



USA RICE

SAUDI ARABIA 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 SAUDI ARABIA

Rice Market

Rice is a basic staple in Saudi Arabia, used in many traditional local, as well as international dishes. Rice consumption is estimated at 1.4 million metric tons per year, all of this is imported, with India being the largest supplier of basmati as well as long grain rice, followed by Pakistan. The US is the third largest rice supplier to the Kingdom with an estimated 8 per cent market share. Saudi Arabia is an open market with no tariff barriers. Rice is imported freely by private companies, with zero import duty and no import subsidies.

Saudis have a traditional preference for long grain parboiled rice and basmati; however, use of medium grain rice in certain (Asian) dishes is spreading. About 90-92 percent of the rice market in Saudi Arabia consists of long grain rice, including basmati, parboiled and regular white milled rice; the remaining 10 percent consists of medium grain varieties.

US origin rice is available on the Saudi market for over 20 years in different well known local brands that pack and identify US origin on their packaging. The American long-parboiled and medium-grain Calrose rice varieties are well known, but Saudi consumers' preference has shifted to basmati varieties in recent years. While Indian basmati rice is mostly consumed in the eastern and central regions of Saudi Arabia, U.S. rice is popular in the western and southern region (Jeddah and Dammam).

U.S. parboiled long grain rice is used in many traditional Saudi dishes like Kabsah, while medium grain rice is mostly demanded by expats from the Levant countries living in Saudi Arabia, as well as by Saudi households to prepare specialty dishes like Mansaff and stuffing. Another factor supporting sales of U.S. medium grain rice is the growing popularity of Japanese cuisine and sushi in major Saudi cities, offered in restaurants, in hotels as well as for home delivery. As we learned from one of the major suppliers of Japanese food items in the Jeddah area, all reputable sushi restaurants use U.S. Calrose rice, which is well known for its quality and suitability for sushi.



III. USA RICE OBJECTIVES IN SAUDI ARABIA

USA Rice objectives in Saudi Arabia include:

- A. Increasing both the value and volume of U.S. rice exports to Saudi Arabia.
- 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 Saudi 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 Saudi Arabia.

IV. SCOPE OF WORK

USA Rice seeks a qualified individual or agency to serve as the trade and promotional representative in Saudi Arabia, 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, billboards etc.
- b. Create campaigns utilizing multiple media 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 Saudi Arabia.
- d. Assist with arrangements and accompany USA Rice Federation staff and/or members on consumer insight development trips to Saudi Arabia.
- e. Represent USA Rice at conferences, trade shows, USG events and other functions conducted by and for the rice trade in/for Saudi Arabia.
- f. Organize meetings, seminars, events (in-person or digital) with the Saudi trade (importers, wholesale, retail) 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 strong relationships and work together with local U.S. rice importers to develop promotional activities to support sales of their origin identified U.S. rice brands in different market segments 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 Saudi Arabia.
- C. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in Saudi Arabia.
- 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 Saudi Arabia, 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 \$470,000-\$480,000. 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

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