

## **REQUEST FOR PROPOSAL**

### **SUBMISSION DEADLINE**

**5:00 PM CST, 9/23/2021**

### **RFP TITLE: EVALUATION OF THE DIGITAL PROMOTIONS FOR LONG TERM CHICKEN PROMOTION IN INDIA (SECTION 108 PROJECT)**

#### **RFP CONTACT:**

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#### **PROPOSAL DEADLINE: 9/23/2021**

#### **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.

#### **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

#### **BACKGROUND & PURPOSE OF PROJECT:**

USSEC has successfully conducted activities related to boost demand for poultry in India using the Section 108 funds provided to the organization. This would have long term benefits for the Indian and U.S. poultry industry, the U.S. grain industry, and the U.S. soy industry. Ultimately an increase in Indian poultry consumption will drive up the demand for soybean meal and other grains for the feed rations as well as create a market for imported poultry.

As demand for more and more poultry grows, the ability of the local soy industry to satisfy all demand will diminish. The highest quality meal is produced using U.S. soybeans. Building awareness and recognition of this will help pave the way for the industry to lead a campaign to change the anti GMO laws currently in place in India and open the door for U.S. imports. In fact, we believe that creating local demand for poultry could create the potential for 310,000 MT of U.S. chicken exports and 340,000 MT of incremental U.S. soybean meal sales per year (once the domestic soy supply surplus is exhausted and GMO issues can be resolved).

We therefore propose several activities together with the USA Poultry & Egg Export Council (USAPEEC) and appropriate partner organizations in India with the goal of promoting this growth in consumption of poultry meat in India.

**TARGET AUDIENCE:**

The target audience for the material includes our USSEC Global and Regional Teams They are comprised of Project Managers, Contracts Team, Senior Leadership, USSEC regional leadership, Events Planning and Compliance as stage one. As stage two, selected parts of the data base will further be extended to use by stakeholders in the regions and customers.

**SCOPE (SERVICES) OF WORK:**

**USSEC intends to hire a firm to primarily carry out evaluation work for a project /activities that have already been completed in 2019 and 2020. The project is called Section 108 – Long Term Chicken Demand Building in India. The objective of this exercise is to determine the effectiveness of all completed project/ tactics used for promoting chicken in India. USSEC will provide you with material or access to resource people who were engaged in the work for the Section 108 project. About 12 different tactics were employed to promote chicken consumption and awareness of protein consumption in India. We would like this work to be undertaken by using some sound metrics which can be presented to our stakeholders and funding sources. Additionally, USSEC will request you to comment on all tactics used as well as new ones, that might be useful for use in future programming to achieve the said objective.**

**Some aspects we would be interested in seeing are 1) incremental chicken consumption as a result of this activity 2) Increase in the awareness of protein consumption in general 3) some strong testimonies and feedback from the marketplace 4) whether there was an increase in U.S. chicken usage or imports. 5) Extent to which misconceptions on chicken consumption have been cleared. 6) Increase in awareness of usage patterns (recipes and cooking styles) of chicken. We would like to see and discuss the approach methodology and possible assessment/ evaluation outcomes before you proceed with the work.**

**ADDITIONAL CONSIDERATION (if applicable)**

**DELIVERABLES:**

<b>Completion Date</b>	<b>Description of Deliverables</b>
Upon signing the contract	Meet virtually with USSEC team to obtain an orientation and clarify doubts; discuss intended methodology for project implementation
30 <sup>th</sup> October 2021	Review and finalize methodology to be used for the project

November 15 <sup>th</sup> 2021	Mid-term review of project progress
15 <sup>th</sup> December 2021	Pre-final review of the project report with USSEC
28 <sup>th</sup> December 2021	Submission of the final report and invoices to USSEC

**RFP TIMELINE:**

- **RFP Distribution:** September 2, 2021
- **Last Day to Submit Questions:** September 21, 2021 by 5:00PM Central Time
- **Project Proposals Due:** September 23, 2021 by 5:00PM Central Time
- **Selections Made By:** September 24, 2021
- **Prospective Contractors Notified By:** September 24, 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 23, 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](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.