



Request for Marketing Representative Quote and Qualifications

December 12, 2025

Organization: USA Pulses

Position to be Filled: International Marketing Representative for USA Pulses – **Northern & Continental Europe.** (This position is open to qualified individuals or marketing organizations.)

Organization Description: The USADPLC (doing business as USA Pulses) is a trade organization serving the full pulse value chain, including producers, processors, exporters, ingredient manufacturers, food manufacturers, and consumers. The Council was formed in 1965 and reorganized as USA Pulses in 2025.

USA Pulses' activities include domestic marketing, agronomic and food innovation research, foreign market development, grower communications, and government relations. International marketing programs are currently active in: China; India; Southeast Asia; Mexico, Peru, and Colombia; Europe (Northern and Mediterranean regions); Central America; Africa; the Middle East; and Pakistan. Example activities include trade missions, trade shows, trade relations, technical training, consumer promotion, and social media engagement.

Purpose and Objective: USA Pulses is initiating this request for proposals to solicit applications from individuals or organizations (hereafter referred to as the "Market Representative") interested in performing trade and market development activities to increase exports of U.S.-grown pulses and pulse ingredients to Europe.

The Market Representative will expand and support the marketing efforts currently conducted by USA Pulses. The contracted representative will serve as the industry's in-market presence and will be responsible for coordinating and implementing promotional activities, as well as maintaining trade outreach throughout the region.

Market Definition: The European market, as defined by USA Pulses, consists of two distinct regions:

- **Mediterranean Europe**
- **Northern and Continental Europe**, including Western and Eastern Europe and the United Kingdom

These regions differ in product use, market maturity, awareness of U.S. origin, and trade relationships. This request for proposals applies specifically to **Northern and Continental Europe**.

Core Responsibility: Trade Relations:

At the heart of this role is the responsibility to build and sustain strong, trusted relationships with key European pulse trade partners, including importers, processors, distributors, and buyers of



U.S.-origin pulses. These relationships are central to the success of U.S. pulse exports in Europe and form the foundation for all other program activities.

Marketing, training, events, and reporting are intended to support and reinforce trade servicing—not replace it. The most successful representatives will demonstrate consistent, proactive engagement with the European trade and a clear understanding of how relationship-building translates into long-term commercial outcomes.

Market Development Duties

- Maintain active, strong relationships with key European pulse trade members.
- Perform trade and market promotional efforts on behalf of USA Pulses and the U.S. pulse value chain.
- Develop and distribute trade leads to U.S. exporters using approved trade lead distribution methods.
- Send regular communications to the European trade through the official USA Pulses newsletter.
- Conduct inbound and outbound trade missions for U.S. exporters and industry participants; frequent domestic and international travel is required.
- Represent the U.S. pulse industry at appropriate trade shows, trade events, and industry meetings; strong language, communication, and professional skills are essential.
- Oversee consumer market development through social media, direct promotion, or other appropriate methods.
- Conduct technical events featuring influencers, food innovation experts, food marketing agencies, or related strategies.
- Oversee local third-party vendors, including promotion firms, public relations agencies, and merchandisers, supporting promotional activities.

Administrative and Compliance Duties

- Submit an annual market strategy to USA Pulses for inclusion in the Unified Export Strategy (UES) grant application to USDA FAS.
- Work collaboratively with U.S. staff to develop marketing plans and programs within approved budgets.
- Coordinate cooperatively with all International Marketing Representatives, including those serving the Mediterranean region.
- Submit required market and activity reports in accordance with USA Pulses reporting schedules.
- Submit appropriate billing, invoicing, and supporting documentation through the approved bookkeeping portal.
- Understand, adhere to, and enforce all USA Pulses contractual agreements and applicable U.S. Government regulations.
- Adhere to FAS guidelines and USA Pulses policies related to invoicing, fraud prevention, conflicts of interest, third-party contracts, and supporting documentation.
- Provide a Country Progress Report at the end of each season evaluating program effectiveness against market constraints and identifying opportunities for improvement.

Market Access Duties

- Be proactive in alerting USA Pulses and U.S. trade members to changes in import processes that may affect market access or trade opportunities for U.S.-origin pulses.
- Report on overall market trends in Europe, including local supply conditions, key competitors, and demand outlooks.
- Maintain strong working relationships with U.S. Agricultural Trade Offices in Europe and participate in relevant meetings as appropriate.
- Maintain active relationships with European Union institutions, national Ministries of Agriculture, and other government agencies influencing U.S. pulse trade.

Other Duties

- Adhere to the highest standards of confidentiality regarding U.S. trade members' private business operations.
- Exhibit impartiality and transparency in all dealings with European trade partners, supported by open and frequent communication with USA Pulses staff.
- Perform other reasonable duties as required by the Council.

Position Requirements

- The agency must be based in the market.
- Expertise with USDA FAS-funded programs is a requirement.
- Multi-lingual communication skills, particularly in markets where English is not commonly used for business or public presentations.
- Strong written and verbal communication skills.
- Strong interpersonal skills; established trade relationships in Europe are a plus.
- Demonstrated ability to administer and manage programs effectively.
- Strong budget management and documentation skills.
- Ability to coordinate project implementation, evaluation, and reporting.
- Organized, detail-oriented, and able to manage multiple priorities.
- Ability to conduct business in Europe; market development staff must reside in Europe.
- Creative thinker with the ability to develop new promotional ideas.
- Previous experience managing marketing or promotional programs is a plus.
- Knowledge of pulse production, use, and nutrition is a plus.
- Ability to quickly acquire knowledge across a broad range of topics relevant to the role.

Response to the RFP: Applicant Qualifications and Market Development Approach

Applicant Background: Individual applicants should provide background information, relevant work experience, and a current résumé. Agency applicants should provide background information on the organization and key personnel, including organizational structure, roles and responsibilities, use of subcontractors, available resources, and the primary location of the organization.



Trade Servicing Approach: Applicants should outline their approach to trade servicing, with particular emphasis on building and maintaining strong business relationships with the European pulse trade.

Market Development Activities: Applicants should describe proposed market development activities, including the organization and execution of trade missions designed to introduce U.S. pulse industry representatives to European buyers.

Culinary Promotion and Demonstration: Applicants should describe their approach to cooking demonstrations showcasing the use of **U.S.-grown pulses** in innovative and healthy recipes, including engagement with social media influencers where appropriate.

Additional:

- A list of related food commodities currently or previously represented or related work history
- List of references

Submission:

Jeff Rumney – VP of Marketing

Email: jrumney@usapulses.org

Email Subject Line: EUR01 USA Pulses

Your application must be submitted by Jan 22, 2026.

Mobile/WhatsApp: 208 596 5035

Review of Proposals: A selection committee consisting of USA Pulses 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. USA Pulses reserves the right to reissue this request.

In Person Interview: The USA Pulses may choose to conduct an in person interview. This interview may include a practical demonstration such as hosting a trade servicing event, culinary demonstration or other interesting demonstrations.

Estimated Timeline:

Issue Request RFP	Dec 12, 2025
Question & answer period	Until January 9, 2026
Proposals due	January 22, 2026
Proposal evaluation	January 30, 2026
Conduct interviews with finalists, if required	February 16 to 27 th , 2026



Announce “Apparent Successful Contractor” and send notification via e-mail to unsuccessful proposers	March 2 nd , 2026
Hold debriefing conferences (if requested)	
Negotiate contract	
Estimated - Begin contract work	March 9 th , 2026