



Request for Proposals: Advance Mission and Trade Research September 2024

Background

NASDA is a non-partisan, non-profit trade association representing the fifty state and four territorial departments of agriculture. NASDA's mission is to *enhance American food and agricultural communities through policy, partnerships and public engagement.*

NASDA received Emerging Market Program (EMP) funding through the USDA Foreign Agricultural Service (FAS) in 2023 and 2024 to lead missions of our members to emerging markets around the world. As part of these efforts, we engage consultants to complete an advance mission to identify areas of engagement for our members who represent all of U.S. agriculture and serve as co-regulators with the federal government. The consultant also completes trade research in the market to identify barriers and opportunities for US agricultural products in the country. This research is shared with FAS and other cooperators to facilitate their work in each market as well.

In May of 2024, NASDA received Regional Agricultural Promotion Program (RAPP) funding focused in Africa, Latin America, Southeast Asia, the United Kingdom and the EU. NASDA intends to use these funds to continue efforts initiated through the EMP program with expanded markets.

Objective

Maximize the impact of NASDA's RAPP activities to deliver the most value for U.S. agriculture through advance trips, market research and follow-up activities.

Scope of the Engagement

1. Conduct 4-5 day advance trips to up to 6 markets per year, approximately 6-8 weeks before the NASDA delegation visits targeted market.
2. Perform market research in selected countries to identify barriers and opportunities for U.S. agricultural products.
3. Support inbound missions to the U.S. from target markets.
4. Facilitate follow-up to maximize impact.

Projected Timeline

Proposals Due: September 30, 2024

Contractor Selected: October 18, 2024

Contact Information for Proposals and Questions

Proposals should be emailed to Megan McDonald Weeks (megan.mcdonald@nasda.org) by midnight September 30, 2024. Questions related to this RFP should also be directed here.

Proposal Requirements

- Legal Name
- Company History
- A description of all services proposed including examples of similar projects developed for other clients
- References
- Notation of any potential conflicts of interest
- Notation of any possible timing conflicts
- Fee Structure