasks include:

1. Collecting Company Evaluation I from SUSTA for each Generic activity and follow-up 6 months later by having each company participant complete Company Evaluation II to report on the outcome of forecasted sales reported on the initial evaluation.
2. Follow-up with every MAP Branded participant to gauge whether forecasted export sales actually took place. Have each Branded company complete a Branded Company Evaluation Form.
3. Observe and evaluate at least one long-term Generic activity to demonstrate that the activity is still addressing the needs of our constituents and meeting performance measures.
4. Assist with SUSTA's ranking process of 2011 Generic activities. This will consist of reviewing each market and the products we are trying to introduce to the market to determine the organizations' export opportunities in the market.
6. Compiling the above into a single report for delivery by December 31<sup>st</sup>, 2010.

## ***SAMPLE – BRANDED COMPANY EVALUATION FORMAT***

**Please note:**

- The evaluation is a required part of your company's contract with SUSTA.
- Reimbursements, Pre-Qualifications/Applications, and future allocations will be withheld for failing to complete this form in its entirety.
  - Information is required for each country market for which your company received SUSTA Branded reimbursements.

COMPANY INFORMATION	
Branded Company's Name:	<input type="text"/>
Contact Name:	<input type="text"/>
Telephone:	<input type="text"/>
Email:	<input type="text"/>

### SATISFACTION

1. Please rate the following:					
	Poor	Fair	Average	Good	Excellent
A. Service you received from SUSTA staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. SUSTA's Branded Program as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. If your company is not satisfied with the Branded Program, please provide a brief explanation:

3. Do you have suggestions or comments as to how SUSTA could improve the Branded Program? Please describe:

PROGRAM IMPACT

4. Did participation in the Branded Program result in your company making an export sale for the first time ever?

Yes

No

If yes, provide **Total Export Sales Value** in US \$

5. Did your total actual export sales for 2009 increase by 20% or more over the total actual export sales for 2008?

Yes

No

If yes, provide sales in percentage terms

6. Did your company increase the number of its employees during the program year?

Yes

No

If yes, how many employees were added?

7. If you are an export management or export trading company, did your promotions result in any of your suppliers making an export sale for the first time ever?

Yes

No

If yes, how many suppliers?

8. Estimate your company's total export marketing expenses spent that were not reimbursed by the program (receptions, prizes, administrative costs, market research, etc.)

\$

9. Estimate your company's Total Number of staff hours for international marketing:

Hours/month

**10. Estimate your company's total number of staff hours allocated to planning, participation and follow up on MAP:**

Hours/month

**11. Do you work with one or more Foreign Third Parties (e.g. Importers, Distributors, etc.) to implement your Branded Program promotions?**

Yes

No

***SAMPLE – GENERIC 6 MONTH EVALUATION FORMAT***

*6 - Month FOLLOW-UP*

Activity Name: \_\_\_\_\_ Project No/Activity Code: \_\_\_\_\_

Dates of Activity: \_\_\_\_\_ Location: \_\_\_\_\_

Please complete this form in its entirety. Company data is collected for aggregate statistical reporting purposes only. Your feedback assists SUSTA to plan future promotions. Proprietary information provided will be maintained as business confidential unless otherwise indicated.

Should you have any questions filling out this form, please contact Bernadette Wiltz at (504) 568-5986 or [Bernadette@susta.org](mailto:Bernadette@susta.org)

Company Information\*

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

*\*Please help us maintain accurate records by indicating any needed changes to company information*

Activity Evaluation

1. Value of actual export sales to date as a result of this activity?..... \$ \_\_\_\_\_
  - a. What amount of the above, if any, were first-time export sales for your company? ..... \$ \_\_\_\_\_
  - b. What amount of the above, if any, were first-time export sales to new markets? ..... \$ \_\_\_\_\_
2. What additional sales do you expect in the next 6 months as a result of this activity? ..... \$ \_\_\_\_\_
3. Number of new products introduced to the target markets? ..... \_\_\_\_\_

4. How many new foreign buyer contacts have been established and maintained as a result of this activity? ..... \_\_\_\_\_
5. How many foreign buyer relationships were reestablished and maintained as a result of this activity? ... \_\_\_\_\_
6. How many new distributorships were established as a result of this activity?..... \_\_\_\_\_
7. Would your company participate in this activity or a similar one next year? Yes  No
8. Additional comments or questions: \_\_\_\_\_
9. Would you be willing to be contacted by SUSTA for a Success Story? Yes  No

I certify the above information to be accurate:

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<b>Company Representative Signature</b>	<b>Title</b>	<b>Date</b>
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**Activity Background:**

This activity will specifically evaluate ongoing Generic activities and Branded program participants.

**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 11, 2010** 4:30 P.M. (CST). The successful bidder will receive notification by **February 18, 2010**. The planned commencement of the project is **February 18, 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)

## **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)

## **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.