

**REQUEST FOR PROPOSAL
SUBMISSION DEADLINE
5:00 PM CST, 25 September 2023**

RFP TITLE: RIGHT TO PROTEIN CAMPAIGN EXECUTION IN SOUTH ASIA AND NIGERIA

RFP CONTACT:

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PROPOSAL DEADLINE: 5:00 PM CST, 09/25/2023

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals for a Right to Protein Campaign in South Asia (India, Bangladesh, Pakistan, Sri Lanka and Nepal) and Sub-Saharan Africa (Nigeria) Regions. The Right to Protein campaign, USSEC's premier initiative aimed at tackling nutrition insecurity in areas where protein consumption is significantly lower than the recommended daily intake, continues to win awards and be a transformative force throughout the world.

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 feed, aquaculture and human consumption, promotes the benefits of soy use through public awareness 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 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.

The purpose of this RFP is to seek proposals for execution of the award-winning Right To Protein Campaign in South Asia and Sub Sahara Africa Regions (Nigeria, Pakistan, Sri Lanka, Nepal, Bangladesh and India). The Right To Protein is an awareness initiative to educate people about the importance of adequate protein consumption for better nutrition, health, and wellbeing. The Right To Protein initiative aspires to build knowledge of different types of protein sources amongst people, to meet larger nutritional goals. Studies and news reports around the world indicate that countries have been facing their own challenges, with respect to protein deficiency. The Right To Protein aims to foster behavioral change among individuals, by spreading nutritional awareness about the need for adequate protein consumption for better nutrition and improved public health. The Right To Protein will help advance the protein consumption of people. It will also help improve the production quality and consistency of both, plant-based and animal-based protein sources.

BACKGROUND & PURPOSE OF PROJECT:

Protein consumption campaigns in South Asia and Sub Sahara Africa regions will focus on low-cost sources of protein such as poultry and eggs, emphasizing the health benefits of increased daily consumption of these protein sources. The campaigns will be targeted toward consumer audiences where we can have the highest potential impact to shift the cultural dynamics and consumption norms within the region including the younger demographic and those who are able to influence that demographic (i.e., students, teachers, parents, health care providers). The detailed targets will be established through a baseline survey in addition to existing data sources like FAO.

The Current campaign, the Right to Protein campaign, can be researched at www.RightToProtein.com and has been wildly successful in educating the public and illustrating the protein deficiency in India. This RFP seeks to extend the project to the whole of South Asia and Sub Saharan Africa, and build on its success, where appropriate. Recent awards include the Black Tiger Award, and several content and innovation awards.

Growing populations need protein which drives demand for poultry, eggs, seafood, and plant based protein options. This is a critical time to position U.S. soy as a partner for sustainable growth in India and throughout South Asia

Bangladesh has a rather high population of nearly 170 million people and has a median age of approximately 27 years. Despite having access to good education and modernization, there is lack of knowledge on the health and wellness front concerning Protein. This is because the population largely depends on traditional, historical knowledge that does not adequately address the importance of protein limiting overall demand.

Despite its large and growing middle class, Bangladesh consumes only 14 kg/person per year of soy and soy related products compared to an average of 55 kg/person per year in Expansion markets. Bangladesh's population is projected to reach 186 million people by 2030. This means that bridging the gap in soy and soy product consumption between Bangladesh and the average of Expansion markets would create an additional 8 MMT of demand for soy and soy products. Some of this gap could be bridged through further increases in protein consumption as Bangladesh consumes 1 gram/person per day of protein from poultry and eggs compared to an average of 16 grams/person per day in Expansion markets.

Pakistan consumes 11 kg/person per year of soy and soy related products compared to an average of 55 kg/person per year in Expansion markets. Pakistan has a population of 220 million people, making it the sixth most populous nation in the world, and it is projected to reach 244 million people by 2030. This means that bridging the gap in soy and soy product consumption between Pakistan and the average of Expansion markets would create an additional 10.7 MMT of demand for soy and soy products. Some of this gap could be bridged through further increases in protein consumption as Pakistan consumes 3 grams/person per day of protein from poultry and eggs compared to an average of 16 grams/person per day in Expansion markets.

