

REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE

5:00 PM CDT, July 29, 2021

TYPE OF CONTRACT: END RESULT CONTRACT

The fee includes all consulting fees, employee compensation and benefits, overhead, travel expenses or any other type of expenses incurred to effectively complete the services/deliverables agreed upon. The payment represents the sole and complete liability of USSEC for services rendered in relation to the agreement.

USSEC Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses.

USSEC will rate proposals based on the following factors:

- Responsiveness to the requirements set forth in this Request for Proposal (RFP).
- Relevant past performance/experience
- Samples of work
- Fee (described above)

USSEC is seeking proposals for the work outlined in the RFP. This type of cost analysis will assist in determining the fair market value, and it provides USSEC with the opportunity to evaluate various proposals to select the best contractor for the job based on experience, availability, expertise, approach, and cost.

RFP TITLE:	ECONOMIC FEASIBILITY OF INDIA ALLOWING GM IMPORTS
RFP CONTACT:	
Name:	Gopal Pillai
Phone #:	
Email:	gpillai@ct.ussec.org

PROPOSAL DEADLINE:	5:00PM Central Time on July 29, 2021
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INTRODUCTION:

The US Soybean Export Council (USSEC) requests proposals for conducting a comprehensive economic impact study of India's agricultural industries, under the assumption of allowing imports of commodity soybeans, soymeal, corn and DDGS. By extension, this ultimately means the impacts of India liberalizing its import restrictions, vis a vis GMOs, phytosanitary barriers and tariffs.

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, advocates for the use of soy in feed, aquaculture

and human consumption, promotes the benefits of soy use through education and connect industry leaders through a robust membership program.

This report will be used to help articulate the business case for allowing imports of these commodities.

PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals for conducting an economic impact study of India liberalizing its restrictive import policies. Several animal protein and human nutritional sectors are being constrained, due to a lack of availability in raw ingredients. As India's population rises and incomes grow, demand is outstripping supply and causing regional imbalances. Moreover, due to logistical inefficiencies, local surpluses are offset with local deficits, causing what precious supplies are available to spoil.

By adopting a more holistic approach, utilizing imports, India will be able to more effectively allocate the valuable resources like corn and soy, and thereby not only increasing food security, but increase farmer productivity and overall societal benefit.

BACKGROUND & PURPOSE OF PROJECT:

USSEC and the US Grains Council seek to take a very data driven approach to support a conclusion that allowing GMO corn and soy imports, along with their derivative products, will lead to an economic boom in India's agricultural sector. Moreover, using China and other countries as a case studies, we seek to explain that imports do not harm local farmers, in fact—quite the contrary. China's soy industry has flourished in the wake of China allowing imports of soy and eventually becoming the world's largest importer of soy. Similarly, Vietnam and Bangladesh have added to their capacity, investments and availability of co-products for the livestock production system.

TARGET AUDIENCE:

India's policy makers, thought leaders, agricultural associations and agricultural industry

SCOPE (SERVICES) OR WORK:

Under this contract, the Contractor shall promote the use and awareness of U.S. soybeans, Soya Meal & Soya products and US corn and co-products, especially DDGS through the following services:

The contractor will create a full and in-depth study answering the following questions:

1. Draw a baseline for juxtaposition between India, China, neighboring SAARC countries, as well as the ASEAN in order to identify gaps and barriers for GMO policy improvement. Include details like cultivation, labeling, import allowance and food vs. feed processing utilization.
2. How many jobs will be created by allowing GM products and their derivatives to be imported?
3. What industries will benefit most? (i.e., soy processing, dairy, poultry, soy food producers, etc.) and others in the value chain (foods processing, meat processing etc. over a 10-year horizon)
4. What will be the net effect to Indian soy/maize farmers? Using China as example, expect soybean/maize farmers to continue to flourish (due to markedly larger demand and a more robust industry), but to what extent?
5. Any network effects? For example, more R& D into domestic cultivation/varieties, lower food prices to consumers, greater demand for transportation and logistics components (value chain analysis), etc.
6. What is the additional tax revenue (either from nominal tariffs and/or a more expanded and robust industry) can India expect from allowing market access?
7. What is the range of expectations for supply shortfall of soy/protein-energy complex products that we could expect imports to fulfill the gap?
8. Why countries in South East Asia (SEA) and South Asia (SA) have adopted/allowed import of GM products and did they achieve any benefits? Had they not used the raw material of GM origin, what would have been the current status?
9. Final assessment detailing the net value creation to the Indian animal agriculture industries and Indian economy, in general. This assessment should examine the overall impacts of allowing foreign currency to leave the country and what the country's sectors stand to gain. For example, importing processed plant-based proteins will enable shrimp farmers to expand production, and thereby increasing India's ability to export shrimp and returning foreign currency back into the country. This assessment should also include mention and summary of main areas of concerns on GM position within the Indian industry, with particular focus on safety and access.

