



**Food
Export**
Midwest USA



YOUR CONNECTION TO GROWTH™

INVITATION FOR BIDS

Food Export – Midwest and Food Export - Northeast are seeking one or more individuals/companies to assist in the execution of all responsibilities pursuant to their market development activities for processed food and seafood. These activities may include, educational content and materials creation, recipe development, cooking/sampling events and special projects that are required in the execution of Association activities. The selected contractor will be responsible for the aforementioned assistance during our 2022 Program Year from September 1 to December 31, 2022.

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

The deadline for proposals is **12:00 noon ET on Friday, September 23, 2022.**

Please forward proposals to:

Joy F. Canono
Food Export USA - Northeast
1617 JFK Boulevard, Suite 420
Philadelphia, PA 19103
Email: jcanono@foodexport.org

Questions should be directed to:

Andrew Haught, International Marketing Program Manager
Food Export USA – Northeast via email to
Ahaught@foodexport.org



**Food
Export**
Midwest USA



**Food
Export USA**
Northeast

YOUR CONNECTION TO GROWTH™

Request for Proposals Special Projects Contractor

Background

The Food Export Association of the Midwest USA (Food Export – Midwest) and Food Export USA – Northeast (Food Export – Northeast) are not-for-profit export associations and whose primary function is to develop export markets for midwestern and northeastern (respectively) producers and processors of value-added food and agricultural products. Our members include state agricultural promotion agencies from twelve midwestern and ten northeastern states.

Both groups are participants in the Market Access Program (MAP) and Agricultural Trade Promotion (ATP), a federal program handled by the Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture. The MAP and ATP are 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 – Midwest and 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 - Midwest and Food Export- Northeast are independent organizations that have been engaged in a strategic alliance since April of 2000. Through this alliance, the strategy and tactics of the organizations have been aligned so that the activities and services of each group are very similar with differences based primarily on geographic focus. Food Export - Midwest focuses on midwestern exporters and a series of eight overseas target markets, including Australia/New Zealand, China, Hong Kong, Taiwan, Japan, Korea, Southeast Asia, and Mexico. Food Export - Northeast targets northeastern exporters and six overseas markets, including Europe, Central America, Canada, South America, the Middle East and the Caribbean. By collaborating, the

activities and services of each organization are open to participation by companies from the other region. The net effect is that exporters in the Midwest and Northeast have access to a larger range of export promotion opportunities, while the limited staffs at Food Export - Midwest and Food Export - Northeast can focus on specific market development opportunities.

The states that are members of Food Export- Midwest include: Illinois, Wisconsin, Kansas, Minnesota, Michigan, Nebraska, North Dakota, South Dakota, Iowa, Indiana, Ohio, Missouri and Oklahoma. 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 – Midwest and Food Export - Northeast are seeking one or more individuals/companies to assist in the execution of all responsibilities pursuant to their market development activities for processed food and seafood. These activities may include educational content and materials creation, recipe development, cooking/sampling events and special projects that are required in the execution of Association activities. The selected contractor will be responsible for the aforementioned assistance during our 2022 Program Year from September 1 to December 31, 2022.

The responsibilities of the contractor for these projects would be to work with International Marketing Program Manager or other appointed Food Export - Midwest and/or Food Export - Northeast staff to provide input on a plan of work for the project, as appropriate, and to provide the assistance required.

Requirements and Submitting a Proposal

The contractor must be able to cite previous experience in providing educational content and materials creation, recipe development, and executing cooking/sampling events. Previous experience with not-for-profit groups, international marketing, food and/or agricultural groups will be considered favorably. The proposal should also include the names of the individuals who will be conducting the work and the qualifications of the proposed individual / vendor. The proposal should also include references. 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

It is highly preferred that contractors have prior experience with seafood products from the Northeast USA.

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 awarded contract may be renewed for up to three (3) years.

Selected vendors may be requested to participate in interviews with Food Export staff and/or its representatives.

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 and Food Export – Northeast do not comply with MAP and ATP; FAS; Food Export – Midwest and 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 race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, familial/parental status, income derived from a public assistance program, political beliefs, reprisal or retaliation for prior civil rights activity. Food Export – Midwest and Food Export – Northeast acceptance of proposal is conditional upon contractor disclosing all existing relationship with another party that has the potential of impacting and/or influencing the contractor’s ability to carry out the scope of work.

By responding to this request for proposal, you are certifying that your company nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. If you are unable to certify to the preceding statement, but wish to proceed with a proposal to this request, you will need to include an explanation as to why you cannot certify this statement as an attachment to your proposal.

The contents of this Request for Proposal and Scopes of Work are confidential and business proprietary. They may not be re-used for any purpose, in whole or part, including any text, or related concepts, strategies or tactics described, without written permission from Food Export – Midwest and Food Export – Northeast.

The contractor must agree to abide by Food Export – Midwest and Food Export – Northeast invoicing guidelines which include:

- Invoice must contain a unique invoice number
- Individual invoices per project or activity
- Each invoice must include the current hours being invoiced, the hours already invoiced on the project, and the total number of hours agreed upon for the vendor to carry out the project
- Invoices must be submitted no less-frequently than at the completion of each project phase
- Final invoices must be submitted within 30 days of completion of the project.
- The Scope of Work for a specific project as agreed to by the vendor, Food Export – Midwest and/or Food Export – Northeast must be included as a basis to track the actual work performed against the agreement.

The deadline for proposals is 12:00 noon ET on Friday, September 23, 2022. Emailed proposals will be accepted.

Please forward proposals to:

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Questions should be directed to:

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Food Export USA – Northeast at 215-829-9111 or via email to
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