



**Food  
Export**  
Midwest USA



**Food  
Export USA**  
Northeast

YOUR CONNECTION TO GROWTH™

## **INVITATION FOR BIDS**

Food Export – Midwest and Food Export - Northeast are seeking one or more individuals/companies to be their In-Market Representative and assist in the execution of all responsibilities pursuant to their market development activities for processed foods and/or Northeastern US seafood products in the Southeast Asian market. These activities include Food Show PLUS!™, Market Builder, Focused Trade Missions, Buyers Missions, Virtual Consultation, Lead Qualification Service, Product Showcases, Retail and Foodservice Promotions, Importer Education and Development, market research, market development, seafood, special projects and trade servicing for the program year. The selected In-Market Representative(s) will be responsible for the aforementioned activities during our 2025 Program Year from January 1 to December 31, 2025.

Attached please find the official Request for Proposal for details, requirements, and deadlines.

The deadline for proposals is 12:00 noon ET on **Wednesday, August 28, 2024**. Only emailed proposals will be accepted.

Please send proposals to:

Joy F. Canono  
Food Export USA - Northeast  
Email: [jcanono@foodexport.org](mailto:jcanono@foodexport.org)

**Questions should be directed to:**

Femke Bosch, International Marketing Program Manager  
Food Export Association of the Midwest USA  
Email: [fbosch@foodexport.org](mailto:fbosch@foodexport.org)



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Northeast

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## **Request for Proposals Southeast Asia In-Market Representative**

### **Background**

The Food Export Association of the Midwest USA (Food Export – Midwest) and Food Export USA – Northeast (Food Export – Northeast) are not-for-profit export associations whose primary function is to develop export markets for midwestern and northeastern (respectively) producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from thirteen midwestern and ten northeastern states.

Both groups are participants in the Market Access Program (MAP) and Regional Agricultural Promotion Program (RAPP), federal programs handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP and RAPP are intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately seventy-five other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export - Midwest and Food Export - Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export – Midwest and Food Export – Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, food ingredients, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others. Additionally, Food Export – Northeast promotes benchmark seafood products from the northeastern U.S. including lobster, scallops, monkfish, Atlantic herring, squid, Atlantic mackerel, dogfish and skate.

Food Export - Midwest and Food Export- Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export - Midwest focuses on midwestern exporters and a series of nine overseas target markets, including China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, Oceania, Mexico and Sub-Saharan Africa. Food Export -Northeast targets northeastern exporters and eight overseas markets, including China, Europe, Hong Kong, Central America, Canada, the Middle East, South America, and the Caribbean. By collaborating, the activities and services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access

to a larger range of export promotion opportunities, while the limited staff at Food Export - Midwest and Food Export - Northeast can focus on specific market development opportunities.

The states that are members of Food Export- Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, Missouri and Oklahoma. Food Export – Northeast encompasses: New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export – Midwest and Food Export - Northeast is available on the Internet at: [www.foodexport.org](http://www.foodexport.org).

### **Scope of Work**

Food Export – Midwest and Food Export - Northeast are seeking one or more individuals/companies to be their In-Market Representative and assist in the execution of all responsibilities pursuant to their market development activities for processed foods and northeastern U.S. seafood products in the Southeast Asian market. These activities include Food Show PLUS!™, Market Builder service, Focused Trade Missions, Buyers Missions, Virtual Consultation, Lead Qualification Service, Product Showcases, Retail and Foodservice Promotions, Importer Education and Development, seafood, market research, market development, special projects and trade servicing for the program year. The selected In-Market Representative(s) will be responsible for the aforementioned activities during our 2025 Program Year from January 1 to December 31, 2025.

Please provide a quotation for each of the following services:

#### **1. Trade Servicing**

##### **Scope of Work**

The responsibilities of the selected In-Market Representative in carrying out trade servicing may include, but are not limited to:

- Visiting with potential importers, distributors, retailers, food service, food ingredient, feed ingredients, and seafood buyers and developing lists of these companies that are the most reputable, experienced, and in the best position to deal with our exporters.
- Developing and maintaining a database of potential importers and buyers from the representative's market, their contact information, and their product interests. Data developed as part of this trade servicing agreement will be shared with Food Export at the conclusion of the year.
- Conducting outreach and educational efforts on behalf of Food Export – Midwest and Food Export – Northeast to encourage participation in our programs and services.
- Following up with buyers that participated in buyers missions, FSP!™, Market Builder, Focused Trade Missions, Product Showcases, Retail/Foodservice

Promotions, other special projects and obtain evaluations and or identify problems which may be inhibiting sales.

