



## **Request for Proposal (RFP)**

### **Global Outreach Project:**

### **Expanding U.S. Industrial Hemp into International Markets**

#### **Issued By:**

National Industrial Hemp Council of America (NIHC)  
1775 I Street, NW - Suite 1150  
Washington, DC 20006

Issue Date: May 9, 2025

**Proposal Submission Deadline: May 16, 2025, 5:00 PM [EST]**

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#### **1. Overview**

The National Industrial Hemp Council of America (NIHC) invites proposals from qualified firms, consultants, or consortia with proven expertise in global market development and knowledge of US industrial hemp. The **Global Outreach Project: Expanding U.S. Industrial Hemp into International Markets** is funded by the U.S. Department of Agriculture's Foreign Agricultural Service (USDA FAS) under the Regional Agricultural Promotion Program (RAPP). This initiative aims to enhance the global presence of U.S. industrial hemp by fostering export opportunities, regulatory alignment, and sustainable trade relationships.

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#### **2. Market Context: USDA Hemp Industry Trends Report**

The 2024 USDA National Hemp Report underscores significant growth in the U.S. hemp industry, providing critical context for this project:

- **Total Production Value:** \$445 million in 2024, a 40% increase from 2023.
- **Open Field Cultivation:**
  - Planted Area: 45,294 acres, up 64% from 2023.
  - Harvested Area: 32,694 acres, up 55% from 2023.
  - Production Value: \$417 million, a 46% increase from 2023.



- **Floral Hemp:**
  - Production: 20.8 million pounds, up 159% from 2023.
  - Harvested Area: 11,827 acres, up 60% from 2023.
  - Average Yield: 1,757 pounds per acre, up 669 pounds from 2023.
  - Value: \$386 million, up 43% from 2023.
- **Grain Hemp:**
  - Production: 3.41 million pounds, up 10% from 2023.
  - Harvested Area: 4,863 acres, up 22% from 2023.
  - Average Yield: 702 pounds per acre, down 77 pounds from 2023.
  - Value: \$2.62 million, up 13% from 2023.
- **Fiber Hemp:**
  - Production: 60.4 million pounds, up 23% from 2023.
  - Harvested Area: 18,855 acres, up 56% from 2023.
  - Average Yield: 3,205 pounds per acre, down 848 pounds from 2023.
  - Value: \$11.2 million, down 3% from 2023.

These trends highlight the robust expansion of the U.S. hemp industry, particularly in floral hemp, and should inform strategies for international market expansion, regulatory engagement, and trade promotion.

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### 3. Objectives

The Global Outreach Project aims to:

- Expand U.S. industrial hemp export opportunities in key global markets.
  - Promote international regulatory clarity and policy alignment for hemp products.
  - Build sustainable trade relationships for U.S. hemp producers and manufacturers.
  - Position U.S. hemp as a leader in sustainability, innovation, and the global green economy.
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### 4. Scope of Work

The selected vendor will undertake the following tasks:



- **International Relationship Building:** Develop strategic ties with foreign agriculture ministries, trade bodies, and regulators to facilitate market access.
  - **Market Expansion:** Identify and prioritize target markets for U.S. hemp fiber and grain, leveraging market research and trade data.
  - **Public Relations & Communications:** Promote NIHC and the U.S. hemp industry at international trade events, conferences, and through targeted media campaigns.
  - **Cross-Cultural Collaboration:** Facilitate partnerships between U.S. hemp stakeholders and foreign counterparts to foster innovation and trade.
  - **Strategic Partnerships:** Build alliances with international NGOs, research centers, and agricultural institutions to support hemp industry growth.
  - **Event Planning & Coordination:** Organize and manage U.S. delegations to global hemp and agriculture expos, ensuring impactful representation.
  - **Research & Reporting:** Deliver market intelligence reports and assess impact metrics to evaluate project success and guide future efforts.
  - **Crisis Management:** Monitor and respond to geopolitical disruptions impacting hemp exports, ensuring continuity of trade efforts.
  - **Consumer Outreach:** Work with NIHC's CEO and team to develop campaigns to educate international consumers about the benefits and sustainability of U.S. hemp products.
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## 5. Eligibility Requirements

Vendors must demonstrate:

- Experience in global agriculture or industrial hemp market development.
  - Familiarity with USDA FAS programs, including MAP and RAPP.
  - Access to international networks in trade, regulation, or agriculture.
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## 6. Proposal Requirements

Proposals must include the following components:

1. **Cover Letter:** A brief introduction outlining the vendor's interest and qualifications.
2. **Company Profile:** Overview of the organization, including past relevant projects and achievements.



3. **Technical Approach & Work Plan:** A detailed strategy tailored to the project objectives and compliant with USDA FAS guidelines.
  4. **Key Personnel:** Bio(s)s and relevant experience of team members (LinkedIn profiles are acceptable).
  5. **Timeline & Deliverables:** A clear schedule with key milestones and deliverables.
  6. **Budget & Cost Proposal:** An itemized budget, ensuring all costs are USDA-eligible.
  7. **Compliance Statement:** Affirmation of adherence to USDA FAS guidelines and regulations.
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## 7. Evaluation Criteria

Proposals will be evaluated based on the following criteria by the NIHC executive committee and CEO:

Criteria	Weight
Global market development experience	30%
Understanding of industrial hemp policy/trade	25%
Compliance with federal funding guidelines	20%
Team qualifications and execution capability	15%
Budget clarity and cost-effectiveness	10%

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## 8. Timeline

Milestone	Date
RFP Release	May 9, 2025
Proposal Submission Deadline	May 16, 2025
Contract Award Notification	May 18, 2025
Project Start Date	May 19, 2025

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## 9. Administrative Notes

- All work must comply with USDA FAS regulations.
- NIHC strongly encourages participation from women-, veteran-, and minority-owned businesses.
- Proposals must be submitted in English via email to [info@hempindustrial.org](mailto:info@hempindustrial.org) with the subject line: "RFP Response: Global Outreach Project."



- All information submitted will be treated confidentially.
  - **Please limit proposal to seven (7) pages** – not including Appendix.
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## 10. Equal Opportunity Statement

NIHC is an Equal Opportunity Employer and complies with all applicable civil rights laws and USDA non-discrimination regulations, including the Civil Rights Act of 1964, the Americans with Disabilities Act, and Section 504 of the Rehabilitation Act.

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## 11. Contact for Submissions and Inquiries

Patrick Atagi  
President & CEO  
National Industrial Hemp Council of America  
Email: [info@hempindustrial.com](mailto:info@hempindustrial.com)

Questions must be submitted in writing by May 13, 2025. Responses will be shared with all vendors.

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We look forward to your innovative proposals to advance the global presence of U.S. industrial hemp.