REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
5:00 PM CST, 9/4/2020

RFP TITLE: NIGERIAN POULTRY AND FEED MARKET INTELLIGENCE STUDY

RFP CONTACT:
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PROPOSAL DEADLINE: September 4, 2020 by 5:00PM Central Time

INTRODUCTION:
U. S Soybean Export Council (USSEC) seeks to gain knowledge of the surrounding industries and institutions engaged in the import and trade of soy for use in poultry feeds and human food in Nigeria.

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 this RFP is to seek proposals to conduct a market-oriented study to obtain verifiable baseline information on the size and growth projection of the Nigerian poultry and feed industry. The proposals should reflect population of pure line, grand parent, parent, day-old-chicks (pullets and layer), bird population by type, estimates of total commercial layers and broilers, per capita egg and broiler consumption and estimates on imports.

BACKGROUND & PURPOSE OF PROJECT:
The purpose of the study is to obtain information on key accounts in the feed milling and poultry industries. Information on key accounts will allow USSEC to identify the most suitable companies to strategically target for future activities, the types of market development activities that will be most effective in influencing local preference for U.S. soy, and to develop mutually beneficial relationships. USSEC seeks to gain knowledge of the surrounding industries and institutions engaged in the import and trade of soy for use in poultry feeds and human food in Nigeria. Key to this research is the comprehensive listing and estimation of Nigeria’s feed milling capabilities and capacities: national, regional, state, vertically integrated self-millers, and
toll millers, and the establishment of a list of key companies that should be targeted for future USSEC activities.

USSEC seeks to improve its understanding of the poultry soy value chain as it relates to the poultry and feed industries, and to develop key contacts that should be involved in future market development activities.

TARGET AUDIENCE:

Nigerian Poultry Value Chain

SCOPE (SERVICES) OF WORK:

The consultant is required to conduct market research to obtain insight into the Nigerian poultry and feed value chain. The purpose of this research is four-fold:

1) Evaluate the Nigeria poultry industry to provide a breakdown of the following: population of pure line, grand parent, parent, day-old-chicks (pullets and layer), bird population by type, estimates of total commercial layers and broilers, per capita egg and broiler consumption and estimates on imports.

2) Evaluate Nigerian feed processing capabilities and capacity

2) Develop a detailed list of processors (see Appendix A for template)/installed/utilized capacities. Provide a breakdown of feed millers by the scope of their distribution: national, regional, state, vertically integrated self-millers, and toll millers,

3) Create a list of key accounts that should be targeted for all USSEC activities (see Appendix B for template). Key objectives that should be met through the course of this research include:

I. Complete the detailed list of companies that are key accounts in the Nigerian poultry and feed value chain. This includes importers, processors, feed millers, and poultry farmers. Please provide the information listed in Appendix A.

II. Complete the detailed list of companies that are currently processing soybeans for use in animal feed production. Please provide the information listed in Appendix B.

III. Meet with key informant poultry farmers that have a wide understanding of the industry to determine their perceptions of animal feeds, identify the qualities they prefer in their feeds, learn about their production capacity, and learn about their problems.

IV. Meet with importers and determine the factors (quality, availability, pricing, etc.) they consider when purchasing ingredients for import. Provide notes on prices, quality preferences, whether they have imported U.S. soy, seasonal fluctuations in supply, and other factors that can explain the functioning of the soybean value chain.

V. Write a final market research report organized according to the outline provided below.
The work is to be divided into three phases: 1) Secondary data research and preliminary planning discussions with USSEC Senior Director and Country Representative. 2) Primary face-to-face interview of key account representatives in Nigeria. Interview questions should be constructed to allow the consultant to meet the above research objectives. Additional open-ended questions should be asked to develop a more detailed report. USSEC Nigerian Representative can provide guidance on study methodology. 3) Write the final report and create two databases organized according to the provided templates.

The final market report will provide market information identifying current soy usage trends in poultry feed production, and ingredient procurement. Discussions with a variety of firms and organizations will be used to develop a detailed report.

The outline provided below should be used to complete the report:

I. Executive Summary

II. Methodology
   A. Who conducted the research and their qualifications - Include those that may have assisted you.
   B. How assessment was conducted - Describe the methodology you used to conduct the assessment. Briefly describe where you went, the people you met with, and what you did.
   C. The study will be based on primary and secondary data collection.

III. Basic Market Information (these don’t require any research but should be filled in based on information gathered through meetings and interviews)
   A. Political situation
   B. Economic situation
   C. Population size and demographics
   D. Cities that are important to the industry and what their significance is
   E. Outlook for the future market
   F. Provide a map of the feed distribution network for both the poultry and aquaculture sectors. Include key processors, distributors, and other value chain participants.
   G. Description of the feed distribution network for both poultry and aquaculture.

IV. Domestic poultry Situation
A. Local production of eggs and meet  
B. Key players (Appendix A)  
C. Location and characteristics of production –  
D. Infrastructure  
E. Gaps and outlook for future production.

V Domestic Feed Production Situation  
A. Feed production location and structure (National, Regional, State, toll and self millers)  
B. Key players (Appendix A)  
C. Location and characteristics of production –  
D. National estimates  
E. Gaps and outlook for future production.  

IV. Demand for poultry and feed  
A. Consumption and utilization profile- current, medium and long-term  
B. Consumption and utilization patterns  
C. Channels of distribution and lists and contacts of key players  
D. Consumption trends and growth drivers  
E. Projected growth in the overall market and by product, timeframe  
F. Alternative protein sources to poultry

VI. Regulatory/Market Access Issues Relative to poultry and egg trade Nigeria  
A. Tariffs and quotas on imports of poultry and eggs  
B. Outlook for changes in regulations/policy environment

VII. Recommendations  
1. Measures needed to enhance agribusiness system and develop the poultry and feed market  
2. Timing  
3. Overall strategy and positioning  
4. Target markets/segments/companies  
5. Specific activities/projects and performance measures/expected results  
A. Identify the logical and appropriate opportunity(s) to expand the export of U.S. soy products.  
B. Provide a qualitative indication that could be used as a baseline and measurement to evaluate the effectiveness of future technical assistance activities and expected results over time.
DELIVERABLES:

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 1, 2020</td>
<td>Draft of Methodology to be approved by USSEC management.</td>
</tr>
<tr>
<td>December 1, 2020</td>
<td>First report submitted</td>
</tr>
<tr>
<td>June 1, 2021</td>
<td>Second report submitted</td>
</tr>
<tr>
<td>September 2021</td>
<td>Check in meeting with USSEC</td>
</tr>
<tr>
<td>November 21, 2021</td>
<td>Final report on project outcomes and review meeting.</td>
</tr>
<tr>
<td>Monthly</td>
<td>Submit summary reports with invoices to USSEC A/P, <a href="mailto:kliliensiek@ussec.org">kliliensiek@ussec.org</a> and <a href="mailto:ebeaman@ussec.org">ebeaman@ussec.org</a></td>
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PROJECT TIMELINE:

Our expectation is for the Nigerian Poultry and Feed Market Intelligence study to last from October 1, 2020 to December 31, 2021. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- **RFP Distribution:** August 21, 2020
- **Last Day to Submit Questions:** September 1, 2020 by 5:00PM Central Time
- **Project Proposals Due:** September 4, 2020 by 5:00PM Central Time
- **Selections Made By:** September 9, 2020
- **Prospective Contractors Notified By:** September 9, 2020

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 September 4, 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.
  o 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.

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.