



U.S. Livestock Genetics Export, Inc.

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REQUEST FOR PROPOSAL – MANAGER, GLOBAL TRADE EVENTS

US Livestock Genetics Export, Inc.

US Livestock Genetics Export, Inc. ("USLGE") is using this request for proposal (RFP) to identify a consultant or organization ("Consultant") to provide direction, analysis, program oversight, reporting and key client outreach for Market Access Program and Regional Agricultural Promotion Programs focused on trade events around the world. This includes both MAP only eligible regions and RAPP regions as well.

Organizational Background

U.S. Livestock Genetics Export, Inc. (USLGE) is a nationwide, livestock specific, industry-wide, non-profit corporation designed to represent the international market development interests of the U.S. livestock and livestock genetics industries. USLGE was formed in 1994 to represent the interests of all facets of the livestock genetics industry in such a way as to achieve maximum marketing efficiency from the resources available for international market development.

The USLGE membership includes about fifty different breed associations, State Departments of Agriculture, and breeders in the animal genetics industry. Exports include live dairy cattle, beef cattle, swine, sheep and goats, along with semen and embryos. Recent technological advances have transformed the industry and allowed producers and countries to improve product quality and production efficiencies to reduce costs and resources while meeting increasing consumer demand for quality and value.

I. Project Description and Objectives

This project is designed to promote the value proposition and superior quality and innovative techniques of the U.S. livestock genetic industry under the banner of USLGE to current and potential global buyers around the world. This project will focus on trade events around the world in accordance with USLGE's global strategy. This will include identifying new trade shows and trade mission opportunities, expanding the current offerings and improving scope of outreach, enhancing presence at trade events, coordination of global trade teams, etc. all focused on connecting buyers in key current and potential export markets with the U.S. livestock genetics industry to encourage sales and trade. The scope of work is focused on the elements needed to oversee and implement global trade promotion programs under the following funding programs, MAP, RAPP, and FMD.

Statement of Work

Implementation includes the following key steps:

1. Provide senior management service on livestock genetics for export development as the Client representative for global trade events.
2. Monitor and analyze USLGE member activities in global trade promotion to make sure that they further USLGE export goals for all livestock genetics and are in line with MAP, FMD, and RAPP strategy and export goals.
3. Identify opportunities for enhanced industry collaboration on global trade promotion events, including inbound trade missions.
4. Maintain records on program utilization to provide up-to-date briefings and recommendations for leadership.
5. Coordinate and oversee global trade team and global trade show activities and coordinate with

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- regional USDA/FAS office.
6. Coordinate industry participation in FAS Agricultural Trade Missions.
 7. Conduct trade promotion events in RAPP eligible countries such as missions and market explorations as requested in conjunction with USLGE leadership and regional representation.
 8. Prepare presentations and deliver said presentations to USLGE members and board of directors.
 9. Represent USLGE, as appropriate, at global trade expos and events.
 10. Other responsibilities as assigned and mutually agreed upon.

II. Proposal Format and Selection Criteria

The proposal format is open but should be no longer than 8 pages. It must be submitted electronically and should include, but is not limited to, the following criteria for comparison and evaluation purposes:

- Technical qualifications of the proposer including experience with similar consulting projects, and particularly staff experience and qualifications.
- The ability to work effectively with US industry associations.
- A proposal that meets the statement requirements, the project objectives and includes appropriate deliverables to ensure that implementation will deliver desired outcomes for USLGE.
- Familiarity with US agriculture and commodity market development programs in general, along with digital and print promotion in particular.
- Familiarity with livestock industry in general, livestock genetics specific experience is a bonus.
- Project costs, including breakouts for the following:
 - Hourly rates and approximate number of staff hours for the project.
 - Administrative costs, travel costs, and other miscellaneous costs along with justification for these costs.
 - Third party fees that may be incurred.
- Timeline of project milestones

III. Response and Submittal Deadline

Questions regarding this request for proposal should be directed to Shawn Bollig, admin@uslge.org. Questions shall be submitted no later than March 5, 2025.

The response deadline for this RFP is 5:00 pm CST, March 14, 2025. Final proposals shall be submitted via email to Shawn Bollig at admin@uslge.org.

This project will run from April 1, 2025 – December 31, 2025.

USLGE reserves the right to withdraw the RFP at any time.

USLGE does not discriminate in any of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, family status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.