REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

12:00 PM CST, 03/19/2021

RFP TITLE: SOYBEAN OIL CONSULTANT – A WIDE SPECTRUM OF SBO APPLICATIONS

RFP CONTACT:
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PROPOSAL DEADLINE: 12:00 PM CST, MARCH 19TH, 2021

INTRODUCTION:
The U.S. Soybean Export Council (USSEC), Inc. requests proposals to assist in the continued development and implementation of strategies and programs within the Americas Region. For contractors, the expectations are to carry out the deliverables of the activities they are managing and are summarized in associated contracting documentation.

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, 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.

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 a qualified consultant in the soybean oil sector that will be responsible of assisting the Americas region by providing intelligence and participating as a speaker and implementer in several projects and activities that range from the uses and applications of soybean oil in human consumption, food service, industrial frying, non-food uses, biodiesel, soy foods, among others.

BACKGROUND & PURPOSE OF PROJECT:
USSEC is a liaison between soybean producers and companies that use soybeans as a raw to material to produce soybean meal, soybean oil, and other derivatives. The focus of this project is the soybean oil. The assistance and support to the soybean oil industry is imperative for
USSEC, therefore, the participation of a qualified consultant in the projects developed for the Americas region is required.

There is constant communication with the crushers, refineries, companies from the food industry, the HRI sector, among others. So, a consultant that can give assistance about several topics and that has a wide range of knowledge of soybean oil would be the right fit for this proposal.

The purpose of the project is to participate in several events (seminars, webinars, conferences, one-on-one meetings) that will be arranged with different customers in the Americas region throughout the year. These events will be set up according to the demand and situation of the companies that are customers of USSEC.

TARGET AUDIENCE:

Directors, managers, operators, and staff from crushing companies, oil refineries, companies from the food sector, industrial frying, HRI, biofuel companies, and manufacturers of non-food products that work with soybean oil.

SCOPE (SERVICES) OF WORK:

Capabilities, resources and experience.

1. Knowledge of the characteristics, performance, applications and promotion strategies of high value specialty soy ingredient innovations, like high oleic soybean oil and interesterified SBO.
2. Knowledge of the processes for crushing soybeans and SBO production.
3. Knowledge of the markets for soybean oil in the Americas Region and the role of its competitors like palm and canola oils; and SBO from other origins.
4. Ability to interpret oilseeds market information sources to elaborate reports intelligence reports on U.S soybeans and U.S. SBO.
5. Knowledge of the applications and advantages of U.S. SBO over other edible oils and how to promote it.
6. Very good business relationships with the crushers and SBO refiners in the Americas Region.
7. Preferable experience in content development for material such as brochures, pamphlets, booklets, books, manuals, and others.
8. Preferable knowledge on sustainability and how to use this characteristic as a differentiator from other origins soybeans.
9. Preferable experience in working with government policies and administrative procedures.
**Market Intelligence & Research**

1. Provide Market Intelligence & Research Collaboration in setting strategy for promoting U.S. Soy in the Americas Region.
2. Assist Regional Director, Human Sector Marketing Specialist, Country Market Leads and Project managers with requested information on marketing, customers, imports, etc.

**Support Human Sector Marketing Specialist**

1. Provide assistance to the USSEC Human Sector Marketing Specialist about the SBO industry in the Americas Region.
2. Provide general Trade Servicing and Technical Assistance to key customers in the Americas Region to respond trade or technical inquiries by meeting personally or remotely with target audience in the region.

**ADDITIONAL CONSIDERATION (if applicable)**

NOTE: Should it become impossible or inadvisable to develop the face-to-face sessions due to the COVID-19 global pandemic or any other Force Majeure event, both parties agree to negotiate in good faith to agree upon alternative dates for the services and adjust timelines accordingly, which shall remain within the contract term dates.

This is a part time position; please provide daily rate and hourly rate.

**DELIVERABLES:**

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 days prior to domestic travel</td>
<td>1. Send USSEC Travel Authorization form for to <a href="mailto:BVazquez@ussec.org">BVazquez@ussec.org</a> with CC to <a href="mailto:LChapula@ct.ussec.org">LChapula@ct.ussec.org</a> and Project Manager <a href="mailto:GDelgado@ussec.org">GDelgado@ussec.org</a></td>
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<tr>
<td>45 days prior to domestic travel</td>
<td></td>
</tr>
<tr>
<td>No later than 15 days prior event implementation within contract terms</td>
<td>1. Provide USSEC Americas at <a href="mailto:LChapula@ct.ussec.org">LChapula@ct.ussec.org</a> with CC <a href="mailto:GDelgado@ussec.org">GDelgado@ussec.org</a> with: a. Presentation according to the event</td>
</tr>
<tr>
<td>No later than 15 days after event implementation within contract terms</td>
<td>1. Provide USSEC Americas at <a href="mailto:LChapula@ct.ussec.org">LChapula@ct.ussec.org</a> with CC <a href="mailto:GDelgado@ussec.org">GDelgado@ussec.org</a> with: a. Report on the participation in the event</td>
</tr>
<tr>
<td>By month end for each month of this contract term</td>
<td>1. Provide USSEC Americas at <a href="mailto:LEspindola@ussec.org">LEspindola@ussec.org</a> with CC to <a href="mailto:LChapula@ct.ussec.org">LChapula@ct.ussec.org</a> with the following: a. Invoice b. Monthly fees report including: i. Key points of the discussions with industry ii. Recommendations and suggestions provided</td>
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RFP TIMELINE:

- **RFP Distribution:** February 19\(^{th}\), 2021
- **Last Day to Submit Questions:** March 8\(^{th}\), 2021 by 5:00PM Central Time
- **Project Proposals Due:** March 19\(^{th}\), 2021 by 12:00PM Central Time
- **Selections Made By:** March 26\(^{th}\), 2021
- **Prospective Contractors Notified By:** March 29\(^{th}\), 2021

INSTRUCTIONS:

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

1. Please email the proposal to americasRFP@ussec.org by **12:00PM Central Time** on **MARCH 19\(^{TH}\), 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.

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 to do the work.

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

Ongoing

Submission of invoices will be in accordance with Section III.3.c. of this Addendum. **Invoices must include the Agreement Number and the Project Number shown on Page 1 of the Addendum.**
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.