

REQUEST FOR PROPOSAL (RFP)

SUBMISSION DEADLINE

May 17, 2021 - 12:00 PM SGT (GMT +8)

RFP TITLE: TECHNICAL AND MARKETING CONSULTANT – FOOD PROTEIN, SOUTHEAST ASIA

RFP CONTACT:

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PROPOSAL DEADLINE: May 17, 2021 - 12:00 PM SGT (GMT +8)

INTRODUCTION:

U.S. Soybean Export Council (USSEC), Inc. formally requests proposals for the costs of engaging a Technical and Marketing Consultant – Human Food Protein to provide professional services for the S.E. Asia, collectively known as 'region'.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans, soybean meal and soybean co-products, advocate for the use of soy in animal and aquaculture feed, and human consumption. Promoting the benefits of soy use through education and connecting 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 and benchmarking will assist in determining the fair market value for the services to be performed and allows USSEC the opportunity to evaluate qualified proposals and select the best contractor for the job based on technical qualifications, related industry experience, managerial abilities, strength of industry connections and contacts and suitable cost and time that matches the needs under this contract.

The purpose of this RFP is to seek proposals for engaging a Technical and Marketing Consultant to provide technical, marketing and operational support in the implementation of USSEC's Human Food Protein initiatives in the region.

BACKGROUND & PURPOSE OF PROJECT:

The goal and purpose of the Technical and Marketing Consultant – Food Protein is to build preference and increase exports of U.S. soybean, soybean meal and other soy derivatives for the region that is used for human consumption. His/her role and responsibilities - covers 3 major objectives:

- (1) Plan, organize, and implement projects and activities that is focused on building capacity and increasing consumption of Soy Protein in foods and beverages.
- (2) Develop technical and marketing training program to support USSEC's preference and capacity building initiatives for the soy foods and soy beverage industry.
- (3) Co-lead USSEC's industry communication needs as it regards Sustainability, Biotechnology, and Human Health and other matters that relates to USSEC's mission.

To achieve the above objectives, the Consultant will work with food and beverage processors, government and NGOs agencies, and industry associations, health professionals etc., to promote the use of soy products for the food and beverage industry in the region, with emphasis on promoting the use of U.S. soy.

As directed by the Regional Director and USSEC's Focus Area Director (FAD) for Oil and Human Protein, the Contractor will support USSEC's effort to promote U.S. soybeans, meal, oil, and soy ingredients in food and beverages that go for human consumption in the region.

The Contractor will work closely with USSEC's Food Protein technical consultants and in-country representatives to develop, implement, and evaluate marketing plans, projects and activities to meet his/her goals and objectives in the promotion of U.S. soy

The Contractor will provide technical support to other USSEC offices as requested by the Regional Director, FAD or USSEC Management.

TARGET AUDIENCE:

- Soy food and beverage companies
- food technologists, scientists, and technical staff of food and beverage companies
- government and NGO officials
- health professionals and related trade/professional associations
- press and media organizations (traditional print, social and online media etc.) as appropriate
- other peripheral members of the food and beverage industry etc.

SCOPE (SERVICES) OF WORK:

- The Contractor will report administratively and operationally to USSEC's Regional Director and Director of Operations for all matters related to the execution of services as described under this contract.
- The Contractor will liaise, co-ordinate, and co-operate with other USSEC regional staff and contractors when implementing projects and activities under his/her charge.
- The Contractor will establish and nurture strong working relationships, good lines of communication, and beneficial trade connections with both importers and end-users of soybeans and soy ingredients for food applications; this includes but is not limited to persons associated with the industry in the private sector, government bodies, universities, and institutions etc. for the following purposes:

