REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
August 28, 2020 by 5:00PM SGT (GMT +8)

RFP TITLE: A STUDY ON US SOYBEAN MEAL IMPORT AND USAGE; THE PHILIPPINE EXPERIENCE

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PROPOSAL DEADLINE: AUGUST 28, 2020

INTRODUCTION:

The U.S. Soybean Export Council (USSEC), Inc. requests proposals to assist in the development of a grassroots study aimed at determining the intrinsic and extrinsic factors that have helped to make the Philippines one of the top markets for U.S. soybean meal (US SBM); one of the few destinations that will and have continued to pay a price premium for U.S. soybean meal over its competitors. A secondary purpose of this study will cover the preference for using whole U.S. soybeans as feedstock for the production of Full Fat Soy. In the last five years, the Philippines total Soybean Meal (SBM) imports have steadily increased from about 2.5MMT to as high as 2.9 MMT in 2019; U.S. SBM gaining as much as 75% of overall soybean meal imports into the country. This study will also consider the other 25% of the SBM imports that is of non-U.S. origination and provide reasons/rationale for its share of the market.

PURPOSE OF RFP:

To do an in-depth analysis the Philippine feed industry preference for U.S. Soybeans (Full Fat Soy) and Soybean Meal and determine the intrinsic and extrinsic factors responsible.

While the Philippines has been continuously showing its preference towards US SBM, other countries in SEA and globally is being challenged with more stiff competition from other originations. This activity will document actual testimonials from the Philippine’s animal and feed industry stakeholders, and elaborate on their parameters for valuing SBM. The results will be shared across the SEA region to serve as source of reference on how to maximizing the intrinsic and extrinsic values of US SBM.

1. Understand importer/end-user perceptions, selection criteria and applications in order to identify the perceived strengths and or weaknesses of U.S. Soy products for feed purposes.
2. Interview importers / end-users for their feedback on the technical properties of the US SBM vs other sources to understand the quality advantage enjoyed by US products, if any
(e.g. increases in protein, dietary fiber, ash, and antioxidant activity); in the context of the country regulatory environment.

3. Develop data analysis, testimonials, or case examples from the Philippines market that can help to showcase the benefits of using US SBM.

4. Gather historical and present data on how the Animal and Feed Industries carry out its purchasing and sale of soybeans, soybean meal and other soy products in the Philippines.

5. Analyze and evaluate the data and use as a model that other countries in SEA maybe able to emulate.

6. Document the information to be gathered and put in a Handbook built around the Philippines model as an elaborate case study for building preference and increasing demand for US SBM.

7. This Handbook can be easily used to communicate the higher values of US soy by broad range of both local and International readers that include but not limited to; Animal Nutritionists, Feed Formulators, Laboratory Professionals, Feed Production Operators and Technicians, Purchasers, Exporters and Traders all over the world.

BACKGROUND & PURPOSE OF PROJECT:

While the demand for US SBM from the Philippines has been strong, US SBM exports have faced tough competition in the other markets in S.E Asia.

USSEC believes, through its efforts as well as from the customers’ own first-hand experience, that importers / end-users in the Philippines have a clear understanding of the advantages of US soybeans and SBM.

The contractors would aim to verify and validate USSEC’s understanding through on the ground interaction with members of the Philippines feed and livestock industry.

TARGET AUDIENCE:

The case studies would be used to showcase the higher value of US SBM to a wide range of audiences, that would include but are not be limited to; Animal Nutritionists, Feed Formulators, Laboratory Professionals, Feed Production Operators and Technicians, Purchasers, Exporters and Traders all over the world. The case studies would also be used by USSEC’s partners and marketing agencies to develop a messaging strategy for other markets in the region.

SCOPE (SERVICES) OF WORK:

Methodology

1. A set of interviewers will be listed in equitable manner according to distribution of feed mills and farms all-over the country.

2. Responses will be either in writing or oral/face-to-face interview
3. All responses will be recorded, analyzed statistically and evaluated
4. The final output will be written in a Handbook.
5. USSEC’s Philippines Technical Consultant will provide guidance and assistance

Coverage of the study
1. Subject to time constraint, this study will be divided into 3 parts:
   a. Data to be collected from Luzon
   b. Data to be collected from the Visayas
   c. Data to be collected from Mindanao
2. Commercial feed millers, in-house feed millers and integrators will be covered
3. Swine and Poultry species
4. Purchasers, Nutritionists and End-users

Distribution of Results/Output
1. The data will be made available to other countries in SEA
2. Publication of the book is under USSEC’s discretion
3. Authors will be properly acknowledged and recognized for their contribution

ADDITIONAL CONSIDERATION (if applicable)
N.A.

DEdeliverables:

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
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<tbody>
<tr>
<td>October 31, 2020</td>
<td>Hand over study for the Luzon region</td>
</tr>
<tr>
<td>October 31, 2020</td>
<td>Hand over study for the Visayas region</td>
</tr>
<tr>
<td>October 31, 2020</td>
<td>Hand over study for the Mindanao region</td>
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**PROJECT TIMELINE:**

Our expectation is for the study to be completed, under FAS USDA regulations, before the end of FY 2020. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

**RFP TIMELINE:**

- **RFP Distribution:** August 19, 2020
- **Last Day to Submit Questions:** August 25 by 5:00PM SGT (GMT +8)
- **Project Proposals Due:** August 28, 2020 by 5:00PM SGT (GMT +8)
- **Selections Made By:** September 1, 2020
- **Prospective Contractors Notified By:** September 2, 2020

**INSTRUCTIONS:**

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

1. Please email the proposal to [tloh@ussec.org](mailto:tloh@ussec.org) latest by August 28, 2020, 5:00PM SGT (GMT +8).

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”).

**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.