- Participate actively in the usage of Food Export’s Dynamics database either by entering notes in the system or providing any updates on contacts listed.
- Create and maintain a website that is dedicated to representing Food Export – Midwest and Food Export Northeast in the Southeast Asian market. The main objectives of the website are to receive inquiries, connect with new buyers in the market, and promote Food Export importer services.
- The IMR will maintain and post on one or more social media platforms dedicated to promoting Food Export-Midwest and Food Export-Northeast in Southeast Asia. IMRs will be responsible for maintaining social media engagement to create and increase foreign buyer awareness of Food Export programs and services.
- Liaising with USDA/FAS Posts on a regular basis. For seafood related issues in the Southeast Asian market, liaise with the U.S. National Oceanic and Atmospheric Administration (NOAA), Southeast Asian counterpart agencies, and other non-governmental organizations (NGOs) to maintain awareness of policy, trade and market issues that may affect the seafood industry in the northeastern U.S. This includes proactive communication, monitoring and consolidating industry feedback.
- Informing Food Export – Midwest and Food Export - Northeast of market development opportunities that arise throughout the year and activities that should be included in our annual funding application to the U.S. Department of Agriculture, the Unified Export Strategy (UES).
- Promoting Food Export’s Online Product Catalog including pre-qualifying buyers and generating trade lead inquiries for dissemination to Midwest and Northeast companies.
- Traveling to the U.S. to visit with Food Export – Midwest and Food Export – Northeast to learn more about their operations, activities, and companies.
- Assisting with Branded Program inquiries as requested.
- Assisting our State Marketing Specialists on a limited basis.
- Informing Food Export – Midwest and Food Export – Northeast of any noteworthy market intelligence that should be included in our communication tools that goes out to exporters (newsletters, social media, blog, etc.)
- Reporting on any potential success story leads and actual sales that have resulted from a Food Export program or activity.
- Track sales and other performance measures resulting from all events in which services are provided. Assist in documenting performance results by completing

evaluations using Food Export – Midwest and Food Export - Northeast standard evaluation formats, where appropriate. Generate success stories as results warrant. Identify problems which may inhibit sales and in obtaining evaluation results.

- Refer participating importers and exporters to other relevant services offered by Food Export –Midwest and Food Export - Northeast, the FAS offices and other service providers that can further assist them in achieving increased sales/purchases of U.S. food and agricultural products.
- The In-Market Representative will be responsible for providing a monthly report outlining the trade servicing completed and any results achieved.
- Maintain social media engagement to create and increase awareness of Food Export programs and services.

### ***US Foodlink and US Feedlink Newsletter and Email Bulletins***

In addition to the above, the In-Market Representative is responsible for the promotion and distribution of *US Foodlink and US Feedlink* by:

- Maintaining a database of addresses for distribution of the bi-monthly *U.S. Foodlink and Feedlink* newsletters, including importers, retailers, foodservice operators, other trade contacts and FAS Overseas Post(s)
- Continually add new addresses, update existing ones and send this database to Food Export-Midwest and Northeast December of each year or as requested
- Translate the *US Foodlink/Feedlink* newsletters, or collaborate regarding translation with relevant other market representatives conducting business in the same language if appropriate
- Promote the *US Foodlink/Feedlink* bi-monthly newsletters and email bulletins to all contacts
- See that buyers with an interest in the *US Foodlink/Feedlink* email bulletins are entered in Food Export Dynamics database with an active e-mail
- Buyers interested in products featured in the *US Foodlink/Feedlink* newsletters are submitted as trade leads via the Food Export portal.
- Inform Food Export – Midwest and Northeast of any success stories that may come out of the newsletters or email bulletins. This should include not only sales from the New Products section, but any evidence of use such as attendance at a trade show due to use of the Events section or changes in operations due to research that is incorporated on the website
- Make recommendations for content and improvements to *US Foodlink/Feedlink*
- Conduct evaluation of *US Foodlink/Feedlink* every three years.

***Please quote on a per unit basis. Please identify the country(ies) you can cover.***

## **2. Food Show PLUS!**

### **Background**

Food Show PLUS!™ is a trademarked service that provides U.S. companies with the information and support they need to be an effective exhibitor at an international trade show. We try to add value for exhibitors by focusing our efforts on maximizing their potential for developing leads, securing an importer/distributor, and realizing sales from the show.

Ultimately, by being adequately prepared to do business at the show, companies make the best possible use of the trade show environment and improve their chances for building new sales relationships. The trade shows and activity dates will be determined later.

Food Show PLUS!™ will be offered through the selected In-Market Representative. A member state representative, staff member or a contracted activity coordinator will attend the show and coordinate all activities, and in general, provide onsite management of the activity. Publicity and recruitment for each Food Show PLUS!™ event is typically handled by Food Export – Midwest and Food Export - Northeast staff, with support from each of our member states. Participating companies pay a modest participation fee to help offset Food Export’s cost of doing the event. We conduct an on-site evaluation plus a follow-up evaluation after six months.

### **Scope of Work**

The types of services considered for each Food Show Plus!™ trade show are categorized as base services and additional services. Base services include those that directly relate to the generation of export results, at all events in which we offer Food Show PLUS!™, the base services must be delivered. For shows where we traditionally have had significant supplier participation, we may include an “a la carte model” of additional services offered that are tailored for the show/market.

