



INVITATION FOR BIDS

Food Export - Northeast is seeking assistance on a seafood market research study for the Italian market to investigate the importer awareness, distribution channels, competitive landscape and market opportunities for three Northeast U.S. seafood products: processed American lobster products, sea scallops, and Jonah crab (*Cancer borealis*). The work under this project will benefit and support the Northeast seafood industry as a whole.

The selected professional will be responsible for providing a draft report for review by Food Export no later than October 30, 2019 with a final report submitted by November 15, 2019. Previous experience with the seafood and/or food industry and ability to conduct on-the-ground research in Italy is strongly desired.

Attached please find the official Request for Proposal for details, requirements and deadlines.

The deadline for proposals is 12:00 noon ET on Monday, June 3, 2019.

Please forward via email to:

Food Export USA - Northeast
Andrew Haught, Senior International Marketing Program Coordinator
Food Export – Northeast
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103
Tel: (215) 829-9111
Email: ahaught@foodexport.org

Questions should be directed to the following via email to:

Colleen Coyne, Seafood Program Coordinator
CCoyne@foodexport.org

OR

Andrew Haught, Senior International Marketing Program Coordinator
AHaught@foodexport.org



Request for Proposals Seafood Market Research for Italian Market

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.

Food Export – Northeast, and an allied organization serving Midwestern U.S. suppliers, Food Export Association of the Midwest USA, 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. Furthermore, 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 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 primarily for the benchmark species which includes American lobster (*Homarus americanus*), sea scallops (*Placopecten magellanicus*), monkfish (*Lophius americanus*), dogfish (*Squalus acanthias*), and squid (*Loligo* and *Illex* spp.) In addition, Food Export – Northeast will continue to assess and pursue export opportunities for other Northeast seafood 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.

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

Food Export-Northeast, with the assistance of a qualified vendor, seeks to explore Italian market opportunities for three Northeastern U.S. fisheries products: processed American

lobster products, sea scallops, and Jonah crab (*Cancer borealis*). Specific product forms include:

- American lobster (HP, frozen whole cooked, frozen tails, value-added products, claw and knuckle meat)
- Sea scallops (natural/dry or refreshed fresh or frozen meats of various market count sizes, excluding roe)
- Jonah crab (whole frozen, claws, meat)

The work under this project is intended to benefit and support the Northeast seafood industry as a whole.

Scope of Work

The selected vendor will provide a comprehensive market study on the opportunities for Northeastern U.S. processed American lobster, scallops and Jonah crab within Italy. It is anticipated that the greatest opportunities will be within the HRI sector and thus that should be the primary sector for exploration with the retail sector being designated a secondary area for research.

It is anticipated that the project would commence with one or more “kick-off” calls with Food Export – Northeast’s Seafood Program Coordinator, Colleen Coyne, and project staff. The calls will include detail on the products to be studied including product forms, overview of fishery, sustainability, seasonality and current U.S. suppliers. Further discussions with U.S. suppliers may be arranged for more background information as required. Check-ins between vendor and Food Export will be scheduled during the project as needed.

The sections of the report should include the following:

1) Market Check

- a. The vendor will investigate whether and where study products and, close competitors to them, are currently available in the Italian market in the HRI and retail sectors.
- b. The types of information that are to be reported include:
 - i. Type of product
 - ii. Product form and size
 - iii. Location of product (retail, type of foodservice outlet)
 - iv. Regular prices in U.S. dollars and any special price offerings, if any
 - v. Countries of origin

2) Distribution Analysis

- a. The vendor will provide information on the make-up of the distribution channels through which the study products are to be sold in the market. Types of information would include the number, size and make-up of the major players in the channel (ex. retail, foodservice or ingredient) and any trends evident in the changing nature of that channel over time.
- b. The distribution analysis should differentiate the differences in distribution between the HRI and retail sectors.

- 3) Importation Analysis
 - a. The vendor will include details in the report on the restrictions affecting importation of American lobster, scallops and Jonah crab to Italy and include the following :
 - i. Import statistics by volume and value based on the HS code, or a similar product, to demonstrate market share
 - ii. Packaging and labeling requirements including date codes, local language requirements, importer information and unites of measurement
 - iii. Import barriers
 - iv. Tariffs; value-added taxes and other fees
- 4) Targeted Importer Development
 - a. The report will include a list of key potential importers/buyers within the market for the study products including their contact name and information.
 - b. The importer information will include which study products are of interest to the importers and should be prioritized according to interest in the product.
 - c. The list will also provide a brief profile of each importer such as distribution, existing product lines, and other available public information.
 - d. Buyers not interested in study products can also be listed along with their reasoning behind the lack of interest.
- 5) Marketability Assessment and Recommendations for Further Market Development Activities
 - a. The report should conclude with the vendor's assessment of market opportunities and challenges for each study product within the HRI and retail sectors.
 - b. Should there be opportunities identified, the vendor is asked to provide recommendations for follow-on market development activities to increase awareness and, ultimately, imports of these products to Italy.

The final product should be provided electronically. The vendor is also requested to present the research as part of a Food Export-organized webinar. For this, the vendor would additionally need to prepare and present a PowerPoint presentation (no more than 30-minute) to share salient points of the research with U.S. suppliers.

Requirements

The successful candidate must be able to cite previous experience in seafood and/or food market research within the Italian market and should be detailed in the response. Past experience with not-for-profit groups and international marketing will be considered favorably. The contractor should respond to the proposal with a quote for submission of a detailed market research report including each of the three targeted products, processed American lobster products, sea scallops, and Jonah crab (*Cancer borealis*), as outlined in the scope of work. The selected professional will be responsible for providing a draft report for review by Food Export no later than October 30, 2019 with a final report submitted by November 15, 2019. The contractor must also 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

Food Export – Midwest and Food Export - Northeast are not liable for any costs associated with any company’s response to this RFP. Food Export – Midwest and Food Export - Northeast reserve 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.

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