REQUEST FOR PROPOSAL

USA Poultry & Egg Export Council (USAPEEC)
Artificial Intelligence-Driven Market Intelligence & Marketing Platform

Introduction and Background

The USA Poultry & Egg Export Council (USAPEEC) seeks proposals from qualified companies to design and implement a state-of-the-art artificial intelligence (AI)-driven platform to strengthen the global competitiveness of the U.S. poultry and egg industry. This initiative focuses on advancing market insights, enhancing consumer engagement, and improving marketing efficiency in diverse international markets.

The primary objective is to develop cutting-edge marketing tools alongside comprehensive training programs for USAPEEC staff and Council member companies. These programs will emphasize the practical application of AI technologies to optimize marketing strategies and improve outcomes. The selected company will offer ongoing support and auxiliary services to ensure the platform remains scalable and adaptable to meet evolving market demands.

This initiative represents a forward-looking approach to leveraging AI for strategic growth and operational efficiency in the global poultry and egg industry, positioning the U.S. as a leader in innovative agricultural marketing solutions.

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 that export U.S. poultry and egg products to global markets.

Established in 1984 through a grant from the U.S. Poultry and Egg Association (formerly the Southeastern Poultry & Egg Association), USAPEEC's membership (more than 200 companies) represents American poultry and egg producers, processors and traders, as well as associations of industries which rely heavily upon a healthy U.S. poultry and egg industry for their well-being, such as soy and corn. The membership of USAPEEC represents approximately 95 percent of all U.S. poultry and egg exporters.

Project Description and Objectives

USAPEEC is seeking a firm to design and implement a state-of-the-art AI-driven platform to strengthen the global competitiveness of the U.S. poultry and egg industry.

The platform must:
1. Provide Market Intelligence: Utilize AI technologies for social listening and predictive analytics to gather insights on global consumer preferences, emerging trends, and market demands.
2. Enable Targeted Marketing: Generate culturally and linguistically tailored marketing materials, including dynamic content such as videos and ad copy.

3. Forecast Market Opportunities**:** Deploy machine learning models to predict demand, identify pricing trends, and discover new U.S. poultry and egg product market opportunities.
4. Promote U.S. Poultry and Egg Products Globally: Enhance the positioning of U.S. products through strategic campaigns informed by real-time data and predictive analytics.
5. Train Staff: Provide comprehensive training for USAPEEC staff and council member companies in using the latest AI tools and solutions effectively.
6. Support Talent Acquisition: Offer a service to locate, hire, and train staff for council member companies to use the marketing platform and address other related AI needs.

Scope of Work

Requirements Gathering and Planning
- Conduct stakeholder workshops to finalize technical requirements.
- Define platform architecture and KPIs.
- Develop a comprehensive project roadmap.

Data Integration and AI Module Development
- Integrate diverse data sources, including social media, local distributors, and market research databases.
- Develop AI/ML models for market segmentation, trend analysis, and forecasting.
- Create tools for automated marketing content generation.
- Establish a scalable data pipeline for continuous updates.

Pilot and Testing
- Deploy a pilot in selected markets to test core functionalities.
- Validate data accuracy, AI model performance, and user interfaces.
- Gather stakeholder feedback to refine the solution.

Deployment and Training
- Roll out the platform to USAPEEC staff and member companies.
- Provide training, documentation, and support for effective use of the platform.
- Conduct hands-on workshops to adopt AI tools and advanced marketing techniques.

Post-Deployment Support and Continuous Improvement
- Offer ongoing monitoring, maintenance, and feature enhancements.
- Introduce additional training sessions as platform features evolve.
- Assist in recruiting and training staff for council member companies to maximize platform utility and prepare for future AI initiatives.

Project Deliverables
1. AI-Driven Market Intelligence Platform: A robust solution hosted on a cloud-based infrastructure (e.g., Microsoft Azure) with real-time analytics and forecasting capabilities.
2. Localized Marketing Tools: Automated tools for creating culturally relevant and targeted marketing materials.
3. User Dashboards: Interactive dashboards for data visualization and actionable insights.

4. Training Programs: Comprehensive training programs for USAPEEC staff and council member companies in using the platform and AI tools.
5. Talent Support Service: Offer the ability to provide ongoing additional services, such as locating, hiring, and training of staff, paid by council member companies, if requested.
6. Documentation: Comprehensive user manuals and training materials.
7. Performance Reports: Regular updates on milestones, budget utilization, and project ROI.

Proposal Requirements
Respondents must include the following in their proposals:
1. Executive Summary**:** Overview of the company, relevant experience, and why they are well-suited for this project.
2. Technical Approach: Detailed description of the methodology and tools used.
3. Project Plan and Timeline**:** Breakdown of phases, milestones, and key deliverables.
4. Budget: Itemized cost proposal, including personnel, tools, and administrative expenses.
5. Team Composition: Roles and qualifications of key personnel.
6. Past Performance: Examples of similar projects successfully delivered.
7. Demonstrated Expertise: Evidence of expertise in artificial intelligence and experience developing and delivering solutions for the food industry on a global scale.

Budget
The budget for this project ranges between $750,000 and $1.2 million. Proposals must include detailed cost breakdowns aligned with the scope of work and deliverables.

Evaluation Criteria
Proposals will be evaluated based on:
1. Technical Merit (40%)
   - Quality and feasibility of the proposed solution
   - Use of cutting-edge AI technologies
2. Experience and Expertise (30%)
   - Demonstrated success in similar projects
   - Relevant experience of key team members
3. Cost Efficiency (20%)
   - Alignment with budget constraints
   - Value offered relative to cost
4. Compliance and Scalability (10%)
   - Adherence to RFP guidelines
   - Potential for future expansions

Proposal Submission Requirements
Proposals should be submitted electronically in PDF format to lmulcahy@usapeec.org by **March 16, 2025 by 6 p.m. Eastern time**. Late submissions will not be considered.

Questions
All questions regarding this RFP should be submitted **in writing** to lmulcahy@usapeec.org by **March 12, 2025**.

Timeline and Milestones:
- March 12: RFP Questions Deadline
- March 16: Proposal Submission Deadline
- March 26: Contract Award Notification
- April 1: Project Kick-off

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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, in the opinion of the evaluators, no suitable proposal is received.

The USA Poultry & Egg Export Council does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, disability, political beliefs and marital or family status.