

## REQUEST FOR PROPOSAL

**SUBMISSION DEADLINE**  
**5:00 PM CST, 17/04/2020**

**RFP TITLE:** New Trends in Feed Formulation Seminar

**RFP CONTACT:**

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**PROPOSAL DEADLINE: APRIL 17, 2020**

**INTRODUCTION:**

Over the last years, feed formulation in monogastric species has been shaped by ingredient's volatile prices and variable composition due to changing weather conditions, antibiotic-free production and consumer demands. Moreover, modern nutrition aims to meet animal requirements for maintenance and growth utilizing precision concept in order to allow them to express their full genetic potential. The sustainability practices of the U.S. soybean industry provide value to customers and end users of U.S. Soy. Training and providing technical information regarding the latest trends in feed formulation in the Americas will help to position U.S. Soy as a key ingredient in modern feed formulation.

**PURPOSE OF RFP:**

The purpose of this RFP is to seek a proposal from a U.S. University to be the host of USSEC's *New Trends in Feed Formulation* seminar. University Contractor is expected to provide all course coordination details. During this course each participant will learn and improve their knowledge on nutrition, feed formulation and the advantages of using U.S. SBM in such formulations.

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.

**BACKGROUND & PURPOSE OF PROJECT:**

USSEC has detected an opportunity area on how feed formulators apply a few nutritional concepts, due that many of them are not completely understood or implemented in an efficient manner. On the other hand, although U.S. Soy is utilized, nutritionists do not get the full nutritional value and economic benefits from its incorporation into animal feeds. Therefore, the technical information provided through this seminar will help target audience to optimize feed

formulation and manufacturing processes and, consequently, position U.S. Soy as a key ingredient in monogastric nutrition.

USSEC aims to maximize awareness and preference for U.S. soy from the key decision makers by providing direct technical information. They will be provided with the tools needed to take informed decisions as well as to acknowledge the advantages and value of U.S soybean meal's nutritional bundle.

**TARGET AUDIENCE:**

Up to 35 nutritionist and or feed formulators from the largest feed manufacturers in the Americas region.

**SCOPE (SERVICES) OF WORK:**

**New Trends in Feed Formulation**

Selected U.S. University will develop, coordinate and implement a program for *The New Trends in Feed Formulation* three-day seminar that will take place on August 18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup>, emphasizing the importance of applying the latest formulation and nutrition precision concepts, as well as the nutritional, economic, environmental advantages of soybean meal (SBM), soy protein concentrate (SPC), and soy protein isolate (SPI) in poultry and swine feed formulations.

In addition, program will include a workshop on comparison of SBM from different origins and its impact on nutritional value and economic impact on feed formulations. In addition, program will include a workshop on comparison of SBM from different origins and its impact on nutritional value and economic impact on feed formulations.

Topics to include in the program:

- |   |  |
|---|--|
| i. Latest technical information on new formulation trends | levels of inclusion for modern genotypes.                    |
| ii. Feed additive inclusion levels                        | vii. Amino acid nutrition                                    |
| iii. Precision nutrition                                  | viii. Limiting amino acids value within a nutritional matrix |
| iv. Safety margins  | ix. Implications of crude protein reduced diets              |
| v. Antibiotic-free production                             | x. Fiber inclusion   |
| vi. Functional amino acids and mineral requirements and   | xi. Intestinal health  |
|   | xii. Mineral nutrition                                       |

Selected University will be responsible of:

- 1) **PROGRAM-** Develop, coordinate, arrange and implement program, including:

