

REQUEST FOR PROPOSAL

**SUBMISSION DEADLINE
5:00 PM CST, 5/18/2021**

RFP TITLE: CURRICULUM DEVELOPMENT

RFP CONTACT:

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PROPOSAL DEADLINE: 5:00 PM CST, May 18, 2021

INTRODUCTION:

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 livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects industry leaders through a robust membership program.

To drive consistencies and share best practices amongst multiple groups, documentation of processes and procedures have been underway. Our next step is to make the information available to everyone that needs it and present it in a logical and informative format.

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 to take the collection of documentation and create library of easy-to-understand training guides.

BACKGROUND & PURPOSE OF PROJECT:

USSEC jointly conducts this activity - funded by Section 108 funds to boost demand for poultry in India. This would have long term benefits for the Indian and U.S. poultry industry, the U.S. grain industry, and the U.S. soy industry. Ultimately an increase in Indian poultry consumption will drive up the demand for soybean meal and other grains for the feed rations as well as create a market for imported poultry.

As demand for more and more poultry grows, the ability of the local soy industry to satisfy all demand will diminish. The highest quality meal is produced using U.S. soybeans. Building awareness and recognition of this will help pave the way for the industry to lead a campaign to change the anti GMO laws currently in place in India and open the door for U.S. imports. In fact, we believe that creating local demand for poultry could create the potential for 310,000 MT of U.S. chicken exports and 340,000 MT of incremental U.S. soybean meal sales per year (once the domestic soy supply surplus is exhausted and GMO issues can be resolved).

Opportunity Mapping (for poultry consumption in India) N19GXLT0002 is an activity under the long-term chicken promotion project funded under the Section 108 funding initiative.

Activity in specific: USSEC will conduct research to identify key areas in India where stimulating poultry demand and improving cold chain distribution dynamics could help boost overall poultry demand. Results from this study will help guide USSEC's broader market development efforts to ensure maximum impact.

TARGET AUDIENCE:

Stake holders of the Poultry industry in India – poultry industry and integrators, trade associations, universities, industry decision makers and the Government.

SCOPE (SERVICES) OF WORK:

- 1) Conduct market research/generate GAP analysis: Current poultry consumption v/s Future poultry consumption (say in a time of 5 yrs and 8 yrs, two slabs).
- 2) Conduct market research/generate GAP analysis - Will Indian chicken production be enough to meet rising demand in the country?
- 3) Conduct market research/generate GAP analysis - Will there be an opportunity for chicken imports into India from the U.S.?
- 4) Market assessment on - What market access hurdles need to be overcome?
- 5) Conduct market research/ generate GAP analysis on - Corn and Soy are major ingredients for broiler chicken production – Assess GAP on raw material support for feed used for broiler chicken. Is it enough or not? Second are they competitive enough as against international markets.
- 6) Suggestions on future tactics to close the GAP? – Broiler meat; broiler feed and supporting raw materials with focus on soy meal consumption.
- 7) Attend all related meetings and discussions, provide updates to VA and report progress.

9) Complete the necessary activity evaluations using Charles help – and using the standard USSEC survey forms.

ADDITIONAL CONSIDERATION (if applicable)

None

DELIVERABLES:

Completion Date	Description of Deliverables
Upon signing the contract	Prepare an execution plan for Opportunity mapping and the detailed components in it. Review them with USSEC team, obtain approval before proceeded with the mapping or GAP analysis.
Monthly after signing the contract	Progress report to be reviewed with Vijay and a team of other USSEC consultants. Invoice USSEC for monthly work with a supporting progress report.
10 th December	Draft of the completed analysis/ market research/ GAP assessments draft for approval
23 rd December	Fully completed analysis/ market research/ GAP assessments on the project – submitted in a professional report form in a manner that it is useful for forecasting purposes for USSEC and as a reference tool for Indian poultry stakeholders.

PROJECT TIMELINE:

Our expectation is for the activity to last from 15 May to 31 December 2021. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- RFP Distribution: April 27, 2021
- Last Day to Submit Questions: April 27, 2021
- Project Proposals Due: May 18, 2021
- Selections Made By: May 20, 2021
- Prospective Contractors Notified By: May 20, 2021

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 May 18, 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.
3. Resumes for each of the Prospective Contractor'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.
6. 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.