



U.S. Livestock Genetics Export, Inc.

522 Springdale Street, Suite 102
Mount Horeb, WI 53572-1780, USA
Phone: 608-437-2020 • Fax: 888-538-6596
E-mail: uslge@uslge.org • Web site: www.uslge.org

REQUEST FOR PROPOSAL

US Livestock Genetics Export, Inc.

US Livestock Genetics Export, Inc. ("USLGE") is using this request for proposal (RFP) to identify a consultant organization ("Consultant") to provide global content creation in promotion of U.S. Livestock genetics.

Organizational Background

U.S. Livestock Genetics Export, Inc. (USLGE) is a nationwide, livestock specific, industry-wide, non-profit corporation designed to represent the international market development interests of the U.S. livestock and livestock genetics industries. USLGE was formed in 1994 to represent the interests of all facets of the livestock genetics industry in such a way as to achieve maximum marketing efficiency from the resources available for international market development.

The USLGE membership includes about fifty different breed associations, State Departments of Agriculture, and breeders in the animal genetics industry. Exports include live dairy cattle, beef cattle, swine, sheep and goats, along with semen and embryos. Recent technological advances have transformed the industry and allowed producers and countries to improve product quality and production efficiencies to reduce costs and resources while meeting increasing consumer demand for quality and value.

I. Project Description and Objectives

This project is designed to promote the value proposition and superior quality and innovative techniques of the U.S. livestock genetic industry under the banner of USLGE. The scope of work is focused on the creation of content to both give the USLGE global promotion materials a new, fresh, and eye catching look, grab the attention of international stakeholders and buyers. The content should be formatted for utilization in digital media and video clips. USLGE has many print materials that can be incorporated into digital and print materials. We are looking for online banner ads on agricultural websites, inclusion in international and regional digital agricultural journals. We also require the development of content for various social media outlets such as Instagram and Facebook.

Statement of Work

Implementation includes the following key steps:

- Develop ads to focus on the value proposition of US Livestock genetics, superior quality, service, partnership, education, dependability, etc.
- Ads can focus on USLGE as an organization or promote a specific species/breed from our membership.
- Create graphics and short stories to post on Instagram
- Create photos and eye catching captions for facebook posts
- Create 1 brief article per month on a USLGE event with photos for Linked In.
- Develop a schedule for content creation together with USLGE staff
- All graphics should be appropriate for translation to other languages
- Create long form video chronicling one major USLGE event, ie roadshow.
- Track posts, pick ups, likes, follows, and engagements.
- Create different "Loop" videos that can be used and played unattended at different international shows and events focused on different USLGE member species: Dairy, Beef, Swine, Horses, Sheep and Goats, frozen semen and frozen embryos.

The One Source for Superior Livestock Genetics

II. Proposal Format and Selection Criteria

The proposal format is open but should be no longer than 8 pages. It must be submitted electronically and should include, but is not limited to, the following criteria for comparison and evaluation purposes:

- Technical qualifications of the proposer including experience with similar consulting projects, and particularly staff experience and qualifications.
- The ability to work effectively with US industry associations.
- A proposal that meets the statement requirements, the project objectives and includes appropriate deliverables to ensure that implementation will deliver desired outcomes for USLGE.
- Familiarity with US agriculture and commodity market development programs in general, along with digital and print promotion in particular.
- Familiarity with livestock industry in general, livestock genetics specific experience is a bonus.
- Project costs, including breakouts for the following:
 - Hourly rates and approximate number of staff hours for the project.
 - Administrative costs, travel costs, and other miscellaneous costs along with justification for these costs.
 - Third party fees that may be incurred.
- Timeline of project milestones

III. Response and Submittal Deadline

Questions regarding this request for proposal should be directed to Rebecca Bratter claims@uslge.org. Questions shall be submitted no later than October 25, 2024.

The response deadline for this RFP is 5:00 pm CST, November 1, 2024. Final proposals shall be submitted via email to Rebecca Bratter at claims@uslge.org.

The first tranche of this project will end on January 31, 2025 in accordance with the funding year and the second tranche will begin on February 1, 2025 and run for a year.

USLGE reserves the right to withdraw the RFP at any time.

USLGE does not discriminate in any of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, family status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.