

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

5:00 PM CST, 9/17/2021

RFP TITLE: GRAPHIC DESIGN, COPYEDITING, AND TRANSLATION OF THE USSEC IN-POND RACEWAY SYSTEM MANUAL

RFP CONTACT:

Name: Kristen Basala

Email: kbasala@ussec.org

PROPOSAL DEADLINE: September 17, 2021

INTRODUCTION:

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 livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects industry leaders through a robust membership program.

The aquaculture sector is expected to grow significantly over the next ten years, and presents opportunities for U.S. soy in aquafeeds. One of USSEC's most successful aquaculture initiatives is the development and promotion of in-pond raceway system technology which allows producers to realize the full benefits of high quality, U.S. soy-based feeds.

PURPOSE OF RFP:

USSEC seeks a contractor to: 1) create an appealing graphic design for the recently-updated USSEC In-Pond Raceway System (IPRS) Manual; 2) provide copyediting services to finalize the English version of the manual; and 3) translate the manual into six languages: Arabic, Bahasa Indonesia, Chinese, Spanish, Thai, and Vietnamese. The graphic designer should have experience with designing educational, instructional, or reference materials. The translators should have familiarity with aquaculture in order to ensure accurate translation of aquaculture terminology and technical details.

BACKGROUND & PURPOSE OF PROJECT:

USSEC developed IPRS technology as an efficient, highly productive aquaculture system that facilitates sustainable use of water resources. IPRS is also sometimes known as intensive pond aquaculture (IPA). The IPRS performs best when producers utilize high quality feeds, and USSEC promotes use of U.S. soy-based aquafeeds as an integral part and critical principle of the IPRS technology package.

USSEC first piloted the technology in China in 2013. Today, USSEC continues to support expanded use of the technology in China and promotes its introduction to other countries. USSEC's ongoing work to advance adoption of IPRS includes demonstration projects, on-site technical assistance, and training seminars on both the construction and operation of the IPRS itself as well as optimization using U.S. soy-based feeds.

USSEC is completing work on a comprehensive IPRS manual for internal and external audiences. The manual will cover the core principles for fixed, freshwater IPRS at a global level and makes note of adaptations that may be necessary for different geographies, climates, and species. It will serve as a resource to align USSEC's IPRS work across regions around core IPRS principles and concepts, as well as a practical resource for aquaculture producers, feedmills, extension agents, and others interested in implementing the technology. The manual will serve as the main reference material for USSEC's future development of presentations, training materials, and other technical communications on IPRS. USSEC anticipates that the text will be finished by the end of October 2021 and that the final length will be approximately 140-150 pages.

TARGET AUDIENCE:

The target audience for the manual includes USSEC global and regional aquaculture teams, aquaculture producers, feedmill personnel, extension agents, and government representatives.

SCOPE (SERVICES) OF WORK:

- Develop a visually-appealing graphic design for the IPRS Manual. The English version will be approximately 140-150 pages in length including text, photos, and graphics. The length of the translated versions may vary.
 - USSEC will provide the contractor with the text, high resolution photos, and any graphics (such as charts or diagrams) to include in the design. USSEC will assist in obtaining additional images if necessary. USSEC may ask the contractor to assist in improving or developing graphics.
 - The contractor will produce designs for the editions of the manual in the following seven languages: English, Arabic, Bahasa Indonesia, Chinese, Spanish, Thai, and Vietnamese. As the English text will be available first, the contractor may develop the initial design for the English edition and make adaptations as necessary for the other languages.
 - The contractor will submit the final versions in PDF format. For each of the seven languages, this includes one version optimized for on-screen viewing and a second version suitable for professional printing.
- Provide copyediting services to finalize the English edition of the manual.
- Translate the manual into the following languages: Arabic, Bahasa Indonesia, Chinese, Spanish, Thai, and Vietnamese. The translation includes the main text as well as an graphics.

DELIVERABLES:

The deliverable schedule listed below is illustrative, and applicants may propose an alternative schedule in their proposals. However, all work must be completed by December 31, 2021. USSEC anticipates that the final draft of the English text for the manual will be available by the end of October 2021. Preference will be given to applicants that demonstrate the ability to deliver quality work in a shorter timeframe.

Completion Date	Description of Deliverables
Within 5 business days of contract signing	Conduct a kick-off call with USSEC for further background information and design/translation considerations
November 5, 2021	Submit at least three preliminary design options for USSEC to review and choose from.
November 5, 2021	Complete copyediting of the English text and submit final, edited version to USSEC.
November 19, 2021	Submit first draft design and layout of the full English edition of the manual for USSEC review
November 26, 2021	Submit draft translations of the manual text into Arabic, Bahasa Indonesia, Chinese, Spanish, Thai, and Vietnamese for USSEC review
December 3, 2021	Submit final translations of the manual
December 15, 2021	Submit draft full design and layout of the editions in Arabic, Bahasa Indonesia, Chinese, Spanish, Thai, and Vietnamese for USSEC review.
December 31, 2021	Submit final versions of the manual in all seven languages (English, Arabic, Bahasa Indonesia, Chinese, Spanish, Thai, and Vietnamese) with USSEC comments addressed.

PROJECT TIMELINE:

The contract will last from approximately October 5 to December 31, 2021.

RFP TIMELINE:

- **RFP Distribution:** September 2, 2021
- **Last Day to Submit Questions:** September 14, 2021 by 5:00PM Central Time
- **Project Proposals Due:** September 17, 2021 by 5:00PM Central Time
- **Selections Made By:** September 28, 2021
- **Prospective Contractors Notified By:** September 28, 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 September 17, 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, 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.

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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.