Nepal is a large meat-eating society, as 95% of the population readily consumes animal protein, supporting demand for high quality animal feed. Per person per day availability of digestible protein in Nepal is less than 50 gm—as a result, protein deficiency is prevalent. Malnutrition remains one of the public health problems in Nepal as per a 2017 report by the government of Nepal. Nepal is also facing a nutrition transition with increasing trends in obesity and overweight. Agricultural production in Nepal is primarily cereals. The National Planning Commission (NPC) led the study of the “Fill the Nutrient Gap (FNG)” in 2020 with technical support from the United Nations World Food Programme (WFP) and

with engagement from multiple stakeholders. According to this report, the current consumption patterns indicate that the most often consumed foods are cereal staples, oils and fats, and pulses. To meet nutrient needs, households have inadequate access to diverse foods groups, including animal source foods. Cereals currently occupy eight times more cultivated land than fruit and vegetables, despite these crops being less productive and lower value. Furthermore, agricultural production in Nepal does not align with recommended intake by food group as it is dominated by cereal production and lacks production of fruit, vegetables, and protein-rich animal source food.

As per the Food Balance Sheet report that was last prepared by government in Sri Lanka in 2017, average per capita calorie supply (for 2013-2017) was 2,883 kcal. It is important to note that the contribution of vegetable-based products was 2,684 kcal and it was 93% of the total calorie supply. The remaining 7% of total calorie supply was provided by animal-based products.

Average protein supply for the period was 72 g per person per day. Daily Proteins supply also largely came from cereals, which was accounted as an average of 48% between year 2013 and 2017. Other source of protein supply in Sri Lankan foods were Fish and Seafood (12%), pulses and beans (11%), Vegetable (8%), Milk (6%) and Meat (5%). Average fat supply between 2013 and 2017 was 52 g per person per day. The major source of Daily Fat supply was vegetable oils and its contribution was an average of 32 % of total fat annual per capita supply of fats in the period of 2013-2017.

Oil crops (31%), Milk (8%), Meat (5%), Fish and Seafoods (4%), were the other important sources of fat. There was an increasing trend for the average supply of fats during this period. On average per capita supply of fish and seafood was 31 kg per person per year and average total domestic supply was 644,000 MT. According to data from year 2013 to 2017 the domestic supply of meat production has increased by 27% and average per capita meat supply was 10 kg per person per year.

Nigeria has the largest population of any African nation at 219 million in 2021 and is projected to grow to 392 million in 2050 necessitating a boost in the production of animal protein and the feed inputs needed for such production. Although Nigeria's domestic soy production accounts for most of the supply, which has grown 12% over the past five years to 1.1 million metric tons (MMT) (40.4 million bushel equivalents) in 2020/21, growth in domestic production is not keeping pace with demand, creating opportunities for U.S. soy. In Nigeria it is estimated that more than 80% of the population is protein deficient for example. By working with the trade, local associations, governments, and other influential groups, finding ways to overcome this by engaging people in the judicious use of soy and U.S. soy is a key component driving the overall strategy to engage the value chain in the process ultimately improving the protein deficiency statistics.

Interested parties should develop new ideas and leverage new relationships and/or technologies to specifically call for the increased usage of soy, through the direct consumption itself (soy foods) or through intermediary products like meat, milk, and eggs.

Parties should clearly indicate which market, or all of them, they intend on implementing programming.

TARGET AUDIENCE:

Nigeria, Pakistan, Sri Lanka, India, Bangladesh, Nepal

Consumer audiences, students, teachers, parents, health care providers, athletes, etc.

SCOPE (SERVICES) OF WORK:

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

The types of campaign activities are expected to include multiple messages and delivery mechanisms including those outlined below:

Strengthen the Right to Protein brand

- Strengthen the Right to Protein (powered by USSEC) brand through reviewing the current logo and adding the “Powered by USSEC”, create a uniform brand messaging whether through a slogan or a jingle.
- Generate leads using Dynamic Ads and Lead Gen Forms
- Drive consideration through building engagement with content, events, webinars and more using Sponsored InMail and TextAds
- Build awareness using sites such as LinkedIn Pages, Instagram, Google Ads, Facebook, X, etc. and Sponsored Content to increase social engagement and traffic from your audience. Justify the reason for the choice of platform being used
- Seek partnerships and use to promote the Right to Protein brand whether through airlines, public transportation. Partnering with other organizations that are hosting events around food security/nutritional security, sporting events, etc.
- In each market, identify local influencers to advocate and promote Right to Protein.
- In each market, identify/build/expand reach of Right to Protein through collaborating/partnering with U.S. Soy customers qualified for the Sustainability Logo.