- to differentiate and build a preference and demand for U.S. Soy in the soy foods and beverage industries.
- recommend strategies to current and potential industry participants that will promote and grow the market for U.S. soybeans and soy ingredients.
- work with USSEC colleagues to develop strategies to rapidly address any Market Access issues that arise (e.g. GM/Biotech issues).
- The Contractor will assist in the preparation of technical publications and studies for use by USSEC and all/any party whom USSEC provides support to or are working with, to promote U.S. soybeans and soy ingredients. This includes but is not limited to industry, cooperatives, universities, government officials, research centers, etc.
- The Contractor must be prepared, and able to, give presentations to audiences at virtual or live workshops, seminars and/or conferences for the benefit of and to achieve USSEC's core mission.
- The Contractor shall plan and implement virtual seminars, press conferences, lectures, demonstrations, publicity, and presentations as needed to carry his/her objectives with key individuals, groups, and media (radio, television, newspapers, periodicals and trade journals).
- The Contractor shall respond to inquiries for information and provide assistance that is in his/her area of expertise and knowledge base in a timely manner.
- The Contractor shall recommend, recruit, assist and support outside consultants and technicians to assist with the specific projects and activities under his/her charge for the benefit of U.S. soy.
- The Contractor will assist in conveying the U.S. Soy Sustainability message to customers and encourage them to apply for the U.S. Soy Sustainability Assurance Protocol (SSAP) and or adopt the Sustainability U.S. Soy Logo (SUSS) logo with their U.S. Soy purchases and products respectively.
- The Contractor will diligently organize all funded projects and activities and manage overall the technical activities under his/her responsibility in accordance to USSEC's guidelines and requirements, e.g.
 - Undertake managerial, reporting, budgetary, and any other administrative duties that are required by USSEC.
 - Develop, recommend and utilize budgetary funds assigned to market development activities or other projects, meeting all reporting requirements and expending funds in such a manner as to ensure maximum effectiveness, subject to the policies of USSEC.
 - Prepare correspondence, activity plans, market development activities, budgets and other documentation as requested by the Regional Director or USSEC management, etc.

ADDITIONAL CONSIDERATION (if applicable)

Additional Considerations to include any specific information regarding the proposal that could affect the Prospective Contractors ability to submit a proposal.

Additional considerations for the video creation and development include:

- *Video should be between 15-20 minutes long*

- *Videotaping with farmers must occur in St. Louis during the week of December 7th*
- *We will try to schedule the videotaping of the Economist on the same date with the farmers if their schedules permit or on a different date*
- *If your company also provides live streaming services please provide your fee schedule under ancillary services in the Detailed Budget section of your proposal.*

DELIVERABLES:

Completion Date (cannot be outside the contract term dates)	Description of Deliverables
<p>June 1, 2021 to December 31, 2021</p> <p><u>Monthly</u></p>	<ul style="list-style-type: none"> • Invoice and Monthly Report to the Regional Director in format as directed. Details in the monthly report to include but not limited to: <ul style="list-style-type: none"> - Contractor interactions with soy industry contacts - A section on Sustainability and relate what action has been taken to promote and further this message to the industry and its impact/results if any - Timely reporting of latest market updates and developments – especially events that impact the trade and preference for U.S. Soy - Observations and recommendations on programs/activities, action on trade issues, marketing strategies etc. - Communications that cover inquiries and questions from U.S. exporters, importers and processors of U.S. soy, trade organizations, government officials, etc. on the application, availability and sourcing of soybeans and soybean products from the U.S. etc. • Plan of Work for upcoming Month/Quarter which is to be shared monthly with the Regional Director, Director of Oil and Human Protein, and or CEO upon request • Submit budget tables on the latest investment estimates for project and activities under the Contractor’s responsibility • Provide reviews, observations, and recommendations on programs/activities, action on trade issues, marketing strategies etc. as and when required
<p><u>Upon Request</u></p>	<p>Author/develop technical presentations.</p> <p>Give presentations to audiences at virtual workshops, seminars and/or conferences for the benefit of and to achieve USSEC’s core mission</p>
<p>June 1, 2021 to December 31, 2021</p> <p><u>Ongoing</u></p>	<ul style="list-style-type: none"> • The Contractor will provide assistance to the Regional Director to achieve the organization’s corporate goals: <ul style="list-style-type: none"> - Promote USSEC’s Soy Sustainability Assurance Protocol (SSAP) in Southeast Asia. - Successful implementation of all funded programs within budget, meeting corporate guidelines and investment rates.

	<ul style="list-style-type: none"> • Work with the Regional Director, Director of Oil and Human Protein, and other USSEC HU Staff to provide guidance and recommendations on details of implementation plans for Human Food Protein programs and projects.
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PROJECT TIMELINE:

*For this contract, our expectation is for the **Technical and Marketing Consultant contract** to start from **June 1, 2021** and end on **December 31, 2021 (MY 2021)**. After which this contract is renewable on a 12-monthly basis according to the term of each marketing season or tenure funding source.*

RFP TIMELINE:

- **RFP Distribution:** April 27, 2021
- **Last Day to Submit Questions:** May 12, 2021 by 5:00PM SGT (GMT +8)
- **Project Proposals Due:** May 17, 2021 by 12:00 PM SGT (GMT +8)
- **Selections Made By:** May 21, 2021
- **Prospective Contractors Notified By:** May 21, 2021

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG by **12:00PM SGT (GMT +8)** on **May 17, 2021**.
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. (if applicable)
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes. (if applicable)
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 to do 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, 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.