



## **USA RICE**

### **UNITED KINGDOM Marketing 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: UK**

The population of the United Kingdom is estimated at 67.8 million in 2022, with a population growth rate of 0.5 percent. London is the largest city and is home to over 9.4 million people. It is estimated that about eighty seven percent of the UK population is classified as white with about 13 percent belonging to mixed or non-white ethnic groups. Black African and Afro-Caribbean are the largest of these ethnic groups, followed by South East Asian and other mixed ethnic backgrounds. Consequently, the UK has a solid history of different ethnic cuisines and the UK population is accustomed to consuming international dishes both in foodservice as well as at home, many of which use rice as a basic ingredient. This provides growth opportunities for different types of U.S. rice sales: milled long grain rice mostly for the Chinese sector, long grain parboiled rice for the Afro-Caribbean sector, while medium and short grain rice for the Japanese and Korean sector. Additionally, several mainstream UK retailers and wholesalers stock different U.S. rice types (as dry or pouch rice) to cater for their customers.

In 2021, the UK imported 651,700 MT of rice, a 15 percent decrease when compared to 2020. India continued to be the largest single supplier, covering 27 percent of all imports, followed by Pakistan with 20 percent market share, Italy (10 percent) and Spain (6 percent). Netherlands is listed as a “new” supplier with 9 percent; this number represents transshipment of rice from the EU to the UK coming from different origins, which was not captured in the statistics as long as the UK was part of the EU customs union (until end of 2020). Over 1/3 of UK’s rice imports are basmati rice coming from India and Pakistan. It is the strongest player in the bagged rice market, appealing to mainly the South Asian population (Indian, Pakistani, Bangladeshi), as well as UK diners enjoying Indian cuisine.

According to research from the Daily Mail Online, UK consumers eat around 15lbs. of rice a year on average, though the exact figure varies substantially depending on ethnic origin. The total rice category at retail level is estimated at 210,000-230,000MT; from this the dry rice market is estimated to represent slightly over the half of the volume, but it represents only about 43 percent of the market in value terms. On the other hand, the microwavable rice market is only about 65,000 MT in volume but represents over 52 percent of the market value and continues to grow year on year. The growth in ready to heat formats has been driven by consumers wanting quick, convenient products. More shoppers are buying into ready to heat as it removes a slight fear factor around cooking rice, as well as adding convenience to a staple food. Another interesting tendency can be seen in the channel distribution for rice sales, where the share of discounters (mainly for dry rice) as well as convenience stores (pouch rice) increased in the past year, as compared to decreases in hypermarkets and main multiples. This trend is applicable to the entire UK retail sector, where discount stores like Aldi and Lidl



have rapidly gained market share in the past years, coupled with the tendency of increased online shopping (Ocado) and more consumers going to independent retailers like Budgens and Londis.

In 2021, the UK was still by far the single largest market for U.S. rice sales on the European continent; export volumes to the UK have continued to increase by 9% in volume terms to 29,500 MT with a value of \$17 million. When looking at the different U.S. rice types exported to the UK, U.S. long grain rice remains the dominant type, with over 21,000 MT imported as long grain brown rice for further milling within the UK. There is also increasing demand for U.S. medium grain and short grain rice on the market. Given the short rice supply from Spain and Italy as a result of severe drought, coupled with the removal of the 25% retaliatory tariff on milled and broken U.S. rice as of June 2022, USA Rice expects increased demand for U.S. origin rice in several market segments in the UK.

### **III. USA RICE OBJECTIVES IN THE UNITED KINGDOM**

USA Rice objectives in the United Kingdom include:

- A. Increasing both the value and volume of U.S. rice exports to the United Kingdom.
- 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 the United Kingdom 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 and millers in the United Kingdom.

### **IV. SCOPE OF WORK**

USA Rice seeks a qualified individual or agency to serve as the trade and promotional representative in the United Kingdom, 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, 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 the United Kingdom.
- d. Assist with arrangements and accompany USA Rice Federation staff and/or members on consumer insight development trips to the United Kingdom.
- e. Represent USA Rice at conferences, trade shows, USG events and other functions conducted by and for the rice trade in/for the United Kingdom.



- f. 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.
- g. 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 the United Kingdom
- h. Develop 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 the USA Rice in the United Kingdom.
- C. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in the United Kingdom.
- 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 the United Kingdom, 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 \$500,000-\$550,000. 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 29<sup>th</sup> 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 (Greenwich Mean Time). Please direct your proposal to the following email address: [esomogyi@usarice.com](mailto:esomogyi@usarice.com)