



**US DRY BEAN COUNCIL (USDBC)
REQUEST FOR PROPOSALS: INTERNATIONAL REPRESENTATIVE – GREATER
EUROPE/NORTH AFRICA/MIDDLE EAST
Reports to: USDBC Executive Director**

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.

II. SCOPE OF WORK

The U.S. Dry Bean Council is seeking an International Representative to lead programs for Greater Europe and North Africa/Middle East. This RFP specifies Greater Europe as the primary focus will be members of EU 28 but coverage extends to non-EU member European Nations and Turkey. A secondary focus will be to monitor developments and represent USDBC's interests in North Africa and the Middle East, still primarily emerging markets. This includes; strategic vision, direction and implementation of dry bean export development and marketing programs, the development and implementation of new programs in unexplored, underexplored, or competitor export markets, monitoring and response to trade policy challenges and opportunities, and trade servicing including representation at major food focused trade shows such as SIAL, ANUGA, and Alimentaria.



The Representative for Greater Europe and North Africa/Middle East is responsible for the following:

1. Provide strategic direction, a specific detailed work plan, indicators for success and implementation of market development programs designed to increase sales and use of U.S.-dry beans in the markets noted above.
2. Organize trade missions with US dry bean industry delegates to visit with customers and to attend major trade shows including; SIAL, ANUGA, Alimentaria, and Gulfoods. Identify any new trade show opportunities.
3. Organize and manage construction/production of USDBC booth space during major global food trade shows noted above.
4. Monitor and develop strategy and response to trade policy challenges and opportunities, ensure regular communications with the European Union Trade Directorate, local country level trade authorities, and other decision makers and influencers, ensure USDBC has the critical information to prepare response.
5. Design of activities and communications to both increase the specification and understanding of U.S. dry beans by importers, brokers, canners, retailers, food processors and others that purchase or use dry beans.
6. Feedback and education to USDBC staff on a regular basis about the customers or potential customers' needs and constraints to using beans in their respective situations.
7. Travel to the target markets as required to conduct trade service, promotion, and market intelligence gathering activities for the U.S. dry bean industry.
8. Development of the Unified Export Strategy (UES) for target markets including the industry overview and the worldwide view.
9. Serve as point of Coordination for UES preparation for all international market representatives.
10. Gather global statistical reports and work with any consultants/contractors to provide this information to USDBC Executive Director on a quarterly basis.
11. Monitor and report on crop developments and planting intentions in relevant competitor markets.



12. Develop new emerging markets programs to expand USDBC demand building activities in new or underserved/unexplored markets and/or market segments (i.e. value added applications).
13. Develop annual global trade team matrix and identify any new trade events/shows providing new opportunities for promotion and sales of US dry beans.
14. Submit monthly report to USDBC Executive Director

The firm or consultant shall successfully complete the above scope of work from January 1, 2020 – December 31, 2020, with renewal of contract based on satisfactory performance. The consultant will work directly with USDBC's Executive Director and will interact with USDBC's International Promotion Committee (IPC). The agency or individual selected to conduct activities will contract with USDBC and will be subject to the regulations applicable to the Market Access Program (MAP), the Foreign Market Development Program (FMD), and the Agricultural Trade Promotion (ATP) Program as administered by the Foreign Agricultural Service of the United States Department of Agriculture.

III. PROPOSALS

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

- A. Describe how you/your agency will achieve the Objectives outlined in the Scope of Work.
- B. Explain why your qualifications and background make you the best individual/agency to represent USDBC in the European, North Africa, and Middle East regions.
- C. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in both marketing and trade policy work.
- D. Please detail who will make up the USDBC 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.

IV. 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.

V. SELECTION CRITERIA

USDBC 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, not necessarily the lowest bid.



VI. ADMINISTRATION

The individual or agency selected for the position will report directly to Rebecca Bratter, USDBC Executive Director.

VII. FINANCIAL

The total budget for all aspects of this scope of work should include all fees, overhead, third party expenses. Monthly consulting fees will be paid as an all-inclusive monthly fee. Travel expenses will be paid for at actual cost and are not included in fees.

Submitted proposals should reflect. Funds for this project come from the U.S. Department of Agriculture's Foreign Agricultural Service's Trade Promotion programs and are subject to the annual availability of funds for those programs.

VIII. PROPOSAL DUE DATE / PROJECT TIMING

Proposals are due by close of business (Pacific time) on Monday, December 9, 2019. For the individual or agency selected to complete this scope of work, the contract will run for one year commencing on January 1, 2020 and ending on December 31, 2020, in accordance with the government funding cycle. If mutually acceptable, the contract will be renewed at the end of the year at the option of USDBC.

IX. SUBMISSION OF PROPOSALS

Individuals / agencies are invited to submit proposals to USDBC by close of business (5pm PST) December 9, 2019. Please direct your proposal to the following email address: Rebecca@usdrybeans.com.

X. LOCATION

This position can be based anywhere in Europe but must have easy access to key markets such as the U.K., France, Germany, and Italy as well as policy makers in Brussels.