



REQUEST FOR PROPOSAL

Market Representation
U.S. Poultry & Eggs
Singapore / ASEAN



REQUESTED BY:



JULY 22, 2023

WWW.USAPEEC.ORG

ABOUT

The USA Poultry and Egg Export Council (USAPEEC) seeks an in-country agency to represent our interests in Singapore and the ASEAN region (USAPEEC already retains consultants in the Philippines and Vietnam). The consultant would monitor the market situation, meet with government officials and importers, develop trade contacts in the retail, food service, and meat processing sectors, and implement marketing and PR, including social media and events, to create awareness of U.S. poultry and eggs and drive demand. The representative will also serve as a point of contact for trade and technical issues affecting U.S. poultry and egg shipments in the region.

Background

USAPEEC is a non-profit export trade development association for the U.S. poultry and egg industries. USAPEEC provides international marketing services to producers, processors, and trading companies exporting U.S. poultry and egg products to global markets.

USAPEEC was formed in March 1984 with a grant from the U.S. Poultry and Egg Association (formerly the Southeastern Poultry & Egg Association). USAPEEC's membership (approximately 220 companies) represents American poultry and egg producers, processors, and traders, as well as industries that rely heavily upon a healthy U.S. poultry and egg industry for their well-being. The membership of USAPEEC represents approximately 95% of all U.S. poultry and egg exporters. In addition, USAPEEC has 16 international offices conducting trade servicing and promotional activities in 75 markets.

Market Assessment

The USAPEEC Singapore office covers Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam, collectively known as ASEAN. In addition, USAPEEC Singapore has reporting responsibilities for Timor Leste.

With a population of 5.8 million, Singapore is a wealthy, developed, and highly urbanized country. The financial services, manufacturing, and tourism sectors mainly drive the country's economy. As the pandemic continues to hamper travel, tourism, and related sectors, GDP growth in 2022 narrowed from 3% to 4%. The growth is forecast to slow to 0.5 - 2.5% in 2023 amid global uncertainties, down from the projected 3.5% this year (Ministry of Trade and Industry). Global supply disruptions will likely continue into next year as the war in Ukraine continues, although the extent and frequency of disruptions are expected to ease.

Regarding poultry meat and product imports, Brazil has a 50% market share, followed by Thailand (28%) and the U.S. (6%). Malaysia supplies live chickens which are processed in-country. Due to the avian flu, Singapore experienced a shortage of turkeys in the second half of the year. In 2022, Singapore imported 24,568 metric tons of U.S. poultry valued at US\$28.8 million compared to 16,620 metric tons valued at US\$19.6 million in 2021.

Market Assessment Continued

The country is also beefing up its food security and supply, as it is 90% dependent on food imports. In addition, the government plans to achieve 30% self-sufficiency in food production by 2030 with the help of locally high-tech vegetable and aquaculture farming.

Singapore has a vibrant and highly competitive hotel, restaurant, and institutional (HRI) sector with 27,704 outlets in five sub-industries, such as cafes/bars, full-service restaurants, limited-service restaurants, self-service cafeterias, and street stalls/kiosks. Its food service industry, which includes hotels, restaurants, casual dining, fast food outlets, and local food stalls, is highly diverse, with a broad range of Asian and Western cuisines widely available. According to Euromonitor, Singapore's HRI sector is worth about US\$7.5 billion and is expected to grow by 2.1% by 2023. Tourist arrivals and sales in Singapore will improve with the reopening of international borders; however, a full recovery of food service sales to pre-pandemic levels is unlikely before 2024.

Singaporeans are well-traveled and affluent, with relatively high disposable income levels driving demand for premium quality food and beverage products. As a result, good food and experiential dining are rising for affluent, elite consumers. Michelin-starred restaurants offer superior food quality, ambiance, and aesthetics; these outlets report plenty of customers. In addition, health and wellness trends are highly prevalent as consumers pay more attention to their well-being and opt for healthier products with reduced sugar, salt, and/or fat content. The Ministry of Health's legislative measures in 2022 to curb sugar consumption takes effect at the end of 2023.

