



USA RICE

HAITI Marketing Representation Regional Agricultural Promotion Program (RAPP)

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 HAITI



Market Access:

Rice is the main staple in Haiti, with consumers preferring varieties from the U.S. due to accessible pricing and favorable cooking characteristics. Haiti is the largest export market for U.S. long-grain milled rice (375,351 MT) and the third-largest milled rice export market by value at \$264 million in 2023.

While the U.S. remains the dominant rice supplier to Haiti, it is no longer the sole supplier. Imports from Pakistan increased by 263% from 8,905 MT in 2019 to 32,320 MT in 2020, despite declining in 2021 and 2022. In 2023, Pakistani imports rose again due to low U.S. supply, reducing the U.S. market share to 79%. South American competition has also challenged U.S. dominance.

Haiti's dire economic conditions, marked by widespread poverty, high unemployment, and socio-political instability, highlight the need for strategic interventions to bolster the economy and ensure food security. Supporting U.S. rice promotions in Haiti aligns with this objective, providing a targeted solution to address economic challenges through the vital rice market.

Emphasizing the high quality, great taste, versatility, and nutritious attributes of U.S. rice, is essential to maintaining market share in the country. Building on Haitian preferences for U.S. rice and highlighting its origin can maximize impact. USA Rice will target traders, sellers, restaurant owners, and consumers in Port-au-Prince, Cap-Haïtien, and other cities, focusing on U.S. versus other imported origins rather than competing against domestic production.

III. USA RICE FEDERATION OBJECTIVES IN HAITI

USA Rice objectives in **HAITI** include:

- a. Increasing both the value and volume of U.S. rice exports to Haiti.
- b. Building long-lasting and consistent trade relationships in the region's rice market.
- c. Providing Haitian consumers and food service industry with the information needed to encourage increased rice consumption from the U.S.
- d. Positioning the U.S. rice industry as a consistent trading partner for Haitian importers and millers.
- e. Facilitating engaging promotions that educate consumers on the benefits and attributes of U.S. rice.
- f. Growing the preference of U.S. origin rice among consumers and in the food service industry.
- g. Incorporating creative methods for branding U.S. rice to be more desirable in the market among consumers.



IV. SCOPE OF WORK

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

To increase U.S. rice imports and orchestrate a unified marketing strategy encompassing all U.S. rice importers, the primary focus will be facilitating collaborative promotions with the Haitian trade. These efforts will be enhanced by executing activities that seamlessly integrate various brands which source U.S. origin rice and align them with U.S. rice messaging. Grocers, outdoor markets, distribution centers and trade affiliates will be targeted. Comprehensive messaging will highlight the inherent characteristics of U.S. origin rice, emphasizing its high quality, safety standards, economic value, and alignment with the preferences of the Haitian consumer palate.

Collaborative partnerships with influential local figures, such as chefs, local figures and social media professionals among others will be established to endorse the economic value and versatility of U.S. rice in Haitian cuisine. Additionally, interactive, and informative workshops will be organized in key communities to provide hands-on experiences with U.S. rice varieties. By creating an emotional connection with consumers through storytelling and testimonials, USA Rice aims to build trust and reshape perceptions, ultimately cultivating a stronger preference for U.S. origin rice in the Haitian market.

- a. 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 Haiti.
- b. Keep USA Rice members and staff apprised of market opportunities and the crop situation in the region via the submission of regular electronic and telephonic 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. Consultant will also submit trip reports after travel to Haiti.

The firm or consultant shall successfully complete the above scope of work from August 1, 2024- December 31, 2024. The firm will work directly with the USA Rice Senior Director of International Promotion. The agency or individual selected to conduct activities will contract with the USA Rice and will be subject to the regulations applicable to the Market Access Program 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 HAITI (mention language proficiencies).
- c. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in HAITI.
- d. Please detail which of your staff members will make-up the USA Rice team and explain their roles and experience.
- e. Include a detailed estimate 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.

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 HAITI, not necessarily the lowest bid.

VIII. ADMINISTRATION

The individual or agency selected for the position will report directly to Asiha Grigsby, Senior Director International Promotions, Western Hemisphere, with further oversight by the Chief Operating Officer, Sarah Moran.

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 \$25,000. Submitted proposals should reflect



this budget. Funds for this project come from the U.S. Department of Agriculture's Regional Agricultural Promotion Program 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 Friday, July 12, 2024. For the individual or agency selected to complete this scope of work, the contract will run for five months commencing on August 1, 2024, and ending on December 31, 2024. If mutually acceptable, the contract may be renewed at the end of the fiscal year at the option of the USA Rice.

XI. SUBMISSION OF PROPOSALS

Individuals / agencies are invited to submit proposals to USA Rice by close of business (5pm EST) on July 12, 2024. Please direct your proposal to the following email address:

Asiha Grigsby
agrigsby@usarice.com