

# REQUEST FOR PROPOSAL

**RFP TITLE: U.S. Soy Technical & Management Specialist in Europe/Middle East North**

**Africa**

**RFP CONTACT:**

Name: Amanda Lowrance

Phone #: +1-314-365-1395

Email: [alowrance@ussec.org](mailto:alowrance@ussec.org)

**PROPOSAL DEADLINE:** May 26<sup>th</sup>, 2022

**INTRODUCTION:**

Through a global network of international offices and strong support in the U.S., 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, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

This RFP is seeking qualified individuals for part time consulting to travel for 1–2-week assignments in Europe/Middle East & North Africa region including but not limited to the EU- 27, Russia, Turkey, Morocco, Tunisia, Algeria, Egypt, Jordan, Saudi Arabia, United Arab Emirates, and additional countries in the region.

**PURPOSE OF RFP:**

USSEC's standard practice is to RFP contractor positions every 3 years. This helps to insure we are staying abreast of current technology and fair market value.

The purpose of this RFP is to seek proposals for individuals with an advanced degree and/or significant industry experience and expertise in animal nutrition and management, aquaculture nutrition and management, soybean crushing/extruding/processing, oil refining, animal disease management, risk management, feed mill management. Individuals should be able to articulate the differences in the compositional nature of U.S. soy relative to other protein and oil sources and/or provide specific management experience to key customers of U.S. soy. It is anticipated there is an annual total of 10 to 20 Europe/ MENA regional 1–2-week assignments for contractors with the above expertise.

**BACKGROUND & PURPOSE OF PROJECT:**

Approximately 60% of U.S. soy production is exported to the international market. The Europe MENA region imports 7 to 9 million metric tons of U.S. soy annually in the form of whole soybeans, soy meal, soy oil, soy hulls, and soy protein products. USSEC supports customers and potential customers of U.S. soy through technical support to ensure efficient use of and value capture of U.S. soy products. This audience includes Feed mill nutritionists and managers, animal and aquaculture producers, managers and vets, feed formulators; soybean crushing, extruding, processing, and refiners; and soy purchasing agents. USSEC will engage worldwide technical contractors to analyze and share relevant research and developments to provide direction and strengthen marketing messages used globally to promote the use and awareness of U.S. soybeans and soybean products. Activities include participation in on-site technical support, technical conferences, trade team servicing and interaction with international customers. USSEC has a portfolio of projects that work collectively to realize this objective.

**SCOPE (SERVICES) OF WORK:**

USSEC seeks consultants that hold an advanced degree and/or significant industry experience in U.S. Soy Technical/Management Support to serve as a consultant, speaker, or representative on behalf of USSEC at various activities including seminars, on-site international visits, and major U.S. soy conferences. Focus on but not limited to Aquaculture, Animal Nutrition, Sustainability, Animal Diseases, Soybean Oil, and Infrastructure. Contractor must exhibit credibility with international soy industry customers.

Contractor is expected to coordinate with USSEC country consultants based around the region in regard to international on-site technical visits and speaking assignments. More information on USSEC regional team is available at:

<https://ussec.org/directory/global-offices/greater-europe/>  
<https://ussec.org/directory/global-offices/middle-east-north-africa/>

Contractor will be asked to prepare reports, presentations, provide general on-site consulting, and speak at various engagements, both virtually and in-person.

**DELIVERABLES:**

<b>Completion Date</b>	<b>Description of Deliverables</b>
Ongoing/As Needed	Provide general consulting on-site or virtually for international customers of U.S. soy within Europe & MENA region, provide presentations for regional technical seminars and U.S. soy conferences
By the 30th calendar day after each event	Provide invoice of consulting fees for payment. <ul style="list-style-type: none"><li>• Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished.</li><li>• Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures.</li></ul>

**PROJECT TIMELINE:**

Contracts will be completed for each international mission based on requirements of customer visits and speaking assignments.

**RFP TIMELINE:**

- **RFP Distribution:** May 10<sup>th</sup>, 2022
- **Project Proposals Due:** May 26<sup>th</sup>, 2022
- **Selections Made By:** May 27<sup>th</sup>, 2022
- **Prospective Contractors Notified By:** May 27<sup>th</sup>, 2022

**REQUIRED INFORMATION:**

**Experience**

- Length and field of experience
- Major emphasis of services provided
- Nature of past and previous clients
- Overview of work experience in the EU/MENA Region
- Education

**Budget**

- Please provide the rate of the services in which you provide.

- Note: U.S. Soy Technical & Management Specialist will be paid appropriate and agreed upon daily fees that will include prep time, in-country meetings, and report writing.

## References

- Provide the names and contact information for other similar clients for reference purposes.

## INSTRUCTIONS:

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

1. Please email the proposal to [allowrance@USSEC.ORG](mailto:allowrance@USSEC.ORG) before or on May 26<sup>th</sup>, 2022.
2. A description of Prospective Contractor's capabilities, resources, and experience. Emphasis should be placed on experience related to this RFP.
3. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the proposal.
4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. 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.