Expected Outcome: An in-depth economic analytical study, along with a presentation capturing the salient points, illustrating the full range of economic impacts that India can expect from allowing imports. The report should be heavily laden with graphics that can be used in presentations that synthesize the conclusions of the report.

ADDITIONAL CONSIDERATION (if applicable)

Submitter must have the following technological requirements:

- Reliable internet access
- Internet Explorer (version 11 or greater)
- Microsoft Office Suite (2013, 2016 or 365), which include:
 - Outlook
 - Excel
 - Word
 - PowerPoint

DELIVERABLES:

Completion Date	Description of Deliverables
By Sept 30, 2021	Initial draft for review by USSEC and USGC
By Dec 31, 2021	Final report and presentation submitted

PROJECT TIMELINE:
The term of the proposal will last from contract's inception to no longer than December 31, 2021
RFP TIMELINE:
<ul style="list-style-type: none"> • RFP Distribution: July 15, 2021 • Last Day to Submit Questions: July 23, 2021 by 5:00PM Central Time • Project Proposals Due: July 29, 2021 by 5:00PM Central Time • Selections Made By: August 3, 2021 • Prospective Contractors Notified By: August 4, 2021

INSTRUCTIONS:
Proposals must contain at a minimum the specific criteria listed below:
1. Please email the proposal to RFP@USSEC.ORG and adcastillo@grains.org by 5:00PM Central Time on July 29, 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.
4. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses. The link to the budget table is RFP Budget Development Spreadsheet Link .
7. 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 and USGC reserve 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 USGC and the contractor selected.
- Confidentiality - Without USSEC's and USGC'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 and USGC reserve the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC and USGC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC and USGC 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 USGC 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, U.S. corn, corn co-products, sorghum, barley and biofuels for the length of the contract.
- USSEC and USGC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC and USGC 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.

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.
- 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.

DEVELOPING MARKETS. ENABLING TRADE. IMPROVING LIVES

USGC strategy can be found here: <https://grains.org/about/about-the-council/>

The U.S. Grains Council is a private, non-profit export market development organization committed to building and expanding global demand for U.S. barley, corn, sorghum, and their related products

including distiller's dried grains with solubles (DDGS) and ethanol. The Council's members include farmers and agribusinesses who provide funding matched by grant programs operated by the U.S. Department of Agriculture (USDA). Headquartered in Washington, D.C., the organization maintains full-time presence in 13 locations overseeing programs in more than 50 countries, working with local partners to open new markets and expand existing markets through market development activities uniquely designed for each country and culture.

The U.S. Grains Council has worked in India for more than 20 years, primarily focused on the promotion of U.S. grains for use in the dairy and poultry sectors. As part of this, the Council has partnered with the Indian feed industry association and local industry to promote market access for U.S. corn and distiller's dried grains with solubles (DDGS). This work is based on a philosophy that market access for U.S. feed grain exports to India will create a win-win situation for both the U.S. farming sector and the Indian feed industry, eventually benefiting the Indian consumer by promoting growth and sustainability of the Indian livestock sector.

Today, the Council is actively working with Indian industry and government stakeholders on barriers to entry for U.S. ethanol and DDGS. India is the fourth largest market for U.S. ethanol, importing approximately 170 million gallons for industrial use (solvents, etc.), however Indian policy does not allow for the use of imported ethanol in the liquid fuel sector. Addressing constraints to the importation of U.S. ethanol for fuel use is the primary focus of the Council's activities in India.

The Council maintains a full-time consultant in New Delhi, managed by the organization's headquarters in Washington, D.C. The Council is actively expanding its operations in India including opening a liaison office in Delhi.

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](mailto: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.