#### Base services (required)

- Targeted invitation to qualified buyers to exhibitor booths and when possible, setting-up appointments (markets where appointments are unavailable must provide extra background on invitation process)
- Virtual Consultation with individual participants before the show
- On-site show assistance by In-Market Representative
- Welcome Packet and Market Briefing.
- Local industry tours as appropriate
- Performing 3 Lead Qualifications
- Assisting eligible exhibitors with obtaining Branded Program reimbursement
- Providing a final activity report to Food Export

Additional services (offered at larger Food Show PLUS!™ activities on a la carte basis to suppliers based on need as determined by Food Export and In-Market Representative)

- Providing technical (food industry) interpreters/booth assistants at the show booth
- Translation of up to 2 pages of basic exhibitor material (usually company or product information), into appropriate foreign languages,
- Conduct store check analysis.

While Food Show PLUS!™ services offered may vary slightly depending on the market, trade show organizers, and Activity Coordinator, at the minimum, the In-Market Representative is responsible for ensuring that the services mentioned above are provided in a timely manner. Further explanation of the services and other administrative tasks include:

1. Providing key messages about the market and the show and any information that can be utilized to promote and sell the activity.

2. Developing an executive summary of goals, objectives, plans and budget to administer the project, and a detailed timeline for completion of each phase of the project plan in close coordination with the Activity Coordinator. Budget should include a total cost to administer the project.
3. Communicating project details to the appointed Activity Coordinator.
4. Utilizing promotional materials to promote the Food Show PLUS!<sup>TM</sup> service to companies registered for the trade show. In-Market Representative may be required to contact companies to promote the service.
5. If translation of material is part of the specific Food Show PLUS!<sup>TM</sup>, companies must receive the final translated version three weeks before the show as long as all company information is received in a timely basis. Companies will be responsible for printing profiles. (Translation is limited to a maximum of 2 pages of text per company.)
6. If store check is part of the specific Food Show PLUS!<sup>TM</sup> the store check report will be based on visits to at least three different supermarkets in a major city in the market. If the product is new-to-market and there are no competitive brands, then information should be reported on a product(s) that could be considered a close competitor to the item of interest. Retail outlets selected for this research should be able to provide the U.S. exporter with a view of a wide range of the major brands in the market. In the case of food or feed ingredients, the store check report lists examples of product applications in the market; identifies where in the supply chain that the ingredients are needed; and whether the product is imported directly or through specialized intermediaries.
7. Providing an adequate number of interpreters during show hours, if necessary, to serve the participating companies. The In-Market Representative is responsible for hiring qualified interpreters with knowledge of the food industry and applicable terminology, and managing their services during show. Instructions/expectations should be provided to each interpreter prior to the show. Training will be conducted in advance of the show for interpreters and participating companies. U.S. companies may assist to brief the interpreters on product knowledge, knowledge of the selected food industry, and applicable terminology.
8. Attending the show to supervise activities and interpreters.
9. Conducting daily meetings with the Activity Coordinator while at the show.
10. Providing bi-weekly progress reports and maintaining close communication with the Activity Coordinator.
11. Communicating with the show management to obtain a list of U.S. companies who sign up for the show and communicate said list to the Activity Coordinator-maintaining close communication with the Activity Coordinator.
12. Inviting appropriate buyers to Food Show PLUS!<sup>TM</sup> participants' booths and set-up appointments, where possible, i.e., invite major importers of ketchup to ketchup exhibitors' booth.
13. Providing a Welcome Packet for all participants in order to demonstrate value of the service. This must be sent out ahead of time and can include a recorded/written Market Briefing if IMRs are unable to facilitate one on-site. If USDA is doing a market briefing, that does not replace the Welcome Packet. Other information in Welcome Packet could include information about the show, city, country, or industry.
14. Virtual consultations should be provided one-on-one with each participant before the show. In rare cases, group calls may suffice as long as participants are able to submit questions ahead of time as they do in Virtual Consultations.

15. Lead Qualification. Up to three leads from the participant must be qualified following the Lead Qualification process. Leads will be submitted to the IMR within one month of the trade show and must be returned within 2 weeks of submission.
16. Trade Show Pavilion Coordination for seafood companies at Seafood Expo Asia.
17. Providing a detailed final report inclusive of:
  - a. Executive Summary
  - b. Review of project
  - c. List of Participants and corresponding company evaluations
  - d. Summary of project and each segment
  - e. Evaluation of each project segment
    - Company profiles
    - Store checks
    - Interpreters
    - Industry tours
    - Press releases (if any)
  - f. Recommendations to improve services at the trade show or future activities
  - g. In-Market Representative comments and evaluation results
  - h. Digital pictures of the event including show signage and where possible, representative photos of the area.

