

Request for Proposal: Japan Oilseeds and Grains Newsletter

The ASA-IM is requesting formal bids and proposals for a 2011-2012 monthly newsletter project which will start October 1, 2011.

Project Objective

To provide regular current news and development on the Japan oilseed industry to USSEC members and to the Japanese trade.

Specific Deliverables

A monthly newsletter delivered to ASA-IM headquarters in Tokyo by the end of each month. This Japanese Oilseeds Newsletter would be presented in two languages: high quality English and Japanese. ASA would review each newsletter, and then resubmit each issue to USSEC members and the Japanese trade.

This Newsletter will emphasize soybeans but also will cover other oilseeds and feed as they relate to the use of the former. Each report should be 10-12 pages long and include the most pertinent information on the following sectors.

- Japan's domestic oilseed and grain policies and regulatory environment
- Production and trade data in key products, especially for Soybean Meal and Soybean Oil
- Conditions influencing consumption in the following industry sectors:
 - Pork
 - Poultry
 - Dairy
 - Aquaculture
 - Soy foods
- Trade and usage among importer/traders, crushers, and feed mills including pertinent company news such as investment, earnings, and strategy.
- Consumer trends and behavior that affect demand for oilseeds.
- Key developments in the Japanese economy and the economic and trade policies that could impact oilseed demand.
- By the end of 2011 a survey of the attitudes and position of the Soy Crushing Industry should be reviewed indicating why the Japanese Crushing Industry does not produce a High-pro SBM, while the majority of the imported SBM is Hi-Pro.

Proposals will be evaluated based upon the following criteria

- 1) Qualifications of the firm e.g. (50%)*

- Knowledge and international experience in food, feed, agriculture, oilseeds
- Experience in preparing similar newsletters
- Good staff knowledge of English and Japanese

2) The quality of the proposal (30%)

3) Cost (20%)

*In considering the proposals the above criteria will be weighted by the percentages indicated in parentheses.

Proposals

Proposals should be emailed in English to Mr. James Echle, Japan Country Representative, ASA-IM, Tokyo, Japan, (**asatokyo@gol.com**). They should be received by September 30, 2011 and should be labeled as "Newsletter Proposal". The subcontractor will be decided upon by October 3, 2011. The first Newsletter will due by October 31 or as soon as possible once funding is approved.