

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

5:00 PM CST, 06/19/19

RFP TITLE: SHADOW PRICE COMPARISON TOOL DEVELOPMENT

RFP CONTACT:

Name: Mary Hannig

Phone #: 636-449-6005

Email: mhannig@ussec.org

PROPOSAL DEADLINE:

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a shadow price comparison tool that will determine least cost formulations of animal feeds in different specific country markets.

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:

Develop tools and materials that enable animal nutritionists to compare the profitability of using meal made from U.S. soybeans in animal feed rations to using soy from other origins and alternative feed ingredients in their specific markets.

BACKGROUND & PURPOSE OF PROJECT:

The U.S. soy industry has established a solid base of research that demonstrates that while sometimes U.S. soybean meal (SBM) is lower in crude protein it is as good as or better than competitive origins in terms of the essential amino acids (EAA) and energy than SBM from competitive origins. This information is important because animals fed SBM grow based upon EAAs not crude protein.

Despite this, SBM trading specifications cite crude protein as a quality factor and as such U.S. SBM is sometimes viewed as a lower quality and less favorable product. The U.S. soy industry has undertaken marketing and promotion efforts around the world to inform SBM purchasers about the consistently superior intrinsic value in U.S. SBM in terms of EAA and energy that is not expressed in crude protein.

The intrinsic nutritive value of U.S. SBM along with other extrinsic values such as the U.S. Soy Sustainability Protocol (SSAP) combine to form what is referred to as the U.S. Soy Advantage.

USSEC’s international marketing priority countries are listed. All listed countries do not necessarily have to be individually included in proposals, though robust, comprehensive proposals are encouraged.

USSEC INTERNATIONAL MARKETING PRIORITY COUNTRIES

BASIC	EXPANSION	MATURE
Algeria	China	Belgium
Bangladesh	Colombia	Canada
Egypt	Costa Rica	Chile
El Salvador	Cuba	France
Honduras	Dominican Republic	Germany
India	Ecuador	Italy
Morocco	Guatemala	Japan
Myanmar	Indonesia	Netherlands
Nepal	Jamaica	Poland
Nicaragua	Malaysia	Panama
Nigeria	Mexico	Portugal
Pakistan	Peru	Saudi Arabia
Sri Lanka	Philippines	South Korea
Tunisia	Romania	Spain
	Russia	Taiwan
	Thailand	United Kingdom
	Turkey	
	Vietnam	

TARGET AUDIENCE: Buyers, Animal Nutritionists, Feed Mills

SCOPE (SERVICES) OF WORK:

Develop tools and materials that quantify in terms of cost and performance the nutritive value of soybean meal made from soybeans of U.S. and other origins. Tools should enable animal nutritionists to compare the profitability of using meal made from U.S. soybeans in animal feed rations to using soy from other origins and alternative feed ingredients in their specific markets.

DELIVERABLES:

A comprehensive solution should include:

- Comprehensive data set for current feed ingredient prices in various markets
- Collaboration with Dr. Gonzalo Mateos regarding historic and current research comparing nutritive values of soy from multiple origins.
- Shadow Pricing Summary reports highlighting comparative values of soy from U.S. and other origins in various feed rations for varying growth stages for broilers, layers, swine and aquaculture.
- Tools or formulas to assist USSEC contractors in demonstrating comparative values to customers in specific country markets.
- Training to teach USSEC contractors how to use tools and communicate about results.

This RFP is specific to the 2019 fiscal year which ends September 30, 2019. Proposals for a continuation of the work during FY 2020 are encouraged, though deliverables and pricing should be listed separately.

TIMELINE:

- **RFP Distribution:** June 5, 2019
- **Project Proposals Due:** June 19 by 5:00PM Central Time
- **Contract Finalized By:** June 28, 2019
- **Project Work:** July 1 – September 30, 2019 – Please provide proposed timeline

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG by **due date stated above**.
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;
- United States Soybean Export Council (USSEC) 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, audiotope, 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.

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