



January 12, 2010

Request for Proposal U.K. In-Market Representative(s) 10EU61

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 U.K. wine market. The consultant will work with assigned SUSTA Activity Managers.

The U.K. Wine Promotion consists of two promotions to source southern wine from the U.S. to the U.K. 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 wine products, increase awareness and interest in the procurement of southern wine and identify the best opportunities to promote southern wines at the International Wine Fair in London May, 2010.

Specific responsibilities would include:

1. Liaison between London International Wine Fair (LIWF) show organizers and SUSTA activity managers to assure booth space is prepared as specified upon the groups' arrival in London.
2. Identify and introduce winery representatives to potential importers and distributors in the UK who have the resources to launch the wine products successfully and grow volume year-to-year. Ten to twelve Southern U.S. wineries will be participating in this activity. Most wineries will be considered 'small, craft wineries' with total production ranging from 5000 – 50,000 cases annually. Introducing the wineries to the importers and distributors that best match their size and needs will be a critical performance measure.

3. Create public relations and marketing in key markets through media contacts, writers, and experts prior to the show to attract high volumes of traffic at the SUSTA booth at LIWF. Utilize social networking activities present with most participating wineries.
4. Working with USDA-FAS London staff, prepare a market briefing for the UK wine market and present this information via teleconference or webinar 10-14 days prior to the LIWF.
5. Attend the LIWF; be available to answer questions southern wine exhibitors may have and maintain a presence at the SUSTA booth during show hours.
6. Schedule introductions and sampling at the booth with at least 5 importers/distributors/buyers per winery.
7. Assist each represented winery with contact follow-up via phone and e-mail up to 45-days after the LIWF conclusion.
8. Recruit and travel with a select group of UK importers to the US to meet with SUSTA wineries in the months following the LIWF.

Activity Background:

The trade show promotions will specifically target the wine industry in the U.K. to promote and generate interest in southern region wine 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

Virginia Department of Agriculture
Attn: Joel Stopha, International Marketing Specialist
102 Governor Street
Richmond, Virginia 23219
USA
Joel.stopha@vdacs.virginia.gov

Questions

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

SUSTA

Attn: Bernadette Wiltz, Deputy Director and International Marketing Director
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New Orleans, Louisiana 70139-7774
USA
Bernadette@susta.org

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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.