



# *American Sweet Potato Marketing Institute*

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## **American Sweet Potato Marketing Institute (ASPMI)**

### Request for Proposal – Eastern Canada Promotion Campaign

#### **Background:**

The American Sweet Potato Marketing Institute (ASPMI) is a U.S. agricultural trade association representing U.S. sweet potato packers, growers, exporters, processors, trading companies, state associations, and affiliated industries. The role of the Institute is to explore, develop and maintain international markets for U.S. sweet potato exports through promotion, market research, and evaluation of potential new export markets. U.S. sweet potato exports are growing sharply, with key foreign markets including the UK, Benelux, and Canada.

ASPMI is seeking a creative agency specialized in food marketing and public relations to assist in conducting a generic promotional campaign of U.S. sweet potatoes in Eastern Canada. Promotional activities are primarily funded by the USDA's Market Access Program (MAP) and are subject to the regulations and review of USDA's Foreign Agriculture Service.

#### **Scope of the Proposal:**

Your proposal should include the following:

1. Agency introduction and philosophy
2. Agency team proposed for the ASPMI account
3. Market overview as it relates to U.S. sweet potatoes (relative strengths and weaknesses of the product, etc.) and how your agency can address this market
4. Recommended strategy, both short and long-term
5. Proposal for conducting the activities outlined below
6. Budget recommendations, including estimated out-of-pocket expenses and fees
7. Primary agency contact and contact information

8. Additional information that would be of assistance (i.e., government relations, current work samples, etc.)

**Specific scope of work:**

For the fiscal year ending June 30, 2016, ASPMI envisions its promotional campaign in Eastern Canada encompassing:

1. Organizing an in-bound trade mission of up to 15 U.S. industry representatives to meet with leading Canadian produce importers, traders, retailers, and the foodservice industry. (Note: Budget for the U.S. participants' travel costs should be excluded from the agency's proposed budget).
2. Translating and adapting collateral materials (e.g., recipe cards) for the Canadian market.
3. Conducting a media campaign targeting the Canadian food and foodservice industry.

**Selection Criteria**

1. Knowledge of the Canadian produce trade and foodservice industry.
2. Contacts in the target country involved in the produce and sweet potato trade.
3. Expertise in creating and executing tracking/reporting public relations plans targeting the food and foodservice trade, including press relations.
4. Experience with USDA/FAS cooperator promotion programs.
5. Experience in organizing trade missions, PR, and social media relevant to the produce and sweet potato industry.
6. Experience in developing promotional activities that can be evaluated on a year-to-year basis.
7. Relevant background of staff to be assigned to this project.
8. Experience with the U.S. Agricultural Trade Offices, Foreign Agricultural Service, the U.S. cooperators and the American Embassy staff.
9. Suggested fee schedule (e.g., planning fees, monthly representation fees, etc.).
10. Statement that working with the Institute construes no conflict of interest with the Agency's other clients or affiliates.

**11.** Completeness and thoroughness of the proposal.

**Timing and Submission of Proposals:**

Please submit five hardcopies in English no later than **August 21, 2015** to:

American Sweet Potato Marketing Institute  
Attn: Sue Langdon, Treasurer  
700 E. Parrish Dr. Suite C  
Benson, NC 27504  
919-894-1067

In addition, email copies may be sent to:

Jerry Hingle, International Program Consultant  
Email: [Jerry@intltradeassociates.com](mailto:Jerry@intltradeassociates.com)

Sue Langdon, Treasurer  
[sweetsue@ncsweetpotatoes.com](mailto:sweetsue@ncsweetpotatoes.com)

No in-person interviews will be conducted, although interviews may be conducted via video conferencing following reviews of the written proposals.

For more information please contact Jerry Hingle at [Jerry@intltradeassociates.com](mailto:Jerry@intltradeassociates.com) or tel 504-756-3520.

***The American Sweet Potato Marketing Institute is an Equal Opportunity Employer.***