

AMENDMENT TO REQUEST FOR PROPOSALS

FOR

**INTERTRIBAL AGRICULTURE COUNCIL (IAC):
AMERICAN INDIAN FOODS (AIF):
TRADE SHOW “BUYER/MARKETING” CONSULTANT**

January 29, 2020

The Intertribal Agriculture Council: American Indian Foods program is opting to amend the ‘Trade Show “Buyer/Marketing” Consultant’ section and the deadline for proposal submissions. The effect of the amendment is to remove the ‘EU Trade Show Buyer/Marketing Consultant and to extend the deadline for Asia and Oceania Trade Show “Buyer/Marketing” Consultant proposals. Entities wishing to submit a proposal have until **February 14, 2020** for final submission.

The amended sections are updated and included below.

**INTERTRIBAL AGRICULTURE COUNCIL (IAC):
AMERICAN INDIAN FOODS (AIF):**

January 30, 2020

Request for Proposals (RFP)

Trade Show “Buyer/Marketing” Consultant

Included in this Request for Proposal is:

1. Organizational Background
2. Scope of Work
3. Requirements

1. ORGANIZATIONAL BACKGROUND:

Profile of Intertribal Agriculture Council (IAC)

Founded in 1987, the IAC is a national 501(c)(3) that serves Native American farmers and ranchers through programs designed to further the goal of improving American Indian Agriculture. The IAC has become recognized as the most respected voice within the American Indian community and government circles on agriculture, natural resources, and food system policies and programs in Indian Country. In addition, the IAC works to pursue and promote the conservation, development and use of Native American agriculture resources for the betterment of Native people.

American Indian Foods (AIF) and the Market Access Program (MAP)

The American Indian Foods (AIF) program of the Intertribal Agriculture Council began in 1998 under contract with the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS). The partnership was developed as a platform for American Indian food businesses to showcase products and share Tribal cultures with the world. The program is designed to work with American Indian owned businesses to provide export education and to facilitate global market penetration.

As part of IAC’s partnership with USDA, AIF manages the Unified Export Strategy (UES), Market Access Program (MAP) which has received funds for 2020 to recruit Native American and Alaska Native producers and their products to the IAC MAP in order to connect them to direct market outreach opportunities. These include participation in high-profile trade shows, Native chef presentations to educate audiences on the history and purpose of region-specific Indigenous foods, chef-to-chef training events in high-end venues to increase the appeal and creative use of products, and by conducting a comprehensive cataloguing of available Native American foods and other

products available through IAC MAP. The IAC MAP program will also work with other IAC programs to emphasize the importance of effective branding and trademarking of products and producer marketing education, as well as facilitate access to USDA and other federally funded programs.

The AIF program monitors the “Made/Produced by American Indians” trademark which certifies and identifies authentic American Indian products from federally recognized Tribes. The trademark has been successfully test marketed and is certified for use in three Classes. Additional certifications are ongoing as trademark use increases.

The program is carried out in a phased process as follows:

- ❖ The interested producer applies for the “Made/Produced by American Indians” trademark.
- ❖ Once the application is approved, the producer will participate in Export Readiness Seminars, webinars, and trainings to educate and prepare producers for global marketplace entry. Seminar instructors include Tribal representatives who have export experience as well as experts on foreign trade, international marketing, trade show participation, and commercial marketing firms who specialize in packaging and advertising campaign development.
- ❖ Once a producer is export ready, they can participate in international trade promotions, trade shows, and trade missions.

IAC-AIF will continue to work towards achieving AIF’s mission while offering American Indian producers support, resources, and international marketplace opportunities.

