

REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE

5:00 PM CDT, August 16 , 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:	PROTEIN CONSUMPTION CAMPAIGN – INDIA
RFP CONTACT:	
Name:	Gopal Pillai
Phone #:	91- 9811251702
Email:	gpillai@ct.ussec.org

PROPOSAL DEADLINE:	5:00PM Central Time on Aug 16, 2021
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INTRODUCTION:

The US Soybean Export Council (USSEC) requests proposals for conducting consumer public relations campaigns focused on increasing consumption of both animal protein (mostly poultry and eggs) as well as soy protein in India. India represents significant growth opportunities for U.S. soybeans given its large population and per-capita soy consumption opportunity compared to other markets. But protein consumption there is significantly lower than the average consumption in more developed markets. According to FAO, 2013 poultry

and egg protein consumption in India averaged 1.4 grams/person per day while the average poultry and egg protein consumption in more developed markets was 10 grams/person per day.

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 to conduct consumer public relations campaigns focused on increasing consumption of both animal protein (mostly poultry and eggs) as well as soy protein in India. This could boost demand for U.S. soy and soy products for local animal and food production, while inviting increased imports of meat, eggs, and soy protein products from the U.S.

BACKGROUND & PURPOSE OF PROJECT:

Protein consumption campaigns in India will focus on low cost sources of protein such as poultry and eggs emphasizing the health benefits of increased daily consumption of these protein sources. The campaigns will be targeted toward consumer audiences where we can have the highest potential impact to shift the cultural dynamics and consumption norms within India including the younger demographic and those who are able to influence that demographic (i.e., students, teachers, parents, health care providers). The detailed targets will be established through a baseline survey in addition to existing data sources like FAO.

The Current campaign, the Right to Protein campaign, can be researched at www.RightToProtein.com and has been wildly successful in educating the public and illustrating the protein deficiency in India. This RFP seeks to extend the project, and build on its success, where appropriate.

Interested parties should develop new ideas and leverage new relationships and/or technologies to specifically call for the increased usage of soy, through the direct consumption itself (soy foods) or through intermediary products like meat, milk and eggs.

TARGET AUDIENCE:

India's consumer audiences, students, teachers, parents, health care providers etc.

SCOPE (SERVICES) OR WORK:

Under this contract, the Contractor shall promote the use and awareness of U.S. soybeans and soybean products through the following services:

The types of campaign activities are expected to include multiple messages and delivery mechanisms including those outlined below:

Popular Culture Oriented Approaches

- o Celebrity endorsements
- o Product placement in movies & television

Public Service Advertising Campaigns

- o Social media | TV cooking shows
- o Technical seminars | guest speakers
- o Technical materials and nutrition | food safety posters

School | Educational Programs

- o Nutrition module for school curriculum
- o School breakfast and lunch campaigns

This new project is to extend the existing protein consumption campaign after the end of the ATP program on 9/30/2021. In addition to the continuation, we have summarized some of the key components for the new project below:

- Our overall RTP campaign is now mature enough for us to invest more in electronic news channels, which is the most expensive form of media.
- Considering that the Soy phase will start soon and for the next several months we will have Protein and Soy streams running in parallel.
- Budgets are also assigned towards better integration with the regional poultry campaign.
- Our four platforms i.e., website, Instagram, YouTube, and Facebook will need regular fresh content specially to launch Soy.
- The campaign scope has been expanded from the originally planned three metros to nine cities as per the campaign potential and reach.
- Will be conducting third-party focused groups and other market research analysis by mid-2021 to substantiate the on-ground change which will be continued to the end of 2021.
- In line with the above, minor revisions to the media relations and stakeholder engagement components have been made.

Expected Outcome:

- Conduct the communications campaign as approved by USSEC and submit the following reports, based on the particulars and timeline, detailing the progress, metrics on any results and/or content created during the campaign:
 - o Bi-Weekly Progress Report
 - o Monthly Activity Report

- Final summary report/evaluation of the campaign with any recommendations on next steps sent to USSEC.
- Increase in average daily protein consumption growth rate on target to delivery long-term growth goal relative to historical benchmarks across surveyed consumers and a clearly demonstrable positive correlation between message exposure and increased protein consumption.

ADDITIONAL CONSIDERATION (if applicable)	
Submitter <u>must</u> have the following technological requirements:	
<ul style="list-style-type: none"> • Reliable internet access • Internet Explorer (version 11 or greater) • Microsoft Office Suite (2013, 2016 or 365), which include: <ul style="list-style-type: none"> ○ 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 23, 2021 • Last Day to Submit Questions: Aug 12, 2021 by 5:00PM Central Time • Project Proposals Due: August 16, 2021 by 5:00PM Central Time • Selections Made By: Aug 20, 2021 • Prospective Contractors Notified By: Aug 25, 2021

INSTRUCTIONS:
Proposals must contain at a minimum the specific criteria listed below:
1. Please email the proposal to RFP@USSEC.ORG by 5:00PM Central Time on Aug 16, 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. 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. 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 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.
- 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](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.