

## **REQUEST FOR PROPOSAL (RFP)**

### **SUBMISSION DEADLINE**

**November 5, 2021 - 12:00 PM SGT (GMT +8)**

**RFP TITLE: TECHNICAL CONSULTANT – ANIMAL PROTEIN AND MEAL, INDONESIA**

#### **RFP CONTACT:**

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#### **INTRODUCTION:**

U.S. Soybean Export Council (USSEC), Inc. formally requests proposals for the costs of engaging **Technical Consultant – Animal Protein and Meal, Indonesia** to provide professional services primarily for the Indonesian market.

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, 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.

#### **PURPOSE OF RFP:**

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis and benchmarking will assist in determining the fair market value for the services to be performed and allows USSEC the opportunity to evaluate qualified proposals and select the best Contractor(s) for the job based on technical qualifications, related industry experience, managerial abilities, strength of industry connections and contacts and suitable cost and time that matches the needs under this contract.

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

The Contractors will service the USSEC Animal Protein and Meal (APM) program in Indonesia and focus on providing technical support services for the poultry, swine and livestock programs. This includes implementing projects under USSEC's Unified Export Strategy (UES), organizing public and private in-house activities etc., that are focused on building preference for and increasing exports of U.S. Soy. Among other activities promoting the value of U.S. Soy, the 'Technical Consultant – Animal Protein Indonesia' may also be involved in conducting U.S. Soy value feeding demonstrations designed to illustrate the overall higher intrinsic value of U.S. Soy in feed formulations compared with alternative vegetable and animal protein sources.

When providing technical services and trade support to the local poultry, swine and livestock industry, the Contractor must ensure that the implementation of the project/activity is consistent with the United States Soybean Export Council's (USSEC) goals and objectives and is consistent with the description as written in the Unified Export Strategy (UES) for the current marketing year.

The Contractor will work closely with USSEC's other in-country trade representatives to interface with industry decision-makers and influencers, buyers and sellers of food and feed ingredients, leading industry representatives, industry, trade and livestock associations, related government ministries/departments in the country etc.

**SCOPE (SERVICES) OF WORK:**

- Report administratively and operationally to USSEC's Southeast Asia Regional Director and Director of Operations for all matters related to the execution of services as described in the contract.
- To receive technical direction and guidance from the USSEC's S.E. Asia's Senior Technical Lead and Focus Area Director (Animal Protein and Meal) based in St. Louis, USA, and co-operate with other USSEC Regional Technical Staff and Contractors when implementing the Unified Export Strategy (UES) for the current financial year.
- Liaise and coordinate his/her technical and marketing efforts closely with the Indonesia Country Director.
- Assist with and respond in timely fashion to technical inquiries and questions from poultry, swine and livestock producers, feed companies, integrated operators, government officials, technicians, university researchers, importers and end-users etc. on the application of soybean and soybean meal products, with emphasis on U.S. origination, in animal rations.
- Establish and nurture strong working relationships, good lines of communication and beneficial trade connections with local/regional producers in the poultry, swine and livestock and feed industry through his/her technical and trade servicing efforts. This includes but is not limited to, personnel associated with the private sector, government bodies, universities and institutions etc.
- Gather and evaluate data relevant to the present and future potential for use of soybeans, soybean meal and other relevant soy products in the livestock industry. This requires that he/she maintain a set of trade statistics with a minimum of five (5) years data (including the current year and projections for the year ahead) on poultry, swine and livestock production, feed production, and other relevant figures that is useful to USSEC in developing the UES.
- Develop technical presentations and technical bulletins, manage scientific and/or analytical studies, research and conduct soy-based feeding demonstrations and report results, as required, following USSEC's Applied Research and Feeding Demonstration Policies with all/any party whom USSEC provides support to or are working with, to promote U.S. Soy. This includes but is not limited to industry, cooperatives, universities, government officials, research centers etc.
- Prepare and give presentations at workshops, seminars and/or conferences virtually or in-person for the benefit of U.S. Soy and to achieve USSEC's core mission.

