

REQUEST FOR PROPOSAL

RFP TITLE: HEAD OF DATA ANALYTICS AND VISUALIZATIONS- SOUTH ASIA & SUB-SAHARA AFRICA

RFP CONTACT:

Name: Kevin Roepke

Email: kroepke@ussec.org

PROPOSAL DEADLINE: June 5, 2022 by 5:00PM Central Time

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a Head of Data Analytics and Visualizations- South Asia & Sub-Sahara Africa Regions.

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. This helps to insure we are staying abreast of current technology and fair market value. We encourage all that are interested to apply, including current contractors.

The purpose of this RFP is to seek proposals for a Head of Data Analytics and Visualizations- South Asia & Sub-Sahara Africa regions. The Head of Data Analytics and Visualizations will promote U.S. Soy and engage key customers in the region. The contractor will also attend/host conferences, meetings, etc. as requested with approval by the Regional Director

BACKGROUND & PURPOSE OF PROJECT:

The South Asia region (Bangladesh, Pakistan, Sri Lanka, India, and Nepal) includes economies which fall into the definition of CONTEXT's basic market development phase. While soy exports to basic economies are typically low in volume with larger annual percentage increases, SOUTH ASIA is bucking that trend. Exports into the region overall more than doubled (growing 54% in FY16/17), a large annual increase. But Bangladesh—which accounted for over half of the region's imports at 55.5%—is now the U.S. soy industry's tenth largest export market overall.

The current market situation and its future potential make this region important to the overall soy export market development program.

In FY17, USSEC targeted four main market sectors in the SOUTH ASIA region including animal (swine and poultry) utilization, aquaculture utilization, opportunities for soy protein in human food applications, as well as efforts targeting the soy supply chain. The core strategy focuses on educating the target audiences about the specific advantages of U.S. soy in various applications, increasing their realization of those advantages, and establishing purchase preferences because of those advantages.

Based on performance measure results derived from target audience surveys collected at the various activities that USSEC conducts throughout the year, USSEC is making incremental progress towards these objectives in all sectors except for the aquaculture sector. Here, results were mixed. Awareness of feeding practices surpassed USSEC's goal, but actual change in behavior as a result of that information fell short of the goal. With an opportunity for an additional growth for soy in the aquaculture sector of about 3.4 MMT, there are clear opportunities for growth if USSEC can successfully convince the sector of the U.S. soy advantage.

A critical approach to communicating the U.S. Soy Advantage is having an on the ground presence that can interface directly with key customers. USSEC will maintain the U.S. soybean industry's marketing and trade servicing capabilities in Asia Sub-Continent region while providing trade services, technical services and marketing support to importers, end users and soy industry organizations.

The Sub-Sahara African (SSA) countries targeted by the WISHH program include five Emerging markets (Cote d'Ivoire, Ghana, Kenya, Nigeria, and Uganda) and five Developing markets (Ethiopia, Burkina Faso, Senegal, Rwanda, and Liberia). Developing markets are the least developed in USSEC's market stage classification. These markets require foundational support to assemble the basic components of a functioning food industry. WISHH has been the key organization within the broader U.S. Soy ATP Partners working in these markets. Supporting markets like these is part of a long-term strategy to build a strong pipeline of demand for U.S. soy and soy-related products. Additionally, for the first time, USSEC will undertake programming in SSA and will be taking the lead in Nigeria.

The Opportunity

Overall, we believe the best growth prospects for the region lie in the long-term, where growth opportunities are expected to be 27 MMT by 2030. Just over half of that potential (14.2 MMT) resides in Nigeria. With a current population of 186 million people expected to reach 264 million 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.

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 compared to Expansion markets. 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. Nigeria’s population is projected to reach 264 million people by the year 2030. 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 Expansion markets. Fully bridging this gap would create more than 14 MMT in additional annual demand for soy and soy-related products by 2030.

