

**REQUEST FOR PROPOSAL
SUBMISSION DEADLINE
17:00 CST, 07/23/21**

RFP TITLE: PRACTICAL AND STRATEGIC EDUCATION FOR THE NEXT GENERATION OF AG-BUSINESS LEADERS - MEXICO

RFP CONTACT:

Name: Oswaldo Almeida, Americas Regional Project Manager

Phone #: + 52 (1-33) 1057 9900

Email: americasRFP@ussec.org

PROPOSAL DEADLINE: JULY 23, 2021, AT 17:00 CST

INTRODUCTION:

USSEC is a non-profit organization that promotes sustainable U.S. soybeans and soybean products to customers through knowledge transfer, on-site trainings, seminars, workshops, conferences, industry tours and demonstrations. The specific goal of the USSEC Americas is to promote the use of United States soy products, in animal nutrition and human nutrition as well. A key program objective is to see a growing, long-term, high-quality, feed and food-based industry in the Americas Region and globally. Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC seeks proposals from qualified universities and/or educational organizations to develop a tailored executive education program on agribusiness management specific for USSEC customers in Mexico. The program will include live virtual and on-demand virtual components, in means of pre-recorded sessions available to participants so they can opt when to study the material within relevant week of program. The contractor should have experience offering similar programs, be familiar with the feed, livestock, aquaculture and/or other animal protein businesses; as well, have a sound knowledge of the business environment in Mexico.

BACKGROUND AND PURPOSE OF THE PROJECT

From a population perspective, Mexico is the second largest country in Latin America with over 125 million, having a growing demand for animal protein. Poultry, swine, cattle and aquaculture are the main sectors producing this animal protein that consequently demand millions of metric tons of grains and oilseeds and products, including soybean meal, soybeans, and soy oil to produce the animal feed needed. The country has a robust oilseeds crushing industry; with soybean imports estimated at 5.8 MMT, they represent the core of the supply of soybean meal, of about 4.9 MMT which is complemented with imports of about 1.8 MMT. As well, the crushing and refining industry supplies the core of soybean oil, namely used for human consumption. US

soybeans hold an 85% market share, with a practically 100% market share in SBM imports. Such imports are usually made by rail and maritime cargoes, taking advantage of multiple railroad border crossings, and ports and infrastructure available on the Gulf of Mexico and the Pacific Coast. Still, there is exposure to competition in soybean imports coming from countries in South America.

In general, the target firms within the feed and animal protein producers in Mexico come from family businesses, ranging in size and participating in either or multiple sectors (commercial feed or integrations; poultry, broilers, eggs; swine; beef, dairy cattle; aquaculture, others). From there, the new generations have or are taking over their upper management, or key decision-making areas, while their companies evolve. Some have evolved into larger family businesses, others merged or acquired by larger domestic or international corporations.

Several feed processors, cattle growers, and swine and poultry producers have integrated their operations thus, gaining presence and market share in relevant markets. For these businesses to continue flourishing, the descendants of the founders need to develop certain capabilities that will allow them to assess their businesses from a new perspective and develop strategies for future success.

Through this project, USSEC will work closely with the next generation of ag-business leaders, helping them to acquire the capabilities that will allow them to recognize the needs of the future in managing their businesses and thus ensure the permanence of the company in an ever-changing, ever more complex business environment. Under this RFP, USSEC seeks a contractor to offer a virtual, executive education program on agribusiness management for this next generation of business leaders.

TARGET AUDIENCE:

The target audience is at least 20 ag-leaders that will eventually take over large feed producers, integrated producers including poultry, swine, cattle and aquaculture operations in Mexico.

SCOPE (SERVICES) OF WORK:

- Develop a tailored executive education program on agribusiness management.
 - At a minimum, the program will include training in the following areas:
 - Decision making and analytical thinking
 - Strategic thinking
 - Strategic competencies for leadership
 - Agribusiness
 - Supply Chain Management
 - Economic environment
 - Financial risk
 - Business plan
 - Other topics of interest

- In addition, the program should include a workshop about planning and organization to implement the business strategy.
- Develop agendas for each session, training materials, and visual aids. USSEC must review and approve all agendas, materials, etc. before use. The contractor will provide participants with all the materials and visual aids required for each of the sessions.
- Implement the executive education program on agribusiness management
 - The program should not exceed 50 hours in total, and individual sessions should not exceed two hours. The proposal should indicate tentative dates for the sessions. Note that all sessions must be completed by September 24, 2021.
 - Monitor attendance and performance of each of the participants and provide reports to USSEC’s representative in Mexico.
 - Provide a hard copy diploma or certificate of participation to each participant that successfully completes the executive education program.
 - Record and edit all the virtual sessions. If one of the participants is not able to attend the one of the sessions, the organization will facilitate the recording of the session and provide follow up to make sure that the participant viewed the recording.
- Produce a final report on the executive education program that includes the following: achievements of each participant; overall impressions of the project; follow up required; recommendations; conclusions on how the project will benefit these companies; action pictures and/or screen captures; and final remarks.

ADDITIONAL CONSIDERATIONS

As part of the proposal, the contractor should include a calculation of cost per participant as well as an itemized budget. Personnel costs must be broken out by individual at note the rate per hour or day. The executive education program will be conducted in Spanish. If necessary, the contractor may include translation services as part of the budget.

DELIVERABLES:

Completion Date	Description of Deliverables
August 6, 2021	Submit the draft executive education program plan including the agendas for each session, training materials, and schedule for USSEC review and approval.
August 13, 2021	Finalize executive education program plan with USSEC comments addressed
No later than November 26, 2021	Complete executive education program

Within 15 days of each session or event completion	Submit a report with the following information: work completed, interactions with the participants, and recommendations for next steps.
December 15, 2021	Submit final report.

RFP TIMELINE:

- **RFP Distribution:** *June 23, 2021*
- **Last Day to Submit Questions:** *July 9, 2021 by 17:00 CST*
- **Project Proposals Due:** *July 23, 2021 by 17:00 CST*
- **Selections Made by:** *June 23, 2021*
- **Prospective Contractors Notified By:** *July 30, 2021*

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to AmericasRFP@USSEC.org by 5:00PM Central Time on *July 30, 2021*
2. A description of Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.
3. Resumes for each of the Prospective Contractor’s personnel assigned to work directly on the implementation of the contract.
4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. Detailed Budget
 - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
6. Proposals should be no longer than **10 pages** (8 ½” x 11”).

NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.

- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

SUPPLEMENTAL INFORMATION AND BACKGROUND

BUILDING A PREFERENCE FOR U.S. SOY

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- U.S. Soybean Export Council (USSEC), Inc. for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

Civil Rights Clause

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.

Expressions of compliance with above Statement and Clause need be included in Proposal, accordingly.