



U.S. Highbush Blueberry Council

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Request for Proposal

Date: March 12, 2019

To: Marketing and Communication Contractors/Firms in the U.S., Southeast Asia or South Africa

From: Alicia Adler, Export Program Manager, United States Highbush Blueberry Council

RE: Seeking Proposals to Conduct a Market Assessment in South Africa and Myanmar for U.S. Highbush Frozen and Further Processed Blueberries

Background

The United States Highbush Blueberry Council (USHBC) seeks a qualified U.S.-based food technologist and/or food engineer to implement a 2018 Emerging Markets Program market assessment of Myanmar and South Africa. The selected firm/individual will be expected to produce a market assessment report determining the feasibility of shipping frozen and further processed highbush blueberries from the United States to South Africa and Myanmar.

Scope

The USHBC food technologist and/or food engineer will assess the trade structure for imported blueberry ingredients through identification of importers, distributors and potential end users including dairy, baking, snacks and beverages. They will interview key companies and individuals in the value chain and project volumes for future exports and recommendations for follow-up and market development activities for the future.

Responsibilities will include, but will not be limited to:

1. Collect background research from valid secondary sources to describe the food industry value chain. This will include collection of historic statistics, food industry categories, import procedures and practices.
2. Conduct primary research in country to validate the secondary background research. This will include meetings with government, importers, distributors and end users. This will include multiple food industry product segments as well as specialized staff at companies to determine

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product needs opportunities and constraints to be overcome. This will result in a comprehensive preliminary assessment including companies, opportunities and strategies.

3. Visit the countries twice, once at the start of the project and secondly to validate information, meeting companies and probing for further information and opportunities.
4. Submit a final assessment of the market according to EMP format and guidelines.
5. Submit a final performance report to the USHBC promotions and export committees for industry feedback and assistance with companies wishing to proceed to market development in the country.

Budget

USHBC receives funding for in country trade relations and promotional activities in Japan from the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) Emerging Markets Program (EMP). **Therefore, applicants are advised to submit a detailed sample budget totaling no more than \$136,200.** The budget must separate fees and travel expenses.

Requirements

Contractor must demonstrate the following:

- Understanding of the blueberry market (fresh, frozen and further processed) in Myanmar and South Africa and ability to develop an effective strategy, research plan and quantifiable performance measures
- Familiarity with the frozen and further processed fruit import trade in Southeast Asia and South Africa
- Familiarity and knowledge of the United States Department of Agriculture (USDA) Foreign Agricultural Service (FAS) Emerging Markets Program (EMP) requirements and regulations
- English language fluency (Written and Oral)
- Ability to provide sufficient staff and administrative resources
- Ability to adhere to strict financial management and fraud prevention procedures

Anti Discrimination Clause

USHBC does not discriminate against any employee or applicant for employment because of race, color, national origin, sex, religion, age, gender identity (including gender expression), disability, political beliefs, sexual orientation, genetic information, income derived from a public assistance program, parental status, marital or family status, or reprisal or retaliation for prior civil rights activity. (Not all bases apply to all programs.) USHBC and any contractor must fully comply with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances, and regulations, including, but not limited to, Executive Order 11246 (Equal

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Employment Opportunity); Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963.

Instructions

Proposals must include the following components:

1. Company background
2. Relevant experience and qualifications (including key personnel and/or subcontractors)
3. Proposed strategy and promotional plan
4. Detailed budget
5. Timeline
6. Quantifiable performance measures
7. References (at least three)

Questions and proposals must be submitted electronically to Alicia Adler at aadler@blueberry.org by 5:00 PM (Pacific Time) on Tuesday, March 26, 2019.