

**REQUEST FOR PROPOSALS
SUBMISSION DEADLINE
17:00 CT, 28/03/2023**

**RFP TITLE: ANALYSIS OF THE BEEF AND DAIRY SUBSECTORS AND INCLUSION OF SOYBEAN MEAL
IN SELECT COUNTRIES IN THE AMERICAS REGION**

RFP CONTACT:

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PROPOSAL DEADLINE: 17:00 CT, 28/03/2023

INTRODUCTION:

The U.S. Soybean Export Council (USSEC) is a non-profit organization that promotes U.S. soybeans and soybean products to international customers through knowledge transfer, on-site trainings, seminars, workshops, conferences, industry tours and demonstrations. The specific goal of the USSEC Americas Program is to promote, within the region, the use of U. S. soybean products, in human consumption, aquaculture, animal feeds and the best feeding practices. A key program objective is to see a growing, long-term, high-quality, feed-based industry in the Americas Region and globally.

PURPOSE OF RFP:

USSEC seeks a contractor to: 1) Narrate the dairy and beef *per capita* consumption evolution during the last decade, 2) Describe the current Americas beef and dairy subsectors in terms of breeds utilized, current inventory and inventory expansion potential, key performance indicators, type of farming and feeding systems, and adopted technologies, 3) Report on the inclusion of soybean meal and other soy byproducts (*i.e.* soyhulls) by subsector and country and, 4) Outline the major challenges of growth for beef and dairy industries in the Americas, and subsectors' trends and competitiveness. This study will provide data and analysis to inform USSEC's strategic planning for programming and resource allocation within the region.

BACKGROUND & PURPOSE OF PROJECT:

The Americas Region is an important and growing market for U.S. soybean meal and related products. Traditionally, USSEC's work to promote inclusion of soybean meal in feeds has mainly focused on three subsectors: aquaculture, poultry, and swine. The region includes a diverse set of countries in terms of population size, level of economic development, and relative importance of the different subsectors. To inform better targeting of resources and programming to specific countries and subsectors, USSEC seeks a contractor to carry out an analysis of the beef and dairy subsectors in 10 countries and provide data to support USSEC's decision making process.

TARGET AUDIENCE:

The immediate target audience for the study is the USSEC Americas Team. As appropriate, USSEC may share the study, in whole or in part, with other soybean-related organizations in the U.S. such as the United Soybean Board or Qualified State Soybean Boards.

SCOPE (SERVICES) OF WORK:

- Provide the following historical and current data (covering a period of 10 years) for two subsectors (beef and dairy) and 10 countries (Colombia, Costa Rica, Chile, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Peru, and Venezuela):
 - Subsectors and *per cápita* consumption evolution.
- Produce a narrative report that includes the following sections:
 - Executive Summary.
 - Methodology and Data Sources.
 - Individual Country Overviews:
 - Brief description of the characteristics of each subsector in the country (*e.g.* breeds utilized, current inventory and inventory expansion potential, key performance indicators, type of farming (conventional, industrial feedlot, regenerative, organic farming, supplemental, etc.) and feeding systems, and innovations and adopted technologies).
 - Summary tables with the feed consumption according to the feeding system (*e.g.* traditional extensive grazing, improved extensive grazing, supplemented extensive grazing, confined system), soybean meal and other soy byproducts (*i.e.* soyhulls) inclusion levels, and other protein source inclusion levels, as described above.
 - Interpretation and analysis of the data.
 - Individual Subsector Overviews:
 - Brief regional overview of each subsector.
 - Summary tables for each subsector comparing feed consumption, soybean meal and other soy byproducts inclusion levels, and other protein source inclusion levels across countries.
 - Interpretation and analysis of the data.
 - Outline the major challenges of growth for beef and dairy industries in the Americas, and subsectors' trends and competitiveness.
 - Develop a PowerPoint presentation that summarizes the narrative report and highlights key findings.
 - Submit all data on feed consumption, soybean meal inclusion rate, and other protein source inclusion rates in Excel format.

Completion Date	Description of Deliverables
<i>Within five business days of contract start date</i>	<i>Hold a kick-off call with USSEC assigned staff. Establish a regular communication schedule.</i>
<i>Within ten business days of contract start date</i>	<i>Submit format outline of narrative report including proposed data table format to finalize report structure.</i>
<i>August 25th, 2023</i>	<i>Submit draft narrative report, PowerPoint presentation, and Excel tables to USSEC for review and comment.</i>
<i>September 25th, 2023</i>	<i>Submit final narrative report, PowerPoint presentation, and Excel tables with USSEC comments addressed.</i>

RFP TIMELINE:

- RFP distribution: February 28th, 2023.
- Last day to submit questions: March 17th, 2023 by 17:00 CT
- Q&A Session: March 23rd, 2023
 - Please request Zoom Link, email to americasRFP@ussec.org .
- Project proposals due: March 28th, 2023 by 17:00 CT - email to americasRFP@ussec.org
- Selections made by: April 7th, 2023.
- Prospective contractors notified by April 12th, 2023.

INSTRUCTIONS:

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

1. Please email the proposal to americasRFP@ussec.org by 5:00PM Mexico Time on March 28, 2022
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.
4. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. 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 doing the work.
7. 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, 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.