*This service is provided on an as-needed basis. Participation varies by market but on average, 5 companies register for this service per show, each requiring approximately ten days of work. Please quote on per participant basis indicating costs for the base package and separately for the additional services.*

### **3. Market Builder**

#### **Background**

The Market Builder Service is designed to assist U.S. companies to learn whether their products are appropriate for a given export market, and if so, to establish a base for securing an appropriate distributor relationship in that market. The service is provided by Food Export – Midwest and Food Export – Northeast through their network of In-Market Representatives. The service consists of two independent packages, i.e., Market Scan and Rep Finder. Although companies are encouraged to sign up for both packages (or a full Market Builder), companies may choose to participate in one or both packages detailed below depending on their needs and goals in the market. Participating companies will need to choose a product and identify the export market for which they want the service to be conducted. For the Market Scan component, the In-Market Representative will have thirty days after samples or company literature from participants are received to complete the scope of work. In the interest of standardizing reports that our export companies receive, Food Export has developed report templates which include the components outlined below.

#### **Scope of Work**

##### **Package A – Market Scan**

The In-Market Representative will provide a well-rounded Introduction, comprehensive overview of the market, current product usage in the market and applicable trends.

1. Store Check

The In-Market Representative will assist U.S. food companies to determine competing and similar products that are being sold in the overseas market. The



store check report will be based on visits to at least three different supermarkets in a major city in the market. If the product is new-to-market and there are no competitive brands, then information should be reported on a product(s) that could be considered a close competitor to the item of interest. Retail outlets selected for this research should be able to provide the U.S. exporter with a view of a wide range of the major brands in the market.

The types of information that are reported in the store check analysis are:

- Type of product
- Competitive brands
- Flavors
- Package types and sizes
- Shelf space (number of facings)
- Regular prices in U.S. dollars and any special price offerings, if any
- Countries of origin
- Names of Importers/Distributors

In the case of a Market Scan for food ingredients, the store check report lists examples of product applications in the market; identifies where in the supply chain that the ingredients are needed; and whether the product is imported directly or through specialized intermediaries.

## 2. Competitive Product Shopping

In-Market Representative will provide firsthand information to Midwestern and Northeastern food companies about competitive products that are being sold in Southeast Asia. In-Market Representative will purchase samples of these competitors' products and provide these samples, or when agreed to by Food Export, sample packaging, to the Midwestern and Northeastern food companies. Food Export – Midwest and Northeast will reimburse In-Market Representative for cost of samples up to US\$60. Cost of samples in excess of US\$60.00 will be at the expense of the Market Builder company participant. This service will offer firsthand information about the type of packaging, labeling, and ingredients the competition is using. The competitive products that were identified while completing the Store Check and Distribution Analysis will be included, wherever possible. If the product chosen for the Market Scan is a food ingredient, the competitive product shopping may not be possible. In lieu of this, the food ingredient Market Scan participant receives a translation of up to 4 pages of their technical information. If need be, the IMR can send only the products' packaging, especially when products are liquid, shelf-sensitive, etc. If sending samples or packaging is not feasible, IMR should send digital images of the product, including product descriptions, sizes, other label information as well as current prices.

## 3. Distribution Analysis

The In-Market Representative will provide information on the make-up of the distribution channels through which the U.S. company's product is to be sold in the market. Types of information would include the size and make-up of the major players in the channel (ex. retail, foodservice or ingredient) and any trends evident in the changing nature of that channel over time.

#### 4. Importation Analysis & Regulations

In-Market Representative will create a report that identifies the restrictions affecting the importation of said product into Australia and New Zealand. Specifically, the report must include a statement listing:

- Harmonized System (HS) Code/import category
- Import statistics by volume and value based on the HS code, or a similar product, to demonstrate market share
- Also run a sample computation of the product's estimated landed cost
- Packaging and labeling requirements including date codes, local language requirements, importer information and units of measurement
- Import barriers
- Tariffs; value-added taxes and other fees
- Non-tariff barriers, including ingredient limitations, GMO concerns, etc.; prohibition on certain countries of origin whether temporary or long-term
- Import licensing requirements, permits, certificates and/or other documentation required to import a product into said country
- Product registration requirements
- Expiration date requirements.

#### 5. Distributor Referrals

The In-Market Representative will forward product samples, product brochures or literature, company profile and indicative export pricing to six appropriate and pre-qualified buyers. The Representative will create a report containing feedback from at least 5 buyers regarding said product. Buyers should provide feedback on the following qualities:

##### A. Reaction to the product samples and literature

- Taste
- Formulation/Ingredients
- Shelf-life
- Package design and appearance
- Type of packaging (glass bottles, cans, PET, cartons, etc.)
- Package sizes
- Labeling and information on the package
- Price

##### B. Reaction to product range (from catalogue or product literature)

- Products with best sales potential
- Products with least sales potential
- Products that a particular distributor is interested in

##### C. Other

- Typical distributor/wholesale and retail margins
- Barriers to import
- Expenses required to market the product, i.e., slotting allowances, new product evaluation fees, and/other retail policies which may affect market entry

## 6. Target Importer List

The In-Market Representative will provide a list of potential importers, including those involved in the distributor referrals above. Importers will be prioritized according to interest in the product. The list will include contact name and contact information. This list will also provide a brief summary of each importer's profile such as distribution, existing product lines and other available, public information. Buyers that are not interested are also listed with reasoning behind the non-interest.

