

REQUEST FOR PROPOSAL
END RESULT CONTRACT
SUBMISSION DEADLINE
12:00 PM CST, 07/22/2021

TYPE OF CONTRACT: END RESULT CONTRACT
<p>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.</p> <p>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.</p> <p>USSEC will rate proposals based on the following factors:</p> <ul style="list-style-type: none"> • Responsiveness to the requirements set forth in this Request for Proposal (RFP). • Relevant past performance/experience • Samples of work • Fee (described above) <p>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.</p>

RFP TITLE:	Soybean Excellence Centers – Nigeria: Aquaculture Course Development
RFP CONTACT:	
Name:	Bhaskara Vijayakumar
Phone #:	
Email:	bvijayakumar@ct.ussec.org

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INTRODUCTION:
<p>Through a global network of international offices and strong support in the USA, the United States Soybean Export Council (USSEC) helps build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, and promotes the benefits of soy use through education and connect industry leaders through a robust membership program. As a result of the Chinese tariffs that went into effect in 2018, the market pressured U.S. soy products to find markets elsewhere, by growing existing markets while also establishing new markets. To this end, USSEC has received support from USDA’s Agricultural Trade Promotion Program (ATP) whose</p>

mandate is to help U.S. agricultural exporters develop new markets.

As part of its effort to develop new customers for U.S. soy in emerging markets, and in partnership ATP, USSEC is undertaking concurrent initiatives in the Sub-Saharan African. Within Sub-Saharan Africa, five basic markets have been identified including Cote d'Ivoire, Ghana, Kenya, Nigeria, and Uganda. One primary initiative will be to establish Soybean Excellence Centers in Nigeria.

PURPOSE OF RFP:

The purpose of this RFP is to seek proposals to develop Basic and Intermediate level courses for Aquaculture track.

BACKGROUND & PURPOSE OF PROJECT:

Identifying new and growing markets in Sub-Saharan Africa is part of a long-term strategy to build a strong pipeline of demand for U.S. soy and soy-related products. In order to build awareness of the benefits of soy in animal feed, aquaculture and human consumption, USSEC seeks to establish Soybean Excellence Centers in Sub-Saharan Africa specifically Nigeria initially. The Center will build awareness of benefits of soy use through education end users by establishing, teaching, and disseminating best practices. The Centers will also facilitate business linkages between local and international businesses and value chain actors. Below we outline the market growth opportunities in each region and country.

Sub-Saharan Africa: Nigeria

Nigeria is an emerging market that represents a substantial growth opportunity for U.S. soy given its large population and very low consumption of soy and soy-related products. There are significant opportunities to drive growth in protein consumption, improvements in the overall efficiency and functionality of the food chain and increases in the utilization of soy within the supply chain. In 2016, Nigerian consumption of soy and soy-related products was 1 kg/person per year compared to an average of 55 kg/person per year in current expansion markets. The best growth prospects for the region lie in the long-term, where growth opportunities are expected to be 27 MMT by 2030. With a current population of 186 million people expected to reach 264 million by 2030, fully bridging this gap would create more than 14 MMT in additional annual demand for soy and soy-related products by 2030. Encouraging soybean and soybean-related product consumption in Nigeria could turn the country into one of U.S. soy's top three growth markets by 2030

TARGET AUDIENCE:

The Soybean Excellence Centers will target farmers, animal protein integrators, feed millers, agribusinesses, animal nutritionists and local academic resources.

SCOPE (SERVICES) OR WORK:

1. Development of the following eight lectures for the basic level of the Aquaculture Track for the SEC in Nigeria:
 - a. Fundamentals of aquaculture production & management (Principles of Aquaculture – all

- topics)
- b. Hatchery management (Fish and/or Shrimp); seed production systems and production of genetically improved strains (Hatchery management)
 - c. Fish production & management; types of production systems suited to locally important commercial species. (Aquaculture production)
 - d. Principals of fish and shrimp nutrition (Nutrition and Feeding)
 - e. Basics on feed production for fish and/or shrimp - nutritional requirements; identifying feed mills that keep up quality; purchase of quality feed (Nutrition and Feeding)
 - f. Water quality management on farms (water quality management)
 - g. Feed and feeding management on farms (Nutrition and Feeds)
 - h. Economics and marketing (Aquaculture economics)
2. Development of the following eight lectures for the intermediate level of the Aquaculture Track for the SEC in Nigeria:
- a. Water quality management on farms (water quality management)
 - b. Feed and feeding management on farms (Nutrition and Feeds)
 - c. Economics and marketing (Aquaculture economics)
 - d. Recordkeeping, data management and use of data analysis (Aquaculture production)
 - e. Aquaculture health management and disease prevention; importance of aquatic veterinarians and appropriate/legal use of treatments (Aquatic health)
 - f. Production systems: ponds, raceways, net pens, RAS, biofloc (Aquaculture production)
 - g. Breeding: Prevention of in-breeding; genetic improvement methods like strain selection and criteria; genetic management resources available to the industry (Hatchery management)
 - h. Nutrition, nutrient requirements, feed ingredients and formulation, feed manufacturing, and feed management, production, and storage (Nutrition and Feeding)
3. All lectures will be in English and no more than one hour long and in PowerPoint format. After each lecture, each participant will need to complete a short quiz to verify their learning. Additionally, participants will receive a PDF copy of each lecture and extra technical material for educational support.
4. Development of evaluation or test for the participants on the content at the end of the course.
5. Update of each lecture when needed based on SEC Nigeria, Steering Committee, or other collaborators feedback.

ADDITIONAL CONSIDERATION (if applicable)
-Microsoft PowerPoint

Completion Date	Description of Deliverables
October 22, 2021	To develop lectures for SEC in Nigeria and update lectures when needed based on the feedback from SEC Nigeria and the SEC Steering Committee
November 15, 2021	Update lectures based on the feedback from SEC Nigeria and the SEC Steering Committee meeting on October 28, 2021 and ensure course

	trainers are trained.
December 31, 2021	Update course lectures and additional training to the trainers, if needed.
Ongoing	Submission of invoices will be in accordance with article 3.3 of the Master Agreement. Submission of Invoices must include the Agreement Number, the Project Number and the Activity Number shown on Page 1 of the Addendum.

PROJECT TIMELINE:
September 1, 2021- December 31, 2021
RFP TIMELINE:
<ul style="list-style-type: none"> ● RFP distribution- July 9, 2021 ● Last Day to Submit Questions: July 20, 2021 by 5:00PM Central Time ● Project Proposals Due: July 22, 2021 by 5:00PM Central Time ● Selections Made by: August 1, 2021 ● Prospective Contractors Notified by: August 5, 2021

INSTRUCTIONS:
<p>Proposals must contain at a minimum the specific criteria listed below:</p> <ol style="list-style-type: none"> 1. Please email the proposal to RFP@USSEC.ORG by 12:00 PM CST on July 22, 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, audiotape, 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.