More information about the IAC is available on their website at: www.indianag.org and information on the AIF program is available at: www.indianagfoods.org

Request Summary

The Intertribal Agriculture Council’s American Indian Foods program is seeking proposals from international contractor(s) to assist in the execution of responsibilities pursuant to export market development for the Market Access Program (MAP) calendar year 2020 (**February 2020** through December 31, 2020), including the development of the UES for budget year 2021. The selected contractor(s), possibly more than one, shall be prepared to work **mid-February** 2020 through December 31, 2020 (Calendar Year 2020 contract). In addition, the contractor(s) may be expected to attend events and familiarize themselves with American Indian agriculture, culture, and traditions throughout the year as needed. The contractor shall furnish all supervision, facilities,

and services set forth in this RFP and otherwise perform services as proposed and described in the sections that follow.

2. SCOPE OF WORK:

Please provide a separate quote for each itemized scope of work listed below. Quotation on each numbered scope should be on a per show or event basis.

The contractor(s) who serve in these positions will be supervised by the American Indian Foods Program Director and will work in cooperation with other designated program staff. The Contractor(s) should have a vision, new program ideas, project partnership, strong administrative and project management skills, and a basic understanding of American Indian communities and culture. Contractor(s) should have experience with the Market Access Program (MAP) and Agriculture Trade Promotion (ATP) of the USDA Foreign Agriculture Service. As required by the grants, all accounting will adhere to Federal ATP/MAP grant and IAC's fiscal and accounting policies.

Please note that the contractor(s) will be awarded the contract for each year only after the IAC has received written confirmation from the USDA that funding is available for that event through the following program years.

Key Attributes

The following expenses are not to be included in your proposals as these will be covered in the budgeted amounts per line item or program activity. The AIF program will pay for the items listed immediately below from the 2020 MAP budget. Your proposal should cover just the cost to fulfill the service and deliverables in the RFP.

- Trade show exhibit space rental (booth space, carpet, furnishings, etc.).
- Shipping costs associated with IAC/AIF materials or exhibitors samples.
- IAC/AIF staff travel related expenses (airfare, hotel, transportation and per diem).
- Contractor travel related expenses (airfare, hotel, transportation and per diem).
- Producer travel related expenses (airfare, hotel, transportation and per diem).
- Creation of English or foreign language materials for events to include IAC materials and participant marketing materials. This includes creation of English or foreign language press kit.
- Fee for chef and related travel expenses (airfare, hotel, transportation and per diem).
- Interpreters for shows, meetings and events.

- Meeting facilities, seminar and cooking space rental (kitchen and banquet facility).
- In-country purchase of food products.
- Foreign press travel related expenses (airfare, hotel, meals and transportation)
- Mailing costs associated with activity events.

Your proposal can include other marketing activities outside of the list of deliverables in the RFP. However, they will only be considered if additional funds become available.

Trade Show “Buyer/Marketing” Consultant

You are not required to submit your proposal for all the activities listed in this RFP. Services requested from the Contractor(s) will include the following two items: Please submit your proposal for the item listed below.

Asia and Oceania Trade Show “Buyer/Marketing” Consultant: (Calendar Year 2020 - 2021 contracts)

- Contractor will coordinate with the IAC and participants attending shows; become a buyer liaison for the Tribal businesses by identifying importers, brokers, and distributors within each country and arranging meetings during, before or after the scheduled shows.
- Contractor will assist with marketing opportunities; provide market and country research reports to participants.
- Contractor will be expected to attend trade shows to provide support for show activities.
- Contractor will assist in locating hotels that meet USDA rates near the venue.
- Contractor will assist in overall pre-show planning, logistics, provide press releases and participants to prepare and inform them of show activities, certifications required and providing general logistical information before, during and after the show.
- Contractor will work with AIF staff, participants, FAS and foreign companies to invite suitable and fitting buyers, distributors, press and any others that can assist in the promotion of the event.
- Contractor will provide press releases as needed prior to each activity. Also notify (request assistance if needed) foreign Agriculture Trade Offices (ATO) that relate to the activity about our pending arrival
- Contractor will be responsible for collecting all on-site required reports from participants and submit a final report from the activity. These include

activity evaluations, trip expense reports, contribution reports and additional information as requested.

