



**January 16, 2024**

**Request for Proposal  
Logistic Support Liaison  
4WO68**

**The Organization**

The Southern United States Trade Association (SUSTA) is a 501c non-profit international trade development organization which combines federal, state and industry resources for export market development. SUSTA's member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia, West Virginia and the Commonwealth of Puerto Rico.

SUSTA cooperates with its member state Departments of Agriculture and the U.S. Department of Agriculture to carry out programs that will increase U.S. agricultural exports. SUSTA promotes U.S. agricultural products in over 30 countries by way of international trade exhibitions, trade missions, in store promotions, export seminars, and point-of-sale promotions. It also provides export assistance to small business to offset their export promotion costs.

**Background**

SUSTA's funding is almost entirely derived from the federal Market Access Program (MAP), which is administered by the USDA's Foreign Agriculture Service (FAS). The organization is tasked with promoting exports of high-value food and agricultural products of U.S. origin and federal funds must be utilized according to federal regulations outlined by USDA.

SUSTA assists companies in promoting products internationally through two basic types of programs: The Market Access "Branded" Program and the Market Access "Generic" Program:

- SUSTA's 50% CostShare (Branded) program assists individual companies to 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 (SBA) guidelines and their products must be of at least 50% U.S. agricultural origin. Products promoted have been as diverse as rice, seafood, alligator hides, snack foods and hot sauce. Companies apply for funding on a fiscal year basis, with marketing and promotional activities taking place year-round.

- SUSTA's Global Events (Generic) activities are industry-wide projects managed by SUSTA staff and its member State Departments of Agriculture. Activities typically include trade missions, trade shows, in store promotions, and trade seminars. Any company or cooperative with products of 50% or more U.S. agricultural origin are welcome to participate in SUSTA's Global Events.

## **Scope of Work**

SUSTA is seeking a consultant to help the association with logistic support for key international markets. Coordination will include critical services necessary to support exporters to be prepared to participate in SUSTA's Global Events in the international markets.

The overview for the Logistic Support Liaison in general will assist with market reports, addresses exporters specific questions, ensure exporters have completed all required documents, and submits required certifications and documentation needed for each exporter to participate in SUSTA's Global Events. Listed below are specific responsibilities that the Liaison would be required to provide:

1. Provide ongoing communication with each registered participant on a SUSTA Global Event for specific challenging markets to do an assessment of their products to make sure it is suitable for the market and specific trade event they have registered to participate in.
2. Provide best prospect foods to support exports that have targeted a certain market and follow-up with specific questions or concerns the exporter has.
3. Organize shipping, documentation, and provide any necessary forms and certificates needed from each exporter to participate.
4. Provide ongoing liaison with SUSTA in market contractors, FAS Agricultural Trade Office, FDA, and freight forwards.
5. Coordinate shipping for exhibitors and ensure booth design, translators, and equipment is ordered based on requests and completed orders from each exhibitor.
6. Ongoing Liaison with SUSTA's Activity Managers and in country consultants.
7. Provide services to support a successful event for each exhibitor as needs arise.
8. Provide reports to support work completed and outcome.

The contractor shall meet the objectives above and program components set forth below.

**The timeframe for the contract will begin on February 19, 2024, and end on December 31, 2024.**

## **Activity Background:**

The association is looking for a firm to continue to help the association report on outcome of

these important programs.

### **Budget:**

Funding for this project is provided through the USDA Foreign Agriculture Service Market Access Program and is subject to the appropriate regulations and policies.

### **Sufficiency of Response**

Each proposal will be scored on the following measurements:

- Market knowledge
- Strategies/activities relevant to reaching the association goals to increase exports.
- Approach to managing/carrying out the strategies.
- Measurable results of previous, similar programs managed by the respondent.
- Cost effective.
- References (minimum of 3) of similar work conducted for other clients.
- Staff resources to effectively carry-out strategy for this association.
- Timeliness of proposal received.

Proposals should be concisely written to respond to this RFP. Elaborate attachments are not necessary. A budget analysis or breakdown of costs is required.

### **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 principals, contact information including addresses must be included in the proposal. These will be subject to approval by SUSTA.

### **Deadline for Proposal**

All proposals from bidders must be submitted by **Friday, February 5, 5:00pm central standard time (CST)**. The successful bidder will receive notification after SUSTA's Operations Committee and Activity Managers have reviewed all proposals based on the key criteria. The planned commencement of the project will start in 2024 upon written notification from SUSTA. Proposals may be submitted to the following:

Bernadette Wiltz-Lang

Southern United States Trade Association (SUSTA)  
Executive Director  
[Bernadette@susta.org](mailto:Bernadette@susta.org)

And

Sandra Lobb  
Southern United States Trade Association (SUSTA)  
Global Events Director  
[Sandra@susta.org](mailto:Sandra@susta.org)

And

Charles Green  
Deputy Commissioner  
Virginia Department of Agriculture and Consumer Services  
Tel. +804.786.3501  
[Charles.Green@vdacs.virginia.gov](mailto:Charles.Green@vdacs.virginia.gov)

## Questions

All questions regarding this RFP should be directed to:

Bernadette Wiltz-Lang  
Southern United States Trade Association (SUSTA)  
Executive Director  
[Bernadette@susta.org](mailto:Bernadette@susta.org)

And

Sandra Lobb  
Southern United States Trade Association (SUSTA)  
Global Events Director  
[Sandra@susta.org](mailto:Sandra@susta.org)

## Rejection of Proposals

SUSTA retains the right to reject all proposals submitted in response to this RFP. SUSTA does not discriminate in any of its programs and activities against recipients on the basis of age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, political affiliation, military status, marital or familial status.