



Request for Marketing Representative Quote and Qualification

Organization: USA Dry Pea and Lentil Council

Position to be Filled: International Marketing Representative for the USADPLC. Primary area of representation to be the India Subcontinent as well as South Asia; with India as the primary focus and Sri Lanka, Nepal and Pakistan as secondary roles. For the purposes of this document, “India” refers to the India Subcontinent. This position is open to individuals or marketing companies.

Organization Description: The USADPLC is a trade organization serving the entire CSP (cool season pulses - dry peas, lentils and chickpeas) value chain; from producers, processors, exporters and food manufacturers and finally to consumers. The Council formed in 1965. The areas of activity include domestic marketing, agronomic and food innovation research, foreign market development, grower communications and government relations. The USADPLC has international marketing programs located in 1) China, 2) India and Sri Lanka, 3) South East Asia 4) Mexico, Peru and Columbia 5) Northern Europe plus Turkey 6) Mediterranean 7) Northern Africa 8) Sub Saharan Africa 9) Middle East 10) Pakistan and several emerging markets in Central America, Japan and others. Example activities include trade missions, trade shows, trade relations, direct promotion to consumers and social media.

Purpose and Objective: The purpose of this request for quote and qualifications is to find a marketing representative to maintain the USADPLC’s market development, trade relations, and government relations in India for USA produced cool season pulses – dry peas, lentils and chickpeas.

The goal of the USADPLC is to expand the demand and export of US CSPs to India by utilizing existing and future programs. India represents the largest global market for pulses and is the most important export market for US grown CSPs. The USADPLC has been marketing US CSPs in India for over 30 years. The contracted marketing representative will be the industry’s representative in the market and will be responsible for the coordination and implementation of promotion activities, as well as trade outreach in the market.

Required Duties:

The duties and responsibilities of the contracted party will include (but not be limited to):

Administrative and Compliance Duties:

- (a) Submit a market strategy to the Council each marketing year to be used in the USADPLC UES (Unified Export Strategy) grant application to USDA FAS.
- (b) Work with Council staff on the development of the marketing plans and programs within the approved budget on activities and programs.

- (c) Submit required regular market and activity reports to Council staff.
- (d) Submit appropriate billing, invoicing, support documentation to the USADPLC staff via the approved bookkeeping portal (GRIMM).
- (e) Understand, adhere and enforce all USADPLC contractual agreements and applicable US Government regulations.
- (f) Adhere to the FAS guidelines and the Bureau's guidelines on invoicing, fraud prevention, conflict of interest, 3rd Party contracts and back-up materials.
- (g) Provide the Council with a Country Progress Report at the end of each season -- a thorough evaluation of the overall effectiveness of the program against the listed market constraints for the period undertaken, highlighting those activities that prove to be most effective and offering suggestions to mitigate those areas not effective.

Market Development Duties

- (h) Perform trade and market promotional efforts on behalf of the USADPLC.
- (i) Maintain active, excellent and deep relations with key India pulse trade members
- (j) Develop and distribute trade leads to the US trade via the Council's trade lead distribution method
- (k) Send regular communications to the India trade via the Council newsletter.
- (l) Conduct inbound and outbound trade missions for US CSP exporters and industry. Frequent domestic and overseas travel are necessary.
- (m) Represent the US industry at appropriate trade shows, trade event and pulse industry meetings. Exceptional communication and professional skills are necessary.
- (n) Oversee consumer market development via social media, direct promotion or other methods as appropriate
- (o) Conduct technical events featuring influencers, food innovation experts, food marketing agencies or other strategies
- (p) Oversee local 3rd Party vendors (i.e. promotion companies, PR companies, and merchandisers etc.) who will conduct and/or assist with the implementation of the promotional activities.