Other Emerging markets, including Kenya, Uganda, Ghana, and Cote d’Ivoire, also have “room to grow” ranging from 1.8 MMT in Cote d’Ivoire to 3.6 MMT in Kenya. Developing markets—Ethiopia, Burkina Faso, Senegal, Rwanda, and Liberia—have less growth potential, but are nevertheless important to develop as future importers of U.S. soy and represent an additional 2.4 MMT of soy and soy-related product sales by 2030.

TARGET AUDIENCE:

International Soy Industry Customers within South Asia and Sub-Sahara Africa.

SCOPE (SERVICES) OF WORK:

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

This contractor will be tasked with performing visualization sequences in platforms like Tableau or Power BI (preferred) that feature information necessary to make good decisions. Often times the information in foreign countries is difficult to find, so the person will need to make it consumable.

Foreign feed mills, animal and poultry density, areas of deficiency and self-sufficiency will be initially targeted as potential candidates for this visualization map.

Creating a dashboard of feed mill and/or poultry operations in Bangladesh for product placement optimization.

Fine tuning and ongoing maintenace and repairs for the SoyCoin game.

Contractor’s primary responsibilities will be charged with “visual storytelling” of data. The creation of content for regarding to the region’s agriculture industries will be key. Position is remote but will focus on South Asia and Sub-Saharan Africa.

- **For the purpose of this RFP, you will only be required to provide:**
 - your CV,
 - your daily rate based on an eight (8) hour workday in USD, and
 - a draft program proposal.
 - show your understanding of data analytics and visualizations,
 - examples of previous work,
 - summary of what can/may be done using data analytics and visualizations to build a preference for U.S. soybeans and soybean products, advocate for the use of soy, and promote the benefits of soy, and
 - explanation of why you would be the best candidate.
- **See instructions below for other detailed information.**

ADDITIONAL CONSIDERATION (if applicable)

- Preference will be given to proposals from companies/individuals residing in or already doing business in the country/region indicated.
- Submitter must have the following technological requirements:
 - Reliable high speed internet access
 - Microsoft Edge
 - Microsoft Office 365, which include:
 - Outlook
 - Excel
 - Word
 - PowerPoint
 - Teams
 - SharePoint

DELIVERABLES:

Completion Date	Description of Deliverables
As incurred, within the contract term dates of Immediatly – 9/30/2022	Provide applicable data analytics and visualizations as requested by the Regional Director of South Asia & Sub-Sahara Africa
Monthly, or as incurred	Provide invoice of professional fees for payment. <ul style="list-style-type: none"> • Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished. • Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures. • Ensure invoice is submitted to ap@ussec.org.
By the 5 th calendar day of each month	Detailed report of monthly activities and events attended with expected impact(s) and outcome(s). <ul style="list-style-type: none"> • Ensure Report Template is utilized.

	<ul style="list-style-type: none"> • Ensure report details all events with critical discussion of results for any applicable services that were accomplished. • Provide inside or along with the report any insights gained that can improve the execution of the activities and events. • Provide to Regional Director and Regional Project Manager.
September 30, 2022	Detailed summary of year's work with recommendations
Ongoing	<ul style="list-style-type: none"> • Submission of invoices and expenses will be in accordance with Section III.3.c. of this Addendum.

PROJECT TIMELINE:

The term of the proposal will last until September 30, 2022

*Additional terms from October 1, 2022 to September 30, 2023 and October 1, 2023 to September 30, 2024 possible after first term performance.

RFP TIMELINE:

- RFP Distribution: May 25, 2022
- Last Day to Submit Questions: June 1, 2022 by 5:00PM Central Time
- Project Proposals Due: June 5, 2022 by 5:00PM Central Time
- Selections Made By: June 10, 2022
- Prospective Contractors Notified By: June 11, 2022

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) and KRoepke@ussec.org by **5:00PM Central Time** on June 5, 2022.
2. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
3. 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;
- United States Soybean Export Council (USSEC) 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.

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.