



USA RICE

WEST BANK 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 WEST BANK

Market Access:

The Rice Market

Annual per capita rice consumption in the West Bank is estimated at 55 pounds but there is no official data available for total rice imports. The West Bank's overwhelmingly Arabic population consists of heavy rice consumers, with a traditional preference for medium grain rice. All rice import and consumption data concerning the West Bank is incorporated in the Israeli import numbers, or if administered separately, shown as imports from Israel without identifying the actual country of origin. It is worth noting that all rice imports enter the PA duty-free.

Israel (including West Bank and Gaza) imported 159,000 MT of rice in 2021 (*Source PSD*) and a substantial amount is consumed by households residing in the lands governed by the PA like the West Bank, based on conversations with rice importers. Israel import figures show India and Thailand as suppliers for long grain rice varieties, while Australia and the USA supply medium grain rice. In recent years, local rice consumption has increased significantly and is expected to continue to grow 2-4 percent annually over the next few years. The increase in local rice consumption during the last decade is attributed to population growth (1.7% annum) and increased health food awareness.

U.S. rice sales to Israel (including West Bank) amounted to 26,140 MT, with a value of \$26.7 million in 2021. In 2022, U.S. rice sales decreased as a result of reduced supply from California, this opened up the market for increased competition mainly from Australia, but also some European and Asian suppliers.

USA Rice launched for the first time a promotional program in the West Bank in 2019 and continued these efforts in 2020 and 2021. These promotions supported sales of U.S. rice and aim to create long term preference for U.S. origin. USA Rice aims to continue with the implementation of our promotional efforts and to continue to work with local US rice importers and support the sales of identified US rice brands on the market.

III. USA RICE OBJECTIVES IN THE WEST BANK

USA Rice objectives in the West Bank include:

- A. Increasing both the value and volume of U.S. rice exports to the West Bank.
- 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 West Bank 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 the West Bank.



IV. SCOPE OF WORK

USA Rice seeks a qualified individual or agency to serve as the trade and promotional representative in the West Bank, 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, outdoor and social media, radio, 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 the West Bank.
- d. Assist with arrangements and accompany USA Rice Federation staff and/or members on consumer insight development trips to the West Bank.
- e. Represent USA Rice at conferences, trade shows, USG events and other functions conducted by and for the rice trade in/for the West Bank.
- f. Organize meetings, seminars, events (in-person or digital) with the local 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 the West Bank
- 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 the West Bank.
- 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 the West Bank, 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 \$85,000-\$95,000. 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 6th December, 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