



## **Request for Marketing Representative Quote and Qualifications**

### **Organization: USA Dry Pea and Lentil Council**

**Position to be Filled:** International Marketing Representative for the USADPLC for Europe market. This position is open to individuals or marketing organizations.

**Organization Description:** The USADPLC is a trade organization serving the entire pulse (dry peas, lentils, and chickpeas) value chain; from producers, processors, exporters and ingredient manufacturers, food manufacturers and finally to consumers. The Council formed in 1965. The areas of activity include domestic marketing, agronomic and food innovation research, foreign market development, grower communications and government relations. The USADPLC has international marketing programs located in 1) China 2) India 3) Southeast Asia 4) Mexico, Peru, and Colombia 5) Europe (Northern, Eastern and Mediterranean regions) 6) Central America 7) Northern Africa 9) Middle East 10) Pakistan. Example activities include trade missions, trade shows, trade relations, technical training, direct promotion to consumers and social media.

**Purpose and Objective:** The USADPLC is initiating this request for proposals to solicit applications from individuals or organizations (hereafter referred to as “Market Representative” interested in performing trade and market development activities to increase the export of US grown pulses and pulse ingredients to Europe.

This Marketing Representative will expand the marketing efforts currently conducted by the USADPLC. The contracted marketing representative will be the industry’s representative in the market and will be responsible for the coordination and implementation of promotion activities, as well as trade outreach in the market.

### **Market Definition:**

The European Market as defined by the USADPLC has 3 distinct regions. Northern Europe, Mediterranean Region, and Eastern Europe. The markets are distinct for multiple characteristics including product use, maturity, awareness of US origin and trade relations etc.

### **Required Duties:**

The duties and responsibilities of the contracted party will include (but not be limited to):

#### **Administrative and Compliance Duties:**

- (a) Submit a market strategy to the Council each marketing year to be used in the USADPLC UES (Unified Export Strategy) grant application to USDA FAS.
- (b) Work with Council staff on the development of the marketing plans and programs within the approved budget on activities and programs.
- (c) Submit required regular market and activity reports to Council staff.



- (d) Submit appropriate billing, invoicing, support documentation to the USADPLC staff via the approved bookkeeping portal.
- (e) Understand, adhere and enforce all USADPLC contractual agreements and applicable US Government regulations.
- (f) Adhere to the FAS guidelines and the USADPLC policy on invoicing, fraud prevention, conflict of interest, 3<sup>rd</sup> Party contracts and back-up materials.
- (g) Provide the Council with a Country Progress Report at the end of each season -- a thorough evaluation of the overall effectiveness of the program against the listed market constraints for the period undertaken, highlighting those activities that prove to be most effective and offering suggestions to improve those areas not effective.

### **Market Development Duties**

- (h) Perform trade and market promotional efforts on behalf of the USADPLC.
- (i) Maintain active, excellent, and deep relations with key European pulse trade members.
- (j) Develop and distribute trade leads to the US trade via the Council's trade lead distribution method.
- (k) Send regular communications to European trade via the Council newsletter.
- (l) Conduct inbound and outbound trade missions for US exporters and industry. Frequent domestic and overseas travel are necessary.
- (m) Represent the US industry at appropriate trade shows, trade events and pulse industry meetings. Exceptional communication and professional skills are necessary.
- (n) Oversee consumer market development via social media, direct promotion or other methods as appropriate.
- (o) Conduct technical events featuring influencers, food innovation experts, food marketing agencies or other strategies
- (p) Oversee local 3<sup>rd</sup> Party vendors (i.e. promotion companies, PR companies, and merchandisers etc.) who will conduct and/or assist with the implementation of the promotional activities.

### **Market Access Duties**

- (q) Be proactive to alert the US Council and US trade on any changes in the import process that might impact the trade or opportunities for US pulses. Challenges may include non-governmental barriers such as financial- or transportation-related issues. Also, government-related affairs such as tariffs, import quotas, import documentation requirements, phytosanitary concerns and other market shifts that are difficult to anticipate.
- (r) Report on overall potential market trends in Europe including local supply conditions, major competitors, and predictions of local demand trends.
- (s) Maintain excellent relations with US Agricultural Trade Offices in Europe. Attendance at relevant meetings and discussions will be expected.
- (t) Maintain active relations with the European Union, multiple Ministries of Agriculture and other Government agencies whose policies have an impact on US trade of pulses.

### **Other Duties**

- (u) Adhere to the highest level of confidentiality in regard to the US trade members' private business operations.
- (v) Exhibit absolute impartiality and transparency in operations with all European trade relations. Open and frequent communication to USADPLC staff and trade members is always required.
- (w) Perform other reasonable activities as required by the Council.

