

## REQUEST FOR PROPOSAL

**RFP TITLE:** COUNTRY REPRESENTATIVE- NIGERIA

**RFP CONTACT:**

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**PROPOSAL DEADLINE:**

**BACKGROUND & PURPOSE OF PROJECT:**

Nigeria represents a significant potential for long term growth for U.S. soy with an opportunity to utilize significant amounts of soy and soy products by 2030 given its population and current per-capita soybean consumption opportunity compare to other markets. The current market situation and its future potential make this region important to the overall soy export market development program, positioning U.S. soy well to fill the soy gaps that will result in population growth, awareness programs, and the advent of the Soy Excellence Center, along with other key initiatives planned for Nigeria and Sub-Sahara Africa over time.

A critical approach to communicating the U.S. Soy Advantage is having an on the ground presence that can interface directly with key customers. USSEC will maintain the U.S. soybean industry's marketing and trade servicing capabilities in the Sub-Saharan Africa region while providing trade services, technical services and marketing support to importers, end users and soy industry organizations.

**SCOPE (SERVICES) OF WORK:**

USSEC seeks a Contractor that holds an advanced degree and/or significant industry experience in U.S. Soy Technical/Management Support to serve as a Country Representative in the Nigeria region on behalf of USSEC. As a Country Representative, the Contractor will be required to fulfill the services below:

Core:

As a Country Representative for the Nigeria region, your core services are to:

- a. Direct Marketing to customers within your region on behalf of USSEC's Senior Director-New Program Development, Non-Traditional Funding & Sub Saharan Africa, which include but not limited to:
  - i. Differentiate the value, sustainability, and competitive advantage of U.S. soy to customers

- ii. Provide ongoing support to processors and importers by creating down-stream demand for their products
- iii. Provide education to processors and livestock producers to boost their economic viability
- iv. Establish key customer relationships for U.S. soy
- v. Maintain and strengthen the U.S. soy industry's key customer relationships
- vi. Increase end-consumer knowledge on benefits of soy and soy products
- vii. Promote new soy product applications
- b. Assist the Senior Director- New Program Development, Non-Traditional Funding & Sub Saharan Africa and Country Director with the strategic goals and objectives, which include but not limited to:
  - i. Identify potential growth markets for U.S. soy within Sub-Sahara Africa
  - ii. Identify areas of strengths to maintain
  - iii. Identify areas of opportunities for increased support
  - iv. Identify the major and targeted Customers
  - v. Create a Customer Analysis for each of those targeted
  - vi. Identify key Associations
  - vii. Create a Association Analysis for each of those targeted
- c. Training and knowledge of USSEC's and its Funding Source's policies
- d. Training and knowledge of USSEC's regional operational procedures

**DELIVERABLES:**

Completion Date	Description of Deliverables
Monthly	<ul style="list-style-type: none"> <li>• Provide detailed monthly report of activities and events attended with expected impacts and outcomes along presentations. Submit to the Senior Director- New Program Development, Non-Traditional Funding, &amp; Sub Saharan Africa by the 8<sup>th</sup> of each month               <ul style="list-style-type: none"> <li>○ Work with Project Manager to ensure progress and outcomes for each approved proposal in Sub-Sahara Africa space is documented</li> <li>○ Provide updated Market Snapshots and Sub-Sahara Africa Country Summaries and monthly report summaries from the other implementing contractors</li> </ul> </li> <li>• Bi-weekly meetings in person with the contractors for the media campaign, the gap analysis, and the Center Lead</li> <li>• Bi-weekly meetings in person with the leadership of PAN (Poultry Association of Nigeria)</li> <li>• Bi-weekly meetings in person with the leadership of key partner organizations</li> <li>• Assistance in data collection</li> <li>• Assistance in networking</li> <li>• Assistance in event management</li> <li>• Government Liaison as directed</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure at least one newsletter article per month is submitted for consideration for publication</li> <li>• Report/communicate significant market initiatives, developments or assessments</li> </ul>
Ongoing	Submission of invoices will be in accordance with Section III.3.c. of this Addendum.

## PROJECT TIMELINE:

The term of the Country Representative- Nigeria position will last from **2/11/20** to **12/31/20**.

## RFP TIMELINE:

- RFP Distribution: January 27, 2020
- Last Day to Submit Questions: February 5, 2020 by 5:00PM Central Time
- Proposals Due: February 7, 2020 by 5:00PM Central Time
- Selections Made By: February 11, 2020
- Prospective Contractors Notified By: February 13, 2020

## INSTRUCTIONS:

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

1. Please email the proposal to [RFP@USSEC.ORG](mailto:RFP@USSEC.ORG) by **5:00PM Central Time on February 7, 2020**.
2. A program proposal should show your understanding of the market; what the issues and opportunities are; what can be done to build a preference for U.S. soybeans and soybean products, advocate for the use of soy, and promote the benefits of soy; and explanation of why you would be the best candidate based on capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. Resume(s) of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
4. Detailed Budget
  - a. All bids for services must provide a breakout of how the fee was derived including but not limited to a daily rate based on an eight (8) hour workday in USD and the amount of effort they anticipate to do the work.
5. 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

### **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.