REQUEST FOR PROPOSAL
SUBMISSION DEADLINE
5:00 PM CST, 04/12/2019

RFP TITLE:GLOBAL FEED SURVEY – PROMOTING U.S. SOY ADVANTAGES TO TECHNICAL AUDIENCES

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PROPOSAL DEADLINE: 5:00 PM CST, 04/12/2019

INTRODUCTION:
United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a global feed formulation survey. 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: ENHANCE GLOBAL VALUE PROPOSITION FOR U.S. SOYBEAN MEAL BY BETTER UNDERSTANDING THE GLOBAL ANIMAL FEED LANDSCAPE

The purpose of this Request for Proposals (RFP) is to seek proposals to conduct a Global Feed Survey to gain better insight into soy and soy product use in animal feed around the world and how soy from the U.S. and other origins is being used in feed formulations in concert with other feed ingredients. The study will be used to guide future decisions within the soy family and will be used to establish baselines, identify opportunities and measure change. Dissemination/publication of the results will be at the discretion of USSEC, although in no case will individual responses be published without explicit permission.

This RFP has two parts. Proposals may include one or both parts. Organizations proposing only part of the work will be expected to work in cooperation with those completing other part as appropriate. Proposals from consortiums will also be considered.

PART 1: Quantitative Database
PART 2: Qualitative Report

For each part, respondents should specify the countries for which they propose to include country-specific information (including the U.S.) in addition to a rest of the world (ROW) estimate to get to global numbers. USSEC’s international marketing priority countries are listed.
All listed countries do not necessarily have to be individually included in the study. Robust, comprehensive proposals are encouraged.

**USSEC INTERNATIONAL MARKETING PRIORITY COUNTRIES**

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**BACKGROUND & PURPOSE OF PROJECT:**

Many buyers, animal nutritionists and end users do not fully understand the value of U.S. soybean meal’s nutritional bundle and instead, may buy strictly on price or a combination of price and crude protein. Those that have some understanding of the value may still under-value the superior quality of U.S. soy resulting in missed export opportunities when U.S. soy is priced moderately higher than that from other origins. In addition, there is considerable turn-over in the industry within this target audience. Therefore, this project targets these audiences to educate them about the advantages of using animal feed made with U.S. soy.
SCOPE (SERVICES) OF WORK:

It is envisioned that the Global Feed Survey will be updated annually, though this initial Request for Proposals (RFP) is only for Fiscal 2019 (October 2018 – September 2019).

The ideal proposal will include:

**PART 1: Quantitative Database**

Contractor will build a database containing empirical data to aid the soy industry in making strategic decisions about future investments to promote the use of U.S. soy, track trends and measure results of its programs. Specifically, results should include insight into feed production and soy inclusion rates by country, species and growth stage; country of origin for soy and other key feed ingredients; total feed production and potential for growth. Proposals should clearly outline the data the contractor proposes to include. Broilers, layers, turkeys, swine, dairy, beef, sheep and aquaculture are of primary interest, optional information on pet food will also be considered. Data on whole soybeans, soybean meal (SBM), full-fat soybean meal (FFSBM) and other pressed/extruded products, soybean hulls, soy protein concentrate and soy oil in animal feed are of interest. Contractor should explain how data not currently available will be collected and/or estimated and verified.

**PART 2: Qualitative Report**

Contractor will collect market intelligence to help the U.S. Soy industry better understand how international feed manufactures evaluate feed ingredients and make buying decisions. It is envisioned this would involve interviews with select key representatives in international markets to identify animal and aquaculture production practices and trends that help clarify growth potential as well as insight into the feed sector infrastructure and logistical and/or regulatory constraints.

**DELIVERABLES:**

- **PART 1: Quantitative Database**
  - Database
  - Written Report
  - Slide Deck with Key Findings
- **PART 2: Qualitative Report**
  - Written Report
  - Contact information and notes from all interviews
  - Slide Deck with key findings
  - Two Presentations, if requested (within continental U.S. or WebEx)

**PROJECT TIMELINE:**

*The entire study must be completed by September 30, 2019. Include proposed timeline and scope.*
RFP TIMELINE:

- **RFP Distribution:** March 28, 2019
- **Last Day to Submit Questions:** April 5, 2019 by 5:00PM Central Time
- **Project Proposals Due:** April 12, 2019 by 5:00PM Central Time
- **Selections Made By:** April 29, 2019
- **Prospective Contractors Notified By:** May 1, 2019

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 April 12, 2019.
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 used 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 learn, 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.

  o Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature

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/](http://ussec.org/about-ussec/vision-mission/)

USB’s Long Range Strategic Plan can be found here: [http://unitedsoybean.org/about-usb/strategic-planning/](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/paternal 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.

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