

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
12:00 PM CST, 4/26/2019

RFP TITLE: GLOBAL TRADE SUPPORT FOR U.S. HIGH OLEC SOY PROGRAMS

RFP CONTACT:

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PROPOSAL DEADLINE: April 26, 2019 by 12:00PM Central Time

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals for a Global Trade Support Contractor for U.S. High Oleic Soy Programs in order to promote and build preference for U.S. high oleic soybeans and oil.

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:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

The purpose of the RFP is to attract the experts who can lead from experience, education, knowledge and expertise, and background research, the successful creation and implementation of this project.

BACKGROUND & PURPOSE OF PROJECT:

USSEC provides strategic analysis and direction to international offices and activities, serving stakeholders from U.S. exporters to target market end users - all in furtherance of its strategic objectives. To do this, USSEC must be able to accumulate and interpret in-depth knowledge about these markets, so that it can prioritize its engagement with them and react swiftly to challenges and emerging opportunities for U.S. soybean oil.

The work that will be conducted under this RFP is part of a larger project that encompasses global support and U.S. High Oleic Soybean Oil market development activities.

TARGET AUDIENCE:

- **International Food Manufacturers**
- **International Hospitality, Restaurant & Institutional Industries**
- **International Crushers & Refiners**
- **USSEC Staff**

SCOPE (SERVICES) OF WORK:

Under this contract, the selected contractor shall promote the use and awareness of U.S. soybeans and soybean products through the following services:

USSEC seeks a contractor that holds an advanced degree and/or has significant industry experience in production, marketing, commercialization of U.S. high oleic soy beans and oil, to serve as a Global Trade Support Specialist for of U.S. Soy High Oleic Programs. Under the general guidance of USSEC's Director of Oil & Human Protein, the primary objective of the global trade support specialist will be to assist USSEC personnel with conducting domestic, and international meeting with potential buyers of High Oleic Soybeans and High Oleic Soybean Oil.

As part of this work the selected contractor will consult, train, attend, speak and/or moderate at various activities including seminars, on-site international visits, and major U.S. soy conferences. Furthermore, the selected contractor is expected to:

- Assist in developing content and agendas for meetings with international buyers.
- Provide supply chain development expertise as appropriate that facilitates logistical coordination between buyer and seller.
- Provide background to international audiences on the development of High Oleic Soybeans.
- With assistance from USSEC domestic and international staff, conduct in-country outreach meetings and training sessions directly with interested processor/refiners and end-users throughout the 2019 summer-fall time period.
- Coordinate with USSEC Director of Oil & Human Protein and in-country consultants based within the target markets in regard to international on-site trade visits and speaking assignments.
- Prepare reports, presentations, provide general on-site consulting, and speak/moderate at various engagements.
- Make approximately 4-6 trips between May 2019 – December 2019. These trips will be a mix of domestic and international, with the target audience being international buyers.

ADDITIONAL CONSIDERATION (if applicable)

Selected contractor must have the following technological requirements:

- Reliable internet access
- Internet Explorer (version 11 or greater)
- Microsoft Office Suite (2013, 2016 or 365), which include:
 - Outlook
 - Excel
 - Word
 - PowerPoint

DELIVERABLES:

Completion Date	Description of Deliverables
May 15, 2019 – December 31, 2019	<ul style="list-style-type: none">• Assist interested processor/refiners and end users in targeted international markets in establishing high oleic commercial relationships with US suppliers.• Provide supply chain development expertise as appropriate that facilitates logistical coordination between buyer and seller.• Conduct in-country outreach meetings and training sessions directly with interested processor/refiners and end-users throughout the 2019 summer-fall time period.• Assist in establishing appropriate lines of communications and as needed act as liaison between interested importing companies and key contacts at US based HO soy suppliers.• Coordinate with USSEC Director of Oil & Human Protein and in-country consultants based within the target markets in regard to international on-site trade visits and speaking assignments.• Prepare reports, presentations, provide general on-site consulting, and speak/moderate at various engagements.• Make approximately 4-6 trips between May 2019 – December 2019

Ongoing	<p>Submit invoices for work completed, including supporting documents, for payment to USSEC Accounts Payable at ap@ussec.org, with copy to USSEC Project Manager at jbagaric@ussec.org.</p> <p>Submission of invoices will be in accordance with Section III.3.c. of the standard USSEC contract: “3c. In addition, USSEC may in its sole discretion refuse payment on any submission of Fee or Expense documentation received by USSEC:</p> <ul style="list-style-type: none"> i. More than 30 days after the date on which Contractor performed the work or incurred the expense for which compensation/reimbursement is sought, or ii. More than 30 days after the expiration of the Addendum Term, whichever is earlier.”
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PROJECT TIMELINE:

Our expectation is for the work to last from **May 15, 2019 to December 31, 2019**. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- **RFP Distribution:** April 12, 2019
- **Project Proposals Due:** April 26, 2019 by 12:00PM Central Time
- **Selections Made By:** April 30, 2019
- **Prospective Contractors Notified By:** April 30, 2019

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG by **12:00PM Central Time on April 26, 2019**.
2. A description of the Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
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, 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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