



REQUEST FOR PROPOSAL

PROJECT: U.S. Soy Customer Market Research

RFP CONTACT:

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PROJECT PROPOSAL SUBMISSION DEADLINE: December 14, 2018

DESCRIPTION:

The United Soybean Board (USB) requests a proposal to retain a research firm to identify marketers and sustainability officers within domestic food and livestock/poultry feed companies that source U.S. soybeans, and conduct behavioral research with those individuals.

PURPOSE OF RFP:

USB seeks to better understand the individuals who make sustainability and/or marketing decisions within the companies that source U.S. soy. This research should identify individual marketer and sustainability officers within these companies and build profiles of the individuals, answering questions like those that follow: What forces are at play when making decisions for product marketing? What are the motivations behind the strategy and implementation of sustainability marketing claims? Do they consider the raw ingredients they source? Are they willing to consider the sustainability profiles of raw goods to add to their marketing claims, and if so, what information do they need? How much does board or management directive impact their decision-making?

Working to answer these questions and others will lead to an increased knowledge and comprehension needed for USB to develop strategies that align the positive story of soy sustainability with company sustainability priorities. Finding alignment or differences in individuals' opinions and



motivations enhances USB's ability to provide targeted content, including industry trends and thought leadership, which can be used in brand/company marketing efforts.

METHODOLOGY:

The research firm will collect information and analyze data to meet the RFP purpose, resulting in an executive summary and supporting data from a qualitative research study supporting the following scope of work:

- Who are the food and feed company marketers, sustainability officers and others who are responsible for marketing claims on products that source U.S. soy?
- Is the marketer aware of the sustainability of U.S. soy? If so, what are his/her plans to market the sustainability of U.S. soy in their brands?
- Who influences the sustainability goals of the company?
- How do the marketers differentiate the products they represent?
- How do current marketing claims support the sustainability goals of the company?
- Through the marketer's own research, how likely are customers to purchase the represented product based on its sustainability attributes?
- Are there gaps in the information marketers access to build knowledge about the product's sustainability attributes? If so, what are those gaps?
- Which marketing claims would be most valuable regarding the sustainability of U.S. soy?
- What must a sustainable product do or deliver to bring value to your company?



- What do you think USB (the farmer's soybean checkoff) can do to bridge the communication gap between the farming community and feed and food companies with regards to sustainability? What needs to be communicated, how, and to whom?

TARGET AUDIENCE: marketers of food and feed products that source U.S. soy

PROJECT TIMELINE: Our expectation is for this project to be complete by April 15, 2019. The project proposal should include details about the proposed timeline and scope.

Dec. 14, 2018: Proposals submitted for review.

Dec. 21, 2019: Research firm selected and notified.

Jan. 1 – March 29: Research conducted.

April 15: Executive summary and full research report presented.

DELIVERABLES:

- List of marketers, sustainability officers and others who are responsible for marketing claims on products that source U.S. soy.
- Qualitative research report and supporting data based on the scope above.
- Recommendations for next steps based on research gaps identified.

INSTRUCTIONS: Please submit your proposal via email to Robin Miller at robin.miller@osbornbarr.com. Proposals are to be submitted no later than 5 p.m. CST on December 14, 2018. Any questions on the application process or the proposal and its content should be directed to Robin Miller (robin.miller@osbornbarr.com).