### **Core Business Consideration**

Most US origin pulses are sold in the whole form for use in traditional dishes. Each European region has traditional uses and often very specific requirements on type and variety of pulses. The trade between US suppliers and European buyers is well established in many regions. Maintaining the steady flow of US origin pulses is critical. **An understanding** of trade relations and the importance of confidentiality is critical.

### **Special Considerations and Qualifications**

Experience in the food manufacturing sector will be especially valued. The global pulse industry is undergoing a transformation. Consumers are choosing a plant forward diet. The drivers of this trend include concerns about sustainability and the positive impact on health with regular consumption of pulses.

In Europe, an important portion of the US exported pulses are used in food manufacturing. Pulse ingredients include flour, starch, fiber, and protein. These ingredients are used in the manufacturing of a wide variety of food products including, breads, snacks, pet food, pasta, plant-based patties, and beverages.

It is anticipated that for the next 5 years, the USADPLC will be focusing the marketing efforts on

- Hosting technical seminars with food manufacturers to demonstrate the functionality of pulse ingredients.
- Building trade relations between US exporters and food manufactures.

### **Position Requirements**

- Multilingual. Ability to communicate in the key European languages, especially where English is not the language commonly used in business transactions or public presentations.
- Good communication skills.
- Strong interpersonal skills.
  - Established trade contacts/relationships in the country is a plus.
- Good oversight and administration of programs.
- Good budget management skills.



- Ability to manage project budgets, coordinate project details, including implementation, documentation and evaluations.
- Organized and strong attention to detail.
- Ability to conduct business in Europe.
- Market development staff reside in Europe.
- Familiarity with Foreign Ag Service FAS (US Government grant) funded programs or previous experience with MAP or FMD funded programs is a plus.
- Creative thinker for new promotional ideas.
- Previous management experience with marketing and promotional programs is a plus.
- Knowledge of the production, use, and nutrition of pulses is a plus.
- Ability to quickly acquire knowledge on a broad range of topics required to be effective in this role. Examples include health and nutrition benefits of pulses, food innovation with pulses, US pulse trade, social media, and many others.

### **Time Frame**

Proposals will be reviewed, and the contract awarded within 60 days of the posted deadline. The contract is an annual **contract from January** to December. An interim contract for the remainder of 2023 will be considered. The contract can be extended by the USADPLC without rebidding based on performance.

### **Contracting Agent**

The contract will be between the USADPLC signed by the CEO and the contracted group.

### **Proposal**

1. As an individual applying: Provide background information, relevant work experience and resume.
2. As an agency applying: Provide background information and of your company and key employees. Include as appropriate (e.g. number and roles of employees, sub-contractors, resources, where company is based, etc.)
3. An outline of the proposed annual marketing plan to include the following activities.
  - Market Regions. The proposal may respond to all of Europe or any of the regions or combinations of such.
  - Trade Servicing – building strong business relations with the pulse trade.
  - Market Development Program – Conducting a trade mission to introduce US pulse industry representatives to buyers.
  - Cooking Demonstration - Demonstration of the use of US grown dry peas, lentils and chickpeas in innovative and healthy recipes social media influencers.
4. A list of related food commodities currently or previously represented or related work history
5. List of references
6. Proposed Contract Fees



**Submission DEADLINE EXTENDED**

**Submitted by Wednesday, September 20, 2023 (Pacific Time USA):**

Email Subject Line: USADPLC – Europe Representation

Attention:

Jeff Rumney – VP of Marketing &  
Madison Jacobson – Director of Marketing  
Moscow, ID USA

Because email is not always reliable, please contact Jeff & Madison via WHATSAPP to confirm your proposal was received.

Email: [jrumney@usapulses.org](mailto:jrumney@usapulses.org)  
Mobile/WhatsApp: 208 596 5035  
Email: [mjacobson@usapulses.org](mailto:mjacobson@usapulses.org)  
Mobile/WhatsApp: 208 892 4155

**Review of Proposals**

A selection committee consisting of USADPLC staff, board members and relevant support team will review all submissions in an initial screening. The basis of the review will include work experience, proposed program, and budget analysis.

Additional consideration of the proposal may include background and reference checks, presentations to the selection committee and personal interviews. The USADPLC reserved the right to reissue this request.

**Estimated Timeline**

Issue Request RFP	July 10, 2023
Question & answer period	August Sept
Proposals due	Sept 20th, 2023
Proposal evaluation	
Conduct oral interviews with finalists, if required	Mid-Oct thru Early-Nov 2023
Announce “Apparent Successful Contractor” and send notification via email to unsuccessful proposers	Mid-Nov thru end-Nov, 2023
Estimated - Begin contract work	Jan 1, 2024