



USA RICE

JORDAN Marketing and Trade Representation

REQUEST FOR PROPOSAL

I. INTRODUCTION AND OVERVIEW

USA Rice

USA Rice is a nonprofit trade association representing all segments of the U.S. rice industry, including but is not limited to producers, millers, exporters, and merchants, as well as other entities involved in the production and marketing of U.S. rice. The organization was founded in 1994 by the leadership of the industry's three national associations: the Rice Millers Association, USA Rice Council and the USA Rice Farmers (formerly known as US Rice Producers Group).

USA Rice's grower representation includes approximately 90% of the U.S. rice crop. The organization also represents virtually all U.S. rice millers and processors, as well as the nation's major rice exporters, which account for nearly 100% of U.S. rice supplies and exports. Furthermore, associate members of the USA Rice cover almost the entire marketing and distribution channels for U.S. rice.

USA Rice operates a domestic promotion program as well as export promotion programs in more than 20 countries. Programs are funded by both USA Rice members and through various public programs for which USA Rice competes annually.

USA Rice is headquartered in Arlington, Virginia, and has subsidiary offices in Arkansas, Louisiana and Germany. Consultants and agencies are used as appropriate, for a wide variety of projects, including domestic and international promotion programs.

USA Rice is an equal opportunity employer and prohibits discrimination in all programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or familial status.



II. MARKET SITUATION IN THE UNITED KINGDOM

Market Access:

Rice Market

Rice is a basic staple of the local diet and the average yearly consumption is estimated at 44 lbs. per capita, yet the country produces no rice due to the general lack of water. There is no import duty for rice to Jordan.

Camolino rice (medium grain) is the preferred variety due to its slightly sticky texture; while the U.S. is normally the major supplier of rice to the Kingdom and has managed to keep this position in 2021, the high rice prices of US Calrose medium grain rice coupled with the reduced purchasing power of Jordanians in 2020 and 2021 opened the door for increased competition especially from the EU mainly Portugal, but Greece and Italy as well, and resulted in reduced market share for US origin. Additionally, the local rice market has seen the penetration of different lower priced rice origins including Chinese, Thai, Indian long grain rice, as well as some quantities of Russian, Chinese and Romanian medium grain rice. Australia as a rice supplier returned back to the market in late 2021 as well.

The reason behind the appearance of many different medium grain rice competing origins on the market is not a shift in consumer preference, as Jordanian consumers still see U.S. Calrose rice as the premium and best quality Camolino available in the market, but it reflects the substantial increase in U.S. Calrose prices throughout 2021 and 2022, as a result of draught.

On the higher quality end of the market, there is an increasing presence of Aromatic varieties especially basmati rice from India, which is used for special dishes or sprinkled over regular dishes because of its aroma. India's presence in the market in both the lower priced regular long grain category and the high-end fragrant basmati explains India's position as the second largest exporter to Jordan in 2021, with an estimated 31% market share.

In this market environment, there are several origin identified U.S. rice brands currently available on the Jordanian market, and USA Rice works with several local U.S. rice importers to promote their identified U.S. rice brands, additionally we conduct generic USA rice activities to maintain awareness and demand for different types of US origin rice high.



III. USA RICE OBJECTIVES IN JORDAN

USA Rice objectives in Jordan include:

- A. Increasing both the value and volume of U.S. rice exports to Jordan.
- B. Building long-lasting market awareness and preference for U.S. origin rice among consumers, foodservice professionals, media and trade.
- C. Providing rice consumers in Jordan with the information to encourage increased U.S. origin rice purchases.
- D. Positioning the U.S. rice industry as a consistent trading partner for importers in Jordan.

IV. SCOPE OF WORK

USA Rice seeks a qualified individual or agency to serve as the trade and promotional representative in Jordan, and to accomplish the following scope of work:

- a. Develop generic digital and in-person activities that promote the benefits of consuming U.S. origin rice including but not limited to material development, digital and print media placements, social media, in-store promotions, POS and restaurant promotions.
- b. Create campaigns that bring awareness to targeted consumers about the economic, nutritional and versatility of U.S. origin rice, as well as stimulate increased sales
- c. Monitor, report and assist with consumer or market trends and developments related to rice in Jordan.
- d. Assist with arrangements and accompany USA Rice Federation staff and/or members on consumer insight development trips to Jordan.
- e. Represent USA Rice at conferences, trade shows, USG events and other functions conducted by and for the rice trade in/for Jordan.
- f. Organize meetings, seminars, events (in-person or digital) with the Jordanian trade to increase awareness and demand for different types of U.S. origin rice
- g. Keep USA Rice members and staff apprised of market opportunities via the submission of regular communications. A monthly written report will be required and should include an outline of projected activities for the next month as well as a report on all activities conducted during the reporting month.
- h. Develop and conduct promotional activities that will create awareness of local brands that utilize US origin rice, as well as increase the sale and consumption of US rice in targeted market segments in Jordan
- i. Develop strong relationships and work together with local U.S. rice importers to develop promotional activities to support sales of these identified U.S. rice brands as appropriate.



The firm or consultant shall successfully complete the above scope of work from January 1, 2023-December 31, 2023. The firm will work directly with Eszter Somogyi, Director for Europe, Middle East and Africa at USA Rice. The agency or individual selected to conduct activities will contract with USA Rice and will be subject to the regulations applicable to the Market Access Program (MAP) as administered by the Foreign Agricultural Service of the United States Department of Agriculture.

V. PROPOSALS

USA Rice 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 USA Rice in Jordan.
- C. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in Jordan.
- D. Please detail which of your staff members will make-up the USA Rice team and explain their roles and experience.
- E. Include a monthly retainer of all costs necessary to complete this scope of work including staff fees, third party expenses, administrative overhead, travel, and other direct/indirect costs needed to support your program.
- 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: agency representation of another entity that is directly competitive to rice, e.g., pasta, tortillas, potatoes; or a firm of record for any U.S., or other rice company. Please disclose any conflicts of interest.

Additionally, no USA Rice employee, officer, board member, or agent thereof will participate in the review, selection, award, or administration of a contract if a real or apparent conflict of interest would arise. Such a conflict would arise when an employee, official, board member, agent, or the employee's, officer's, board member's, or agent's



family, partners, or an organization that employs or is about to employ any of these parties or their affiliates has a financial or other interest in the contract.

USA Rice officers, employees, board members, and agents thereof shall neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or subcontractors. Procedures shall also provide for disciplinary actions to be applied for violations of such standards by officers, employees, board members, or agents thereof.

VII. SELECTION CRITERIA

USA Rice 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 Jordan, not necessarily the lowest bid.

VIII. ADMINISTRATION

The individual or agency selected for the position will report directly to Director Europe, Middle East and Africa, with further oversight by the Vice President, International.

IX. FINANCIAL

The total budget for all aspects of this scope of work, including all fees, overhead, third party expenses, travel and other expenses is \$200,000-\$210,000. Submitted proposals should reflect this budget. Funds for this project come from the U.S. Department of Agriculture's Market Access Program (MAP) 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 30th November, 2022. For the individual or agency selected to complete this scope of work, the contract will run for one year commencing in January 2023 and ending on December 31, 2023. If mutually acceptable, the contract may be renewed at the end of the fiscal year at the option of USA Rice .

XI. SUBMISSION OF PROPOSALS



2101 Wilson Boulevard • Suite 610 • Arlington, VA 22201-3040 • (703) 236-2300 • FAX

Individuals / agencies are invited to submit proposals to USA Rice by close of business 6 PM (Central European Time). Please direct your proposal to the following email address: esomogyi@usarice.com