- Contractor will conduct 6 month and 12 month follow-up reports from the participants and aid AIF staff in evaluating the merit of the activity.
- Assist with Success Stories as requested.
- Assist with Country Progress Reports for all activities.
- Contractor will provide requested information needed to complete the annual Country Progress reports and UES (Annual Budget).
- Trade show participation for FY 2020 - 2021 may include, but not limited to, Food & Hotel Asia Singapore, FoodEx-Japan, HOFEX-Hong Kong, Gulfood Dubai, SEAFEX Dubai, Seafood Asia Expo-Hong Kong & possibly others.

At a minimum for each scope of work the Contractor is responsible for:

1. Contractor(s) will be expected to attend, analyze and help evaluate activities based on the objectives of the UES and ensure compliance with MAP standards and requirements. Attendance at these activities will be required as preparation for contractor responsibilities in Calendar Year contracts. Contractor(s) will participate in bi-weekly calls in preparation for upcoming activities and promotions.
2. Demonstrate understanding of FAS compliance rules and regulations.
3. Developing an executive summary of goals, objectives, plans and budget to administer the project(s), and a detailed timeline for completion of each phase of the project plan.
4. Communicating project details to the IAC/AIF staff.
5. Develop and maintain a detailed budget for each project and provide monthly budget reports to AIF.
6. Assist AIF in maintaining a database of US companies who have participated in overseas promotions or international contacts made in your contracted activities.
7. Obtain industry contribution details for specific contractor run events.
8. Submit briefings to AIF and Tribal businesses every quarter with highlights and any sales information.
9. Develop success stories as requested.
10. Ensure that UES performance measures are adhered to.
11. Ensure that all Contractor stated goals are measured.
12. Providing input for yearly planning and strategy session with IAC/AIF.
13. Provide a detailed final report for each project inclusive of:
 - a. Executive summary
 - b. Review of project activities including dates and purpose of travel

- c. List of Participants and corresponding company evaluations when applicable
- d. Summary of project and each segment
- e. Summary of findings and conclusions
- f. Recommendations to improve services at future activities and accomplishments
- g. Contractor comments and evaluation results

14. Contractor will gather all contribution forms, evaluation forms, and trip reports with receipts from the participants from each event and submit them to the AIF office within 30 days.

Subcontractors: Subcontracting shall be allowed. If subcontracting is proposed by the proposer, it should be clearly indicated in the proposal the fiduciary relationship and responsibility(s) between the proposer and its subcontractor(s) and should include adequate information indicating legal paperwork between the said parties that serves the working relationship. The Contractor is responsible for supervisory functions and ensuring provision of deliverables from the Subcontractor.

3. REQUIREMENTS:

Contractor must be able to share relevant experience in international trade show coordination and international market development activities. **Work experience with American Indian communities is preferred, but not required.** Previous experience with not-for-profit groups, international marketing, food and/or agricultural groups will be considered. The contractor will be required to submit references citing examples of previous work, especially with American Indian Communities. The contractor must also be financially and legally capable of entering into and executing a contract for the above stated project.

IAC is not liable for any costs associated with any company's response to this RFP. IAC reserves the right not to award this contract if, in the opinion of the evaluators, no suitable proposal is received. IAC reserves the right to renew this contract for up to three years.

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. IAC requires 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.

AIF Contact Person: Any information required or questions regarding this RFP should be addressed and/or delivered to:

*Intertribal Agriculture Council - AIF Program
100 N. 27th Street, Suite 500
Billings, MT 59101*

*Attention: Latashia Redhouse, AIF Program Director
Office Main Number: (406) 371-3454
E-mail: latashia@indianag.org*

Deadline for Receipt of Proposals: Proposals may be emailed and must be received by IAC-AIF no later than **4:00 pm MST, Thursday, February 14, 2020**. Emailed proposals should be sent to latashia@indianag.org with “ AIF Contractor Proposal” in the subject line. Failure to meet the deadline will result in disqualification of the proposal without review. IAC-AIF assumes no responsibility or liability for the transmission, delay, or delivery of RFP materials, packages or applications by either public or private carriers.