The retail industry comprises a range of supermarkets and hypermarkets, convenience stores, traditional stores in the heartlands, and specialty retailers. The sector is dominated by three key players: NTUC Fair Price Cooperative, Dairy Farm Group, and Sheng Siong Supermarket Chain. Online grocers include RedMart, Shopee, and Prime Now. The preference is towards modern grocery retailers that offer a combined one-stop shopping/dining experience. Premium supermarkets and independent specialty retail stores in upscale residential areas have grown more substantially as they cater to upper-income consumers and expatriates with higher disposable incomes.



REQUIREMENTS

Management of this project will be under the direction of the USA Poultry and Egg Export Council's headquarters in Tucker, Georgia, USA.

Tentative Timetable

July 22	Request for Proposal Issued
July / August	Questions & Answers Period
August 22	Proposals Due
September 8	Candidates Short-listed
September 22	In-Person Interviews (Singapore) & Contract Awarded

The proposed start date is October 1, 2023. USAPEEC would review the contract annually and adjust compensation according to market activity levels.

Scope of Work

The primary areas of activity for this marketing year are as follows:

- 1) Trade and government servicing will continue through this marketing year so that USAPEEC can maintain a presence in the market. USAPEEC—through its consultant—will maintain contact with importers and government officials to answer questions and respond to members about the Singapore market. USAPEEC will continue to maintain a presence in the market with trade servicing throughout the marketing year and distribute all trade leads/inquiries to industry members.
- 2) The USAPEEC consultant will design and maintain a USAPEEC Web Page intended to appeal to Singapore importers/buyers wanting more information about U.S. poultry products. Once the original design is complete, the activity will be to maintain the page.
- 3) The USAPEEC consultant will provide the USAPEEC Home Office with a monthly report detailing its activities and giving an update on the Singapore/ASEAN market for U.S. poultry products.
- 4) The consultant will organize USAPEEC's participation in trade events (such as trade shows, etc.) as needed.

USAPEEC reserves the right to increase the total budget allocation for the Singapore market for the purposes of trade development programs.

Selection Criteria

The following criteria will be considered when selecting a consultant for this project.

1. Quality of proposal
2. Professional fees, rates, and projected total cost.
3. Professional staff selected to work on this project.
4. Reputation within the industry/client recommendation
5. Experience with government-funded programs, reporting, and compliance
6. Experience with trade policy and technical issues

Response Requirements/Format

It is requested that the following format be used for this assignment:

1. Project Objective & Approach
2. Project work plan and timetable
3. Project organization and staffing
4. Qualifications
5. List at least three previous and/or current clients, including contact person, company, address, email, and telephone number.
6. Additional comments, suggestions and/or options to the project as outlined in this proposal request for the Council to achieve its desired objectives.

Proposal Submission

Proposals should be submitted via e-mail by **August 22, 2023**, to:

Leah Cochran Mulcahy

Director, Global Marketing
USA Poultry & Egg Export Council
lmulcahy@usapeec.org

USAPEEC will not be liable for any costs associated with any company's response to this request for proposal. USAPEEC reserves the right not to award this contract if no suitable proposal is received in the opinion of the evaluators.

Non-Discrimination Policy

The USA Poultry & Egg Export Council (USAPEEC) prohibits discrimination in all its programs and activities based on race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. (Not all basis apply to all programs.) Persons with disabilities who require alternative means to communicate program information (Braille, large print, audiotape, language translation, etc.) should contact USAPEEC at (770) 413-0006.

To file a complaint of discrimination, please write to Director, Global Marketing - USA Poultry & Egg Export Council at 1532 Cooledge Road, Tucker, Georgia 30084, or call (770) 413-0006. USAPEEC is an equal opportunity provider and employer.

Information on how to file a USDA Program Discrimination Complaint can be found at <https://www.usda.gov/oascr/filing-program-discrimination-complaint-usda-customer>