## 7. In-Market Representative's General Marketability View

This is the In-Market Representative's opinion of the marketability of the product and important marketing recommendations. It should be based on the In-Market Representative's opinions or observations in the market, but not involve any additional research or trade interviews. This should not be more than two or three paragraphs.

## 8. Post Information

The In-Market Representative will also send any relevant reports from the FAS Overseas Post such as category specific guides, Exporter Guide, Retail Sector report, etc.

### **Package B – Rep Finder**

#### 1. Distributor Referrals

The In-Market Representative will forward product samples, product brochures or literature, company profile and indicative export pricing to six appropriate and pre-qualified importers. The In-Market Representative will create a report containing feedback from at least five buyers regarding said product. Buyers should provide feedback on the following qualities:

##### A. Reaction to the product samples and literature

- Taste
- Formulation/Ingredients
- Shelf-life
- Package design and appearance
- Type of packaging (glass bottles, cans, PET, cartons, etc.)
- Package sizes
- Labeling and information on the package
- Price

##### B. Reaction to product range (from catalogue or product literature)

- Products with best sales potential
- Products with least sales potential
- Products that a particular distributor is interested in

##### C. Other

- Typical distributor/wholesale and retail margins
- Barriers to import
- Expenses required to market the product, i.e., slotting allowances, new product evaluation fees, and/other retail policies which may affect market entry

##### D. General Marketability of Product

- E. Marketing recommendations, including merchandising and promotional activities
- F. List of companies that received product samples, their contact, details, their interest in distributorship, and their opinion on whether the product is suitable for the market or not.

## 2. Target Importer List

The In-Market Representative will provide a list of potential importers, including those involved in the distributor referrals above. Importers will be prioritized according to interest in the product. The list will include contact name and contact information as well as also provide a brief summary of each importer's profile such as distribution, existing product lines and other available, public information. Buyers that are not interested are also listed with reasoning behind the lack of interest.

## 3. In-Market Assistance

The In-Market Representative will arrange at least three one-on-one appointments between participating U.S. exporters and targeted importers in his/her market. The Representative will make arrangements for the time, place, interpreter (if necessary) and other details of the meetings.

If a schedule cannot be filled, Food Export – Midwest and Northeast should be notified in advance.

The In-Market Representative should:

- Assist with hotel and domestic transportation arrangements, if needed, but these expenses will be paid for by the Market Builder company participant
- Provide a market briefing
- Arrange trade appointments and a visit with the USDA Foreign Agriculture Service (FAS) Overseas Post (if time permits)
- Make personal introductions and accompany the U.S. exporter to meetings; assist with communication and moderate the sessions; provide the participating U.S. exporter with a candid evaluation of the meetings and make recommendations for future action steps.
- Where companies face non-tariff trade barriers, Food Export – Midwest and Northeast will assist companies in utilizing the appropriate services of the Foreign Agricultural Service and the U.S. Trade Representative to seek redress from higher level sources.
- Follow up with the U.S. exporter prior to their departure from the country to make sure that their meetings went smoothly and answer any questions they might have.

Market Builder Completion and Reports: The In-Market Representative will complete and provide the Market Builder report to participant with a copy to Food Export no later than 6 weeks after receipt of product/company profile and required product samples, when applicable. In addition, all work must be completed within the relevant program year.

***This service is provided on an as-needed basis. A detailed template for the report will be provided; Market Scan reports average 25 – 40 pages. A full Market Builder requires approximately 6-7 days of work. Please provide quotes for each package of the Market Builder service and for providing the combined packages per project.***

## 4. Buyers Missions

### **Background**

Food Export – Midwest's and Food Export Northeast's approach to organizing buying teams is to first identify sectors of the food industry in which their suppliers are

competitive. These sectors include Grocery Products, Specialty Foods, Seafood, Food Ingredients, Private Label, Natural/Organic, Food Service (HRI), Pet Food, and Feed Ingredients and Additives. Next, markets that are appropriate for that segment of the food industry are targeted, and important Buyers within these sectors are selected.

Buyers are invited to travel to the U.S. to participate in a broad series of private one-on-one meetings with U.S. suppliers. These meetings offer an unparalleled opportunity for each to learn more about the other's business, product line, marketing requirements or capabilities, strategies, opportunities, requirements and limitations.

