



I. THE U.S. DRY BEAN COUNCIL (USDBC)

Is the national trade association for the U.S. dry bean industry representing its global export development and trade interests. USDBC's membership consists of bean growers, dealers, and processors (corporates). All have an equal interest in increasing the consumption of U.S dry beans around the world. USDBC's membership represents all classes of beans commonly grown in the U.S. The dry beans exported in the highest volumes are; pintos, blacks, small red, dark red kidney, great northern, and navy. Other classes such as baby limas are exported in smaller quantities. Garbanzos are considered to be both a dry bean and a pulse (beans, peas, and lentils).

The USDBC develops, oversees, and implements programs that address market access for U.S. dry beans worldwide. Its mission is to expand market access and exports of U.S. dry beans around the world while protecting U.S. producers from targeted unfair trade practices. The program is made possible by a grant from the U.S. Department of Agriculture's Foreign Agricultural Service (FAS). USDBC has successfully overseen this program for over fifteen years.

The USDA/FAS program demands that policy and marketing activities work in tandem to first open a market and then to maintain and preferably increase market access. USDBC approaches this two-prong strategy through a series of multilateral and bilateral policy and program marketing initiatives implemented by International Representatives in the following regions:

Americas minus Mexico (Argentina, Brazil, Colombia, CAFTA/DR), Caribbean)
Japan
Mexico
India
Southeast Asia
EU & Turkey
Africa
China

II. WORLD PULSES DAY (WPD)

In January 2019, the United Nations Food and Agriculture Organization (FAO) passed a decree declaring February 10 World Pulses Day. The WPD declaration is an important opportunity for the US dry bean industry, to capitalize on this global movement to enhance awareness of US dry beans and increase global consumption. This is a new and ideal platform to discuss the benefits of increased dry bean consumption including; nutritional properties, sustainability, taste, history, and ongoing innovations in bean ingredients, breeding, cultivation, and use. While the campaign is designed to kick off leading up to and on February 10, it will likely continue until the next WPD.



III. USDBC OBJECTIVES FOR WPD

1. Launch innovative global campaign utilizing different dissemination methods and media;
2. Design culturally sensitive and appropriate materials for dry beans on WPD that can be launched through our overseas offices ;
3. Design innovative messaging in line with USDBC priorities and global messaging through the Global Pulse Confederation.

IV. SCOPE OF WORK

USDBC seeks a qualified individual or agency to design and launch the World Pulses Day campaign leading up to February 10, 2020, launch the campaign on February 10 and ensure campaign longevity throughout the year. Campaign will be launched in up to eight countries and the US simultaneously. The Scope of work will include:

- A. Create key messages about U.S. dry beans as high quality, nutritious, versatile, and sustainable with the target audience.
- B. Identify global social media influencers to help launch the message.
- C. Identify appropriate global publications to carry articles about the qualities of US dry beans.
- D. Identify and develop other innovative ways to get out key messaging about US dry beans to a global audience of consumers and influencers.
- E. Work closely with USDBC global offices in dissemination of the programs to ensure culturally appropriate messaging.



The firm or consultant shall successfully complete the above scope of work from September 15 2019 - December 31, 2019. The consultant will work directly with USDDB's Executive Director and other USDDB staff as assigned and will coordinate with designated overseas representatives. The agency or individual selected to conduct activities will contract with USDDB and will be subject to the regulations applicable to the Agricultural Trade Promotion (ATP) Program as administered by the Foreign Agricultural Service of the United States Department of Agriculture.

V. PROPOSALS

USDDB requests that you include the following components in discussing your capabilities:

- A. Describe how you/your agency will achieve the Objectives outlined in Section III and the Scope of Work outlined in Section IV.
- B. Explain why your qualifications and background make you the best individual/agency to represent USDDB in food assistance.
- C. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in food assistance.
- D. Please detail who will make up the USDDB team and explain their roles and experience
- E. Include a detailed estimate of all costs necessary to complete this scope of work including staff fees, third party expenses, administrative overhead, travel, etc.
- F. Include any additional information that demonstrates the ability to perform the functions outlined in this Request for Proposal.



- VI. CONFLICTS OF INTEREST
Potential conflicts of interest relative to this program are as follows: current agency representation of another entity that is directly competitive to dry beans, e.g., peas and lentils, or a firm of record for any dry bean company. Please disclose any conflicts of interest.
- VII. SELECTION CRITERIA
USDDBC reserves the right to award the contract to the individual/agency with the best combination of attributes and ability to successfully serve as the organization's marketing representative in food assistance, not necessarily the lowest bid.
- VIII. ADMINISTRATION
The individual or agency selected for the position will report directly to Rebecca Bratter, USDDBC Executive Director.
- IX. FINANCIAL
The total budget for all aspects of this scope of work, including all fees, overhead, third party expenses, but not including travel expenses will not exceed \$200,000. Submitted proposals should reflect this budget. Funds for this project come from the U.S. Department of Agriculture's ATP Program and are subject to the annual availability of funds in that program.
- X. PROPOSAL DUE DATE / PROJECT TIMING
Proposals are due by close of business on Monday September 16, 2019. For the individual or agency selected to complete this scope of work, the contract will run for the remainder of the fiscal year until December 31, 2019 and will be renewed minimally from January 1, 2020 through March 30, 2020. The contract must be split to reflect funding from two different fiscal years.
- XI. SUBMISSION OF PROPOSALS
Individuals / agencies are invited to submit proposals to USDDBC by close of business (5pm EST) September 16, 2019. Please direct your proposal to the following email address: Rebecca@usdrybeans.com.