



USA RICE

Food Aid 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 FOR FOOD AID

Market Access:

U.S. rice has been a critical part of U.S. international food assistance programs for decades. Used across all three international food assistance programs – USDA's Food for Progress



and McGovern-Dole Food for Education and the Title II program – rice represents a nutritious, easily transportable, and highly in-demand food source for people in need around the globe. Tonnages vary by year, averaging around 80,000MT across all programs with high years seeing up to 150,000MT.

In recent years, fortified rice has been a groundbreaking addition in the fight against hunger and malnutrition. Since its addition to the master list of commodities for use in U.S. government food assistance programs, usage of fortified rice has continued to grow each year, representing 49% of all rice programmed in FY 2025. In particular, fortified rice has seen great success in McGovern-Dole school feeding programs, where in FY 2025 nearly all awarded projects included fortified rice. USAID has also recognized the benefits of fortified rice, having significantly increased its use in its emergency feeding programs in recent years.

Key issues facing rice usage in food aid include high costs, programmatic disruptions, shipping delays, packaging quality, and shifting preferences from commodities to cash-based assistance.

III. USA RICE OBJECTIVES IN FOOD AID

USA Rice objectives in Food Aid include:

- Maximizing programming of U.S. rice – both regular milled and fortified – across all U.S. government programs.
- Maintaining lines of communication regarding food aid related developments and activities with U.S. government agencies and Congress, and the World Food Programme (WFP).
- Engaging directly with Private Voluntary Organizations (PVOs), to discuss the benefits of rice as food aid, the applicability of rice in various locations, analysis of market activity trends and other relevant information.
- Supporting in-kind food aid as the priority in US government funding and legislation. Working with PVOs to encourage usage of in-kind food aid in their programs.

IV. SCOPE OF WORK

The firm or consultant shall successfully complete the above scope of work from January 1 – December 31, 2026. The firm will work directly with the USA Rice COO. The agency or individual selected to conduct activities will contract with the USA Rice and will be subject to the regulations applicable to the Foreign



Market Development (FMD) program 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 the USA Rice in Food Aid.
- C. Provide information regarding your past work, especially related to representing U.S. agricultural commodities in Food Aid.
- 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.

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 Food Aid, not necessarily the lowest bid.

VIII. ADMINISTRATION

The individual or agency selected for the position will report directly to Sarah Moran, COO.

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 \$36,000. Submitted proposals should reflect this budget. Funds for this project come from the U.S. Department of Agriculture's Foreign Market Development 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 December 12, 2025. For the individual or agency selected to complete this scope of work, the contract will run for one year commencing in January 2026 and ending on December 31, 2026. 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 (5pm EST). Please direct your proposal to the following email address:
jkincaid@usarice.com.