### **Scope of Work**

The responsibilities of the selected In-Market Representative in carrying out a Buyers Mission are as follows:

- 1) Work with Activity Coordinator(s) to determine needs of the Buyers Mission.
- 2) Pre-qualify and recruit appropriate Buyers, including any recommendations made by the local FAS Office.
- 3) Communicate closely with Buyers to understand their buying interests.
- 4) Provide a detailed profile of each Buyer to the Activity Coordinator.
- 5) Assist Activity Coordinator with details of the itinerary.
- 6) Assist Activity Coordinator to understand any special/cultural needs the Buyers may have.
- 7) Work with Food Export – Midwest and Food Export – Northeast and their travel agents to make appropriate travel arrangements.
- 8) Depending on the mission, the In-Market Representative may be requested to attend the mission to assist with various tasks, such as interpretation, communication and general management/logistics of mission.
- 9) Provide input into retail tour needs
- 10) Post-activity report should include comprehensive comments from the buyer regarding their interactions with suppliers
- 11) Assist with follow-up after the mission is completed to understand the results of the mission (i.e., sales made).
- 12) Assist Activity Coordinator or Food Export – Midwest and Food Export - Northeast with six-month evaluation process.

*Please quote on a per buyer basis.*

## **5. Focused Trade Missions**

### **Background**

Food Export – Midwest and Food Export - Northeast and their member states work with small and medium-size food companies. Among the challenges of working with these companies is their lack of understanding and exposure to many markets. Often times, these companies try to sell their products and develop business relationships in countries they have not traveled to or toured in order to familiarize themselves with the basics of that market. This lack of understanding leaves U.S. exporters with only product specifications and prices as tools to market to foreign markets and often ends in failure.

The Focused Trade Mission is designed to offer U.S. exporters both a sales opportunity and educational experience. This project will take advantage of established relationships and programs available to U.S. exporters and provide a unique opportunity to travel to a

target market not anchored to exhibiting at a tradeshow. Often, cost and time prohibit U.S. tradeshow exhibitors from the opportunity to study the market outside the tradeshow walls.

The Focused Trade Mission will partner with the following services and service providers: FAS Overseas office, Food Export – Midwest and Food Export – Northeast representatives, the Branded Program and member state representatives to offer U.S. companies a first hand experience of the target market and highlight opportunities and constraints. Coupled with the educational component of this mission, there will be scheduled meetings and a tabletop reception to put U.S. exporters in contact with potential Buyers.

### **Scope of Work**

Total participation averages eight or more companies per mission, depending on recruitment. The responsibilities of the selected In-Market Representative in carrying out a Focused Trade Mission are as follows:

- 1) Provide key messages about the market and any information that can be utilized to promote and sell the activity.
- 2) Work with Food Export staff to determine exact dates of the trade mission as well as elaborate on a back-up plan for any changes on dates.
- 3) Develop an executive summary of goals, objectives, plans and budget to administer the project, and a detailed timeline for completion of each phase of the project plan in close coordination with the Activity Coordinator.
- 4) Communicate project details to the appointed Activity Coordinator.
- 5) Conduct pre-event product research regarding pricing, import regulations and competitor analysis. Components of Market Scan may be chosen as part of this pre-event research.
- 6) Coordinate with the FAS Overseas Post to present a market briefing to the participating companies. If agreed by FAS, the briefing could take place in FAS facilities or in a meeting room. In-Market Representative will make the request to the FAS office as soon as the project is approved.
- 7) The In-Market Representative will set-up one-on-one meetings with importers, distributors, supermarket buyers, and other appropriate trade contacts. The appointments will take place in the importer's offices or at other designated meeting place. The In-Market Representative will coordinate the transportation to all these appointments.
- 8) Organize visits to different retail stores as part of the learning experience of visiting the market. During the supermarket tours, companies will be able to learn who is doing business in the market, what types of products are selling, and what prices various products are selling at in the market. Transportation will be coordinate by the In-Market Representative.
- 9) Organize a table-top display/reception at a hotel meeting room or at the FAS Overseas office. Importers, distributors and buyers will be invited for the reception (a minimum of buyers should be confirmed). The table top will last average half day in order to give the opportunity to buyers to arrive at any time within that time. In-market representative will produce and send invitations for this event.
- 10) Coordinate the in-country transportation of all the mission participants to business events that are part of the Focused Trade Mission agenda. Passenger vans will be rented as they are needed.
- 11) Coordinate hiring additional interpreters, so all the participating companies are able to get clear translation/interpretation during the Trade Mission.