Social Media

- Be on top of mind through consistent social media campaigns
- Maintain and create content for social media handles
- Repurpose materials used in past campaigns

Popular Culture Oriented Approaches

- Celebrity endorsements / influencer marketing
- Product placement in movies, television and YouTube ads

Public Service Advertising Campaigns

- Social media | TV cooking shows | Popular sporting/cultural venues
- Technical seminars | guest speakers
- Technical materials and nutrition | food safety posters

School | Educational Programs

- Nutrition module for school curriculum
- School breakfast and lunch campaigns

Soy-Fed Label (India/Nepal)

- Identify companies with soy as a food ingredient and onboard those interested with the use of soy-fed label and use data analytical to keep track of this.

Other Requirements but not limited to :

- Conduct a brain-storming session with stakeholders and local industry to make sure we are taking into account as many voices as possible.
- Identify the communication channels which will help target at least 70% of the targeted audiences in these countries.
- Obtain pre-campaign feedback from survey's conducted on their protein status.
- Will develop a communications campaign including media content/design in print and electronic to be approved by USSEC.
- Conduct press meetings in important cities within these countries
- Media relations and presence for events partaking in to give visibility
- Obtain post-campaign feedback from survey's conducted on their protein status.
- Detailed report/evaluation of the campaign with recommendations on next steps.

Expected Outcome:

- Conduct the communications campaign as approved by USSEC and submit the following reports, based on the particulars and timeline, detailing the progress, metrics on any results and/or content created during the campaign:
 - Bi-Weekly Progress Report
 - Monthly Activity Report
- Final summary report/evaluation of the campaign with any recommendations on next steps sent to USSEC.
- Increase in average daily protein consumption growth rate on target to deliver long-term growth goal relative to historical benchmarks across surveyed consumers and a clearly demonstrable positive correlation between message exposure and increased protein consumption.
- Provide bi-weekly analytical report showcasing the ad spent/impression/click through rates/website visits, etc and the engagement and awareness on Right to Protein social media sites. Provide breakdown of amount spent on each campaign.
- Partnerships/Collaborations with organizations as recommended by USSEC and recommendations made by the agency

ADDITIONAL CONSIDERATION (if applicable)

Submitter must have the following technological requirements:

- Reliable internet access
- Expert requirements in Adobe Software and ad designs
- Access to software analytical database for reporting
- Internet Explorer (version 11 or greater)
- Microsoft Office Suite (2013, 2016 or 365), which include:
 - Outlook
 - Excel
 - Word
 - PowerPoint
 - Teams

DELIVERABLES:

Completion Date	Description of Deliverables
By 02 October 2023	Conduct first Stakeholder meeting in the countries specified in the RFP
By 06 October 2023	Present Draft of Campaign materials and roll out plans to USSEC
By 06 October 2023	Design a communications campaign, which will provide tools and direction for USSEC to better understand how to build and implement our plans, in order to mitigate protein deficiencies as part of our protein pull program.
Upon Design Approval	Conduct the communications design as approved by USSEC
29 December 2024 29 March 2024 28 June 2024	Detailed report/evaluation of the campaign with recommendations on next steps sent to USSEC for review and approval.
Ongoing	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 from 01 October 2023 to 30 September 2024.

RFP TIMELINE:

- RFP Distribution: 08 September 2023
- Last Day to Submit Questions: 18 September 2023, **by 5:00PM** Central Time
- Project Proposals Due: 25 September 2023, **by 5:00PM** Central Time
- Selections Made By: 29 September 2023
- Prospective Agency Notified By: 29 September 2023

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 25 September 2023.
2. A description of Prospective Agency's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Agency's planned work, deliverables and timeline to complete the work.
3. Resumes for each of the Prospective Agency'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. The link to the budget table is [RFP Budget Development Spreadsheet Link](#).

6. Proposals should be no longer than **10 pages** (8 ½" x 11").

NOTES:

- Prospective Agency's 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 Agency selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Agency's and its officers, employees, agents, representatives, affiliates, and sub-contractors shall not disclose to any third party any documents, materials or information that the Prospective Agency 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 Agency regarding the proposal.
- Prospective Agency 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 Agency service fees, health and life insurance, administrative costs and vacation.
- Prospective Agency 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 Agency and not by USSEC or Funding Sources.
 - Prior to any payment to a Agency, a Agency must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Agency 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 Agency 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/>

Right to Protein can be found here : www.righttoprotein.com

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 Agencies:

- 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 Agencies USSEC may also undertake initiative activities on behalf of USB. USB considers primary Agency staff (approximately 60 people) as core USB staff. These three primary Agencies use a number of sub-contractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 sub-contractor.

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.

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.