# FY19 REQUEST FOR PROPOSALS

**RFP Title:**
New Discoveries for Meal Industrial (non-food) Applications

**Proposal Manager’s Name:**
Keith Cockerline

**RFP Contact:**
Lisa Childs

**Proposal Start Date:**
10/1/2018

**Completion Date:**
9/30/2019

**Proposal Deadline:**
4/13/2018

**Anticipated Decision Date:**
7/20/2018

<table>
<thead>
<tr>
<th>Target Area:</th>
<th>Meal</th>
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<tr>
<td>Action Team:</td>
<td>Demand</td>
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<tr>
<td>Program Goal:</td>
<td>Industrial Uses - Meal</td>
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<tr>
<td>Road Map:</td>
<td>Industrial Uses - Diversifying soybean meal/oil market through research and commercialization of high value and/or high volume industrial uses of soybean meal/oil.</td>
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<td>Track:</td>
<td>New Utilization (Developing new demand for U.S. soy by matching unmet domestic or international market needs with the best soy solution)</td>
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<td>Milestone(s):</td>
<td>Grow industrial soy meal usage by 70,000 tons (2.96 million bushels) by 2021.</td>
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<td>Audience:</td>
<td>End Users</td>
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| Objective: | Objective A
Industrial product manufacturers will be aware of the availability, proper use, benefits and technical support for products derived from soybean meal. |
| Stage: | New Utilization Stage 2 - Feasibility Stage - Confirm the market and solution opportunity and shape the winning concept. |
| Innovativeness: | Innovative (New, unfamiliar market or solution) |

## Description/Purpose of RFP
The current opportunity is to explore potential uses of soy meal in industrial (non-food) applications and new products.
**Current Market Environment:**

Goal is to explore new applications for soy meal in the industrial space. Using chemical properties of soy (amphoteric, amphophobic, organic, etc.) to access new markets. This may include:

- Detergents/laundry applications
- Cosmetics
- Fragrance interactions
- Cement applications
- Oil drilling applications
- Emulsions
- Film formation
- Other

**Proposal Direction:**

USB is seeking proposals that explore new ideas in the outlined areas. Expectations are to develop ideas through feasibility stage for industrial applications of soy meal. Validation work enabling the concept should be part of the proposed work. Also, an approximation of market attractiveness, -size and –value should accompany the proposal.

**Proposal Submission Instructions:**

To request a proposal worksheet to assist you in developing your proposal in USB’s correct format, please contact:
Lisa Childs; lchilds@smithbucklin.com

For strategic and project specific questions, please contact:
Keith Cockerline; kcockerline@smithbucklin.com

For budget and compliance questions, please contact:
Lisa Childs; lchilds@smithbucklin.com