- 12) Coordinate hotel reservations for all Mission participants at federal per diem rate. (Exporter/participants will pay their own lodging and meal expenses).
- 13) Coordinate the importation of the samples into the market.
- 14) Arrange for the printing of a mission brochure containing information on all the Mission participants, including contact information and company and/or product profiles. Approximately 500 copies (or a sufficient number of copies according to the needs of each particular market) may be printed in a double letter size page. Each participating U.S. exporter will use this as a hand-out during the showcase, reception and for the one-on-one business appointments. Any remaining brochures will be left at the FAS Overseas Office for further distribution.
- 15) Provide a detailed final report inclusive of:
  - a. Executive Summary
  - b. Review of project
  - c. List of Participants and corresponding company evaluations
  - d. Summary of project and each segment
  - e. Evaluation of each project segment
    - i. Company profiles
    - ii. Product surveys
    - iii. Interpreters
    - iv. Informal retail tours
    - v. Press releases
  - f. Recommendations to improve services at the trade show or future activities
  - g. In-Market Representative comments and evaluation results
  - h. Digital pictures of the event including show signage and where possible, representative photos of the area

***Based on our experience, we estimate a Focused Trade Mission activity will require approximately 50 days of preparation work plus the execution of the mission. Please provide a quote which is comprised of an overall administrative fee for the mission, plus a per-supplier participant fee for mission services for participants one through eight, then, include cost per supplier beyond eight participants.***

## **6. Virtual Consultation**

The responsibilities of the In-Market Representative in carrying out the virtual consultation includes:

- Review supplier profile report to be submitted by Food Export - Staff indicating a supplier's product, previous experience in the market, goal for participation in a call, and questions pertaining to the one-on-one video conference.
- Conduct preliminary research in order to be able to answer supplier questions and provide valuable feedback to help the supplier attain a better understanding of the market.
- Questions may pertain to the following topics:
  - Product preferences (taste, ingredients, format, etc.)
  - Package size, color, type, etc.
  - Red Flags (issues with product that may make it a bad fit for the market)
  - Basic import data based on product type
  - Trade show information (size, audience, potential, etc.)
  - Country specific information regarding consumers
  - Basic marketability of product based on product type

- Participate on the 30 min. video call
- Provide basic follow-up to any further questions discussed during the consultation. The follow-up will be limited to and included in a consultation report (no more than one page). The consultation report will provide a record of what was discussed during the virtual consultation and will be provided to the supplier by the Food Export tactic lead.

*Please quote on a per participant basis.*

## **7. Lead Qualification Service**

The responsibilities of the In-Market Representative in carrying out lead qualification service:

- Review information submitted by the supplier this will include:
  - Business Card Info
  - Trade Show Attended
  - Focus of initial meeting/conversation
  - Key Product Takeaways
  - Reason for Desired Business
    - Particular appeal to the market?
    - Buyer particularly interested in products?
- Researches/contacts potential buyer to collect information, which may include:
- Demographics
  - Org. Category: Broker, Consolidator, Wholesaler, etc.
  - Access to Decision Makers
- Organization Description
  - Background/History
    - Year Founded/HQ
    - Industry Segment
- Products Information
  - What products do they carry/produce already?
  - What products do they have interest in importing?
  - Customers? Import Directly?
  - Shipping Information/Quotation Preferences
- Additional Information – Differences per market
  - Catch all text box where the IMR can share any pertinent info about the buyer not included above
    - Red Flags?
    - Things to consider when pursuing business
    - Cultural tendencies to be aware of
  - Disclaimer
- Submit information gathered to Food Export within two weeks of initial information submitted.

*Please quote on a per lead basis.*

## **8. Product Showcases**

Food Export offers U.S. suppliers opportunities to showcase their products in a Food Export shared booth at various trade shows around the world. Participants at these



showcases do not need to travel to be present at these shows. They are represented at the show by Food Export In-Market Representatives.

The responsibilities of the In-Market Representative in carrying out Product Showcases are:

- Participate in a virtual pre-show briefing with U.S. suppliers to provide brief knowledge of the market for their products
- Targeted buyer invitation to the Showcase
- Assistance with printing of marketing materials; display of product samples (and/or sample packaging) and literature in a shared Food Export booth
- Provide instructions on how to ship product samples/literature and assistance with product sample and literature shipment customs clearance and acceptance to the country
- A one to two-page post-show report for each Showcase participant with a list of trade contacts and potential buyers as well as buyer feedback on their products
- Follow-up with buyers
- Shipping of samples to importers and distributors after the show
- Detailed activity report to Food Export about the product showcase including general feedback and evaluation results

*This service is provided on an as-needed basis. Please quote on per participant basis.*

## **9. Retail and Foodservice Promotion**

Food Export conducts promotional efforts geared toward raising trade and consumer awareness of the variety, quality and value of U.S. products with the goal of product adoption and retention in the long term. In-Market Representatives responsibilities are:

- Identifying and recommending promotional opportunities and partners in the foodservice, food retail, seafood and food ingredient sectors of the market; including working with FAS Posts to identify such opportunities
- Identifying product categories of interest or new-to-market products with the potential for short-term and sustained sales increases
- Ensuring that products from the Midwest and Northeast are included in the promotions
- Developing and assisting with implementation of promotional activities within the guidelines specified by Food Export - Midwest and Northeast including negotiating promotional terms, assisting with in-store merchandising and display, development of promotional concepts and materials, etc.
- Submitting a report on the activity and providing evaluation results

*This service is provided on an as-needed basis. Please quote on per unit basis.*

