



Request for Proposals

Northeast Seafood Educational and Promotional Special Projects

Background

Food Export USA – Northeast (Food Export – Northeast) is a not-for-profit export association whose primary function is to develop export markets for northeastern producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from ten northeastern states. Additionally, Food Export – Northeast has been in a strategic alliance with the Food Export Association of the Midwest USA since 2000.

Both groups are participants in the Market Access Program (MAP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP is intended to boost the export of value-added food and agricultural products from the U.S. through a partnership between FAS and approximately seventy-five other industry-based trade organizations. This includes primarily commodity-specific groups, as well as two other unaffiliated regional groups similar to Food Export - Midwest and Food Export - Northeast that handle the southern and western regions of the U.S.

The products covered for export promotion by Food Export – Northeast include a wide variety of processed and semi-processed products found throughout the retail, foodservice, and food processing sectors. These include products or derivations of meat, dairy, poultry, seafood, grains, fruits and vegetables, salty and savory snack foods, confections, beans, sauces and condiments, pet foods, beverages, canned foods, animal feeds, bakery products, pasta and many others. Marketing channels include mass market retail, specialty foods, convenience foods, private label, healthy/organic, food ingredients, frozen foods, and others. Additionally, Food Export – Northeast promotes benchmark seafood products from the northeastern U.S. including lobster, scallops, monkfish, Atlantic herring, squid, Atlantic mackerel, dogfish and skate.

Food Export – Northeast encompasses: New York, New Jersey, Vermont, Delaware, Connecticut, Massachusetts, Maine, New Hampshire, Pennsylvania, and Rhode Island.

More information about Food Export – Midwest and Food Export - Northeast is available on the Internet at: www.foodexport.org.

Scope of Work

Food Export – Northeast offers a Seafood Program to fish and shellfish suppliers from the northeastern member states. The program is focused on developing export opportunities and support for international promotion for the benchmark species which include: American lobster, squid, scallops, monkfish, Atlantic mackerel, Atlantic herring and dogfish. In addition, Food Export – Northeast will continue to assess and pursue export opportunities for other Northeast seafood and

Midwest products. A menu of annual activities and services is developed and offered to the industry to create opportunities for them to enter new markets and expand sales.

New and special projects are often undertaken by Food Export - Northeast. Outside assistance is often needed on these projects.

Priority projects for 2020 where assistance may be needed include:

- Execution of processed lobster and Jonah crab resource toolkits to educate international buyers and their customers about the product types available, uses and value proposition for HRI menus. Tasks may include drafting outlines or texts for print and digital outreach material; reviewing draft material; seeking industry presenters for videos; coordinate scheduling and delivery of external presenters' material; coordinating with Food Export's internal seafood team and external communications vendor to ensure toolkits accurately represent the products factually and in the best light to the audience.
- Assist with resource-gathering and compilation for promotion of Northeast U.S. seafood promotions in various international markets. Tasks may include providing suggestions for or reviewing social media postings; preparing talking points or presentations on the products; presenting about the products either virtually or at in-person events overseas.

The responsibilities of the contractor for these projects would be to work with the International Marketing Program Manager to provide input on a plan of work for the project, as appropriate, and to provide the assistance required and assigned.

Requirements

The successful candidate must be able to cite knowledge and past experience working with key Northeast seafood products including lobster, scallops and Jonah crab. Past experience with not-for-profit groups and international marketing will be considered favorably. The contractor should respond with a proposal with a quote and must be financially and legally capable of entering into and executing a contract for the above stated projects. In addition, please provide the following information:

1. Name of Entity (as it would appear on contract/invoices)
2. Main point of contact
3. Complete Mailing Address / Physical Office Address
4. EIN/TIN/SS number (or if an overseas entity, the equivalent tax identification number in your country)
5. Type of Structure (choose one):
___ Individual ___ Corporation ___ LLC ___ Partnership ___ Sole Proprietorship

The quotation(s) should be submitted as a rate per hour for assisting with the activities as outlined in the Scopes of Work above. Typically, pre-approved direct, eligible expenses related to carrying out the activity such as production of materials or travel costs are reimbursed separately.

Food Export - Northeast is not liable for any costs associated with any company's response to this RFP. Food Export - Northeast reserves the right to not award this contract if, in the opinion of the evaluators, no suitable proposal is received.

The selected contractor must agree to abide by Food Export –Midwest and Food Export – Northeast Terms and Conditions:

Food Export - Midwest and Food Export - Northeast do not discriminate on the basis of age, disability, national origin or ancestry, race, gender, religion, sexual orientation, marital status, political affiliation or military status. Persons with disabilities who require alternate means of communication of program information should contact us. Food Export - Midwest and Food Export – Northeast do not tolerate fraud in their programs or services, and expect all participants to comply with our code of ethics (www.foodexport.org/codeofethics).

If you suspect any instance of fraud, please contact our Ethics Reporting Line at: www.foodexport.ethicspoint.com or 1-855-727-6715 (domestic toll-free.)

We reserve the right to deny services to any firm or individual which, in the sole opinion of Food Export – Midwest or Food Export – Northeast does not comply with MAP; FAS; Food Export – Midwest or Food Export – Northeast regulations or policies, or otherwise reflect positively on them; their members states; FAS; or USDA, in pursuit of their mission of increasing food and agricultural exports, or for continued public support for their programs. For more information please see our Terms and Conditions located at www.foodexport.org/termsandconditions.

The selected contractor must agree to abide by the provisions contained in Section 202 of Executive Order 11246 (30 Federal Register 12319) with regard to employment and contracting practices. In addition, Food Export – Midwest and Food Export – Northeast require that its contractors may not discriminate on the basis of age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, marital status, political affiliation, military status or membership in the military reserve.

The deadline for proposals is 12:00 noon ET on Friday, July 10, 2020.

Please address questions via email to:

Suzanne Milshaw, Acting Deputy Director and
International Marketing Program Manager
Email: smilshaw@foodexport.org

Please send proposals via email to:

Joy F. Canono
International Marketing Program Coordinator
Email: jcanono@foodexport.org