- From 5 to 6 lectures per day, with a schedule that should end by 17:00hrs.
  - Up to 9 Speakers according to approved program
  - Visual aids and all other materials required for classroom learning experiences.
  - Simultaneous translation services English-Spanish by Morales Dimmick Translation Service, Inc and any equipment that is needed for these services during the seminar.
  - Group photo and certificate for the course completion
  - Memory stick containing all technical material presented by professors
  - Graduation Ceremony for the course completion
  - A space in the agenda to apply USSEC’s online survey (To be provided by USSEC)
  - USSEC’s Logo in all course material, communication & giveaways
- 2) **HOTEL Lodging Arrangements & negotiation:** (USSEC Will Pick up the Bill)
- Hotel room block for up to 35 attendees (Final attendees’ number to be confirmed)
  - Hotel Night rate within FAS Per Diem limits for August 17<sup>th</sup>-21<sup>st</sup>, 2020
  - Hotel Breakfast included
- 3) **FACILITIES: Coordinate and provide:**
- Facilities at the University to conduct the three-day seminar for a group of up to 35 attendees.
- 4) **MEALS- Coordinate and provide within the FAS Perdiem limits for August 18<sup>th</sup>-20<sup>th</sup>:**
- Lunch and coffee breaks at the facilities
  - Dinners at restaurants
- 5) **GROUND TRANSPORTATION- Arrange and provide transportation for:**
- **August 17<sup>th</sup>, 2020:** Airport-Hotel
  - **August 18<sup>th</sup>, 2020:** Hotel-Facilities-Restaurant for dinner-Hotel
  - **August 19<sup>th</sup>, 2020:** Hotel-Facilities-Restaurant for dinner-Hotel
  - **August 20<sup>th</sup>, 2020:** Hotel-Facilities- closing ceremony venue -Hotel
  - **August 21<sup>st</sup>, 2020:** Hotel-Airport

**DELIVERABLES:**

Completion Date	Description of Deliverables
April 30 <sup>th</sup> , 2020	I. Provide Project Manager with:

	<ul style="list-style-type: none"> <li>a. Banking information (template to be provided by USSEC)</li> <li>b. Completed corresponding tax document (Template to be provided by USSEC)</li> </ul>
May 30 <sup>th</sup> - June 30 <sup>th</sup> , 2020	<ul style="list-style-type: none"> <li>I. Work along with USSEC Americas Regional Poultry Specialist to develop the program including all topics and characteristics mentioned above for the <i>New Trends in Feed Formulation</i> three-day seminar.</li> </ul>
August 17 <sup>th</sup> – August 21 <sup>st</sup> , 2020	<ul style="list-style-type: none"> <li>I. Coordinate and host the three-day <i>New Trends in Feed Formulation</i> seminar <ul style="list-style-type: none"> <li>i. Provide Ground transportation services to accomplish program</li> <li>ii. Provide all speakers according to the agreed program.</li> <li>iii. Provide facilities at the University to conduct the seminar</li> <li>iv. Coordinate and provide lunch and coffee breaks on classroom days at the University</li> <li>v. Coordinate and provide Dinner meals at restaurants on classroom days (within the FAS Per Diem limits)</li> <li>vi. Provide participants and hand in all technical material presented by professors (Memory sticks).</li> <li>vii. Provide any visual aids and all other materials required for classroom learning experiences and a group photo.</li> <li>viii. Organize and coordinate Graduation Ceremony for short course completion.</li> <li>ix. Coordinate and provide Simultaneous translation services English-Spanish by Morales Dimmick Translation Service, Inc. and any equipment that is needed for these services during the short course portion of the program.</li> <li>x. Apply survey designed and provided by USSEC.</li> </ul> </li> </ul>
September 4 <sup>th</sup> , 2020	<ul style="list-style-type: none"> <li>I. Provide USSEC Americas with the following: <ul style="list-style-type: none"> <li>a. Electronic Materials for each presentation</li> <li>b. Post-board report including summary and receipts of all expenses.</li> <li>c. Brief English narrative report of the event notifying issues, challenges, next steps and recommendations.</li> <li>d. Electronic Copy of Invoice</li> </ul> </li> </ul>

## PROJECT TIMELINE:

From April 30<sup>th</sup> – September 30<sup>th</sup>, 2020

## RFP TIMELINE:

- **RFP Distribution:** March 13<sup>th</sup>, 2020
- **Last Day to Submit Questions:** April 14<sup>th</sup>, 2020 by 5:00PM Central Time
- **Project Proposals Due:** April 17<sup>th</sup>, 2020 by 5:00PM Central Time
- **Selections Made By:** April 24<sup>rd</sup>, 2020
- **Prospective Contractors Notified By:** April 27<sup>th</sup>, 2020

## INSTRUCTIONS:

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

1. Please email the proposal to [AmericasRFP@ussec.org](mailto:AmericasRFP@ussec.org) by **5:00PM Central Time** on April 17<sup>th</sup>, 2020.
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.
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;
- 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](mailto: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.