Market Access Duties

- (q) Be proactive to alert US Council and US trade on any changes in the import process that might impact the trade or opportunities for US pulses. Challenges may include non-governmental barriers such as financial- or transportation-related issues. Also, government-related affairs such as tariffs, import quotas, import documentation requirements, phytosanitary concerns and other market shifts that are difficult to anticipate.
- (r) Report on overall potential market trends in India including local supply conditions, major competitors and predictions of local demand trends.
- (s) Maintain excellent relations with US Agricultural Trade Offices in India. Attendance at relevant meetings and discussions will be expected.



- (t) Maintain active relations with NAFED (National Agricultural Cooperative Marketing Federation of India Limited), the Indian Ministry of Agriculture and other Government of India agencies whose policies have an impact on US trade of CSPs.

Other Duties

- (u) Adhere to the highest level of confidentiality in regards to the US trade members' private business operations.
- (v) Exhibit absolute impartiality and transparency in operations with all India trade relations. Open and frequent communication to USADPLC staff and trade members is required at all times.
- (w) Perform other reasonable activities as required by the Council.

Position Requirements

- Bi-lingual – ability to write and converse in English and Hindi; also act as an interpreter for Council staff when needed
- Good communication skills
- Strong interpersonal skills
 - Established trade contacts/relationships in the country is a plus
- Good oversight and administration of programs
- Good budget management skills
- Ability to manage project budgets, coordinate project details; including implementation, documentation and evaluations
- Organized and strong attention to detail
- Ability to conduct business in India
- Market development staff reside in India
- Familiarity with MAP (US Government grant) funded programs or previous experience with MAP funded programs is a plus
- Creative thinker for new promotional ideas
- Previous management experience with marketing and promotional programs is a plus
- Knowledge of the production, use, and nutrition of pulses is a plus.
- Ability to quickly acquire knowledge on a broad range of topics required to be effective in this role. Examples include health and nutrition benefits of pulses, food innovation with pulses, US pulse trade, social media and many others.

Time Frame

Proposals will be reviewed and the contract awarded within 60 days of the posted deadline. The contract is an annual contract January to December. An interim contract for the remainder of 2020 will be considered. The contract can be extended by the USADPLC without rebidding based on performance.



Contracting Agent

The contract will be between the USADPLC signed by the CEO and the contracted group.

Components of Qualifications Statement

1. An outline of the proposed annual marketing plan to include the following activities as an example campaign. The example budget is set at \$200,000.
 - Trade Servicing – building strong business relations with the India pulse trade, IPGA and others.
 - Trade Servicing – building influential relations with the Government of India.
 - Market Development Program – Conducting an inbound trade mission consisting of US pulse industry representatives with the goal of selling \$5 million in lentils to Indian importers.
 - Technical Program - Demonstration of the use of US grown dry peas, lentils and chickpeas in innovative and healthy recipes to Indian culinary and social media influencers.
 - Program or activity of your choice.
2. As an individual applying; Provide background information, relevant work experience and resume.
3. As an agency applying: Provide background information and of your company and key employees. Include as appropriate (e.g. number and roles of employees, sub-contractors, resources, where company is based, etc.)
4. A list of related food commodities currently or previously represented or related work history
5. List of references
6. Proposed Contract Fees

Submission

A copy of your qualifications must be submitted by **November 1, 2020** to:

USADPLC
Attention: Jeff Rumney – VP of Marketing
Moscow, ID USA

Email: jrumney@usapulses.org
Mobile/WhatsApp: 208 596 5035



Review of Proposals

A selection committee consisting of USADPLC 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. The USADPLC reserved the right to reissue this request.

Estimated Timeline

Issue Request for Qualifications and Quotations	Sept 1, 2020
Question & answer period	Sept 1 to Oct 31, 2020
Proposals due	Nov 1, 2020
Proposal evaluation	Nov 1 to 14, 2020
Conduct oral interviews with finalists, if required	Nov 14, 2020
Announce "Apparent Successful Contractor" and send notification via fax or e-mail to unsuccessful proposers	Dec 1, 2020
Hold debriefing conferences (if requested)	
Negotiate contract	
Estimated - Begin contract work	Jan 1, 2021