- Represent USSEC at agricultural related trade shows and fairs, technical meetings, international seminars and other events physically and virtually as requested by USSEC management. Strictly adhering to USSEC's latest travel and safety protocols and regulations.
- Provide assistance to professional staff and Contractors working for USSEC in other countries or regions as required by USSEC management.
- Travel permitting and in accordance with USSEC's travel safety protocols, assist USSEC's regional technical staff, Contractors and U.S. Soy Producers, when requested by USSEC Management. He/She will be required to prepare and arrange for industry meetings to facilitate the USSEC's marketing and technical outreach programs.
- Actively convey the U.S. Soy Sustainability message to the customers and encourage them to apply for the U.S. Soy Sustainability Assurance Protocol (SSAP) with their U.S. Soy purchases.
- Provide assistance to other U.S. agricultural cooperator organizations, e.g. working with the Foreign Agricultural Service on joint activities, for the benefit of U.S. agricultural exports as a whole.
- Assist with, as well as provide insights and direction for, future U.S. Soy market development programs. He/She will periodically review and recommend modification of market development plans as and when necessary in response changing market/trade conditions.
- The Contractor must be fully prepared, equipped, and has the technical know-how to work and operate from home or in a remote location as and when needed or required by USSEC management. Remote activities include but is not limited to conducting virtual or online meetings, engaging customers via other means of telecommunication etc.

#### **ADDITIONAL CONSIDERATION (if applicable)**

*Additional Considerations to include any specific information regarding the proposal that could affect the Prospective Contractors ability to submit a proposal.*

*Additional considerations for the video creation and development include:*

- *Video should be between 15-20 minutes long*
- *Videotaping with farmers must occur in St. Louis during the week of December 7<sup>th</sup>*
- *We will try to schedule the videotaping of the Economist on the same date with the farmers if their schedules permit or on a different date*
- *If your company also provides live streaming services please provide your fee schedule under ancillary services in the Detailed Budget section of your proposal.*

#### **DELIVERABLES:**

##### Weekly Reporting (Upon Request)

- Market Intelligence Report on Indonesia, including but not limited to:
  - Prices of raw feed ingredients
  - Prices of poultry, swine and livestock
  - Latest developments on trade and its potential implications on U.S. Soy business

### Monthly Reporting

- Report of the Contractor(s)'s interactions with local soy-related industry contacts
- Provide updates and relate what action has been taken to promote U.S. Sustainability Initiatives and further this message to the industry and its impact/results.
- Timely reporting of latest market updates and developments – especially events that impact the trade and preference for U.S. Soy.
- Report observations, evaluations, and feedback on the results and performance of technical programs and activities etc. and provide recommendations to the Regional Director and Senior Technical Consultant (Meal).
- Submit monthly budget tables on the latest investment estimates for project and activities under the Contractor's responsibility on or before the 25th of every month and or upon USSEC's management request.
- Plan of Work for upcoming Month/Quarter which is to be shared regularly with the Regional Director and Senior Technical Consultant (Meal) upon request.
- Progress reports on Key Performance Indicators (KPIs) as it relates to the "Services" and "Deliverables" indicated in the Master Contract and Addendums therein

### Other responsibilities

- Promote USSEC's Soy Sustainability Assurance Protocol (SSAP) through technical servicing and technical programs and events.
- Aim to have local importers and end-users source U.S. Soy with the U.S. Soy Sustainability Assurance Protocol certificates.
- Assist in the successful implementation of all funded programs under the current marketing year, staying within budget and meeting corporate guidelines and regulations.
- Ensure industry participation in USSEC's local, regional and global customer surveys and evaluations.
- The contractors will participate in meetings and develop reports as and when requested by Southeast Asia's Regional Director and USSEC management.
- Regularly reach out to customers/contacts to provide technical support and promote U.S. Soy; capture key details as it regards to their business interest and other actionable information.

### **PROJECT TIMELINE:**

*For this contract, our expectation is for the **'Technical Consultant – Animal Protein and Meal, Indonesia' contract** to start from **January 1, 2022** and end on **December 31, 2022**. After which this contract is renewable on a 12-monthly basis according to the term of each marketing season, tenure of the funding source, and job performance of the Contractor.*

### **RFP TIMELINE:**

- **RFP Distribution:** October 8, 2021

- **Last Day to Submit Questions:** October 28, 2021 by 5:00PM SGT (GMT +8)
- **Project Proposals Due:** November 5, 2021 by 12:00 PM SGT (GMT +8)
- **Selections Made By:** November 10, 2021
- **Prospective Contractors Notified By:** November 12, 2021

#### **INSTRUCTIONS:**

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to [RFP@USSEC.ORG](mailto:RFP@USSEC.ORG) by **12:00PM SGT (GMT +8)** on **November 5, 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.