## **10. Importer Education and Development**

Food Export continues to implement new measures to support established relationships and forge new relationships with importers, distributors, and buyers worldwide. Buyer and importer education development is critical to building and maintaining trusted business relationships. Food Export conducts in-market importer education seminars to assist with this effort along with a number of buyer development initiatives. Contractors will assist with:

- organizing and conducting overseas importer education seminars with a focus on the benefits that the Branded program can offer to importers; discuss how to effectively implement and document promotional activities for reimbursement under the Branded Program
- identifying other relevant seminar contents and information sharing on topics such as trends and innovations in U.S. food and beverage products; retail and foodservice concepts and formats; and/or effective buying and promotional practices
- production, translation and dissemination of importer education brochures and marketing collateral including digital materials
- increasing outreach and promotional campaigns via ads/advertorials and use of social media to build awareness for Food Export programs, solidify relationships with the trade, create and enhance awareness of the brand, quality and safety of US food products from the Midwest and Northeast regions

*This service is provided on an as-needed basis. Please quote on per unit basis.*

### **11. Wrap-around services to USDA Agribusiness Trade Missions**

Occasionally the Foreign Agricultural Service (FAS) of the USDA will coordinate Agribusiness Trade Missions in the Southeast Asian market.

Food Export supports U.S. suppliers from the Midwest and Northeast USA that are participating in the Agribusiness Trade Mission by offering wrap-around services that help them prepare for this trade mission and optimize their success following the mission.

The responsibilities of the In-Market Representative are:

- Pre-event Virtual Consultation
- Pre-event Market Research / Store Audit
- Translation of 2 pages of material into local language (if applicable)
- Post-event Lead Qualification
- Post-event Virtual Consultation/Follow-up Assistance

The In-Market Representative will work with a dedicated Food Export Activity Coordinator on the logistics and communication with the suppliers.

*This service is provided on an as-needed basis. Participation varies by market. Please quote on per participant basis.*

### **12. Market Research and Development**

The responsibilities of the selected In-Market Representative in carrying out market research and development are as follows:

- Undertake industry and/or sector studies as requested;
- Perform other specific consulting work as requested by Food Export – Midwest and Food Export – Northeast.

*Please quote on a per unit basis.*

### **13. Special Projects**

New and special projects may arise and are undertaken by Food Export - Midwest and Food Export - Northeast. Enhancements to existing programs and services may likewise be undertaken in response to evolving market conditions or emerging market opportunities.

Assistance is often needed on these undertakings and may be assigned during the term of this contract. They are responsible for working with the International Marketing Program manager or designated Food Export staff to provide input on a plan of work for the project, as appropriate, and to provide the assistance required and assigned. A specific Scope of Work and Fees will be determined and agreed upon by Food Export and the contractor prior to the commencement of the special project.

*Please quote on a per unit basis.*

### **Requirements**

The In-Market Representative must be able to cite previous experience in market research, market assessment and evaluation, and market promotion/public relations activities. Previous experience with not-for-profit groups, international marketing, and food and/or agricultural groups will be considered favorably. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated projects. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Main point of contact
3. Complete Mailing Address / Physical Office Address
4. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
5. Type of Structure (choose one):  
 Individual    Corporation    LLC    Partnership    Sole Proprietorship

Food Export – Midwest and Food Export - Northeast are not liable for any costs associated with any company’s response to this RFP. Food Export – Midwest and Food Export - Northeast reserve the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received. The awarded contract may be renewed for up to three (3) years.

Selected vendors may be requested to participate in interviews with Food Export staff and/or its representatives.

The selected contractor must agree to abide by Food Export –Midwest and Food Export – Northeast Terms and Conditions:

Food Export Midwest and Food Export - Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means of communication of program information should contact us.

Food Export – Midwest and Food Export – Northeast do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics ([www.foodexport.org/codeofethics](http://www.foodexport.org/codeofethics)).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: [www.foodexport.ethicspoint.com](http://www.foodexport.ethicspoint.com) or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest and Food Export – Northeast do not comply with MAP, RAPP and all other federally funded programs; FAS; Food Export – Midwest and Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information, please see our Terms and Conditions located at [www.foodexport.org/termsandconditions](http://www.foodexport.org/termsandconditions).

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest and Food Export – Northeast require that its contractors may not discriminate on the basis of race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Food Export – Midwest and Food Export – Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor's ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify to the preceding statement, but wish to proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export – Midwest and Food Export – Northeast.

The deadline for proposals is 12:00 noon ET on **Wednesday, August 28, 2024**. Only emailed proposals will be accepted.

Please send proposals to:

Joy F. Canono  
Food Export USA - Northeast  
Email: [jcanono@foodexport.org](mailto:jcanono@foodexport.org)

**Questions should be directed to:**

Femke Bosch  
International Marketing Programs Manager  
Food Export Association of the Midwest USA  
Food Export USA – Northeast  
Email: [fbsoch@foodexport.org](mailto:fbsoch@foodexport.org)