

REQUEST FOR PROPOSAL

RFP TITLE: the National Oilseed Processors Association (NOPA) Training

RFP CONTACT:

Name: Mary Hannig

Phone #: +1. 636.449.6005

Email: MHannig@ussec.org

Note: Do not send you proposals to the above address. The RFP proposal address is listed at the bottom of this document

PROPOSAL DEADLINE: June 20, 2019

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals for develop training curriculum and supporting materials on U.S. soy advantages targeting U.S. soybean meal sales professionals

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, advocates for the use of soy in feed, aquaculture and human consumption, promotes the benefits of soy use through education and connect industry leaders through a robust membership program.

BACKGROUND AND PURPOSE OF PROJECT:

USSEC's standard practice is to RFP every 3 years in an openly and competitive manner.

The U.S. soy industry has established a solid base of research that demonstrates that while sometimes U.S. soybean meal (SBM) is lower in crude protein it is as good or better than competitive origins in terms of the essential amino acids (EAA) and energy than SBM from competitive origins. This information is important because animals fed SBM grow based upon EAAs not crude protein.

Despite this, SBM trading specifications site crude protein as a quality factor and as such U.S. SBM is viewed as a lower quality and less favorable product. The U.S. soy industry has undertaken marketing and promotion efforts around the world to inform SBM purchasers about the consistently superior intrinsic value in U.S. SBM in terms of EAA and energy that is not expressed in crude protein.

The intrinsic nutritive value of U.S. SBM along with other extrinsic values such as the U.S. Soy Sustainability Protocol (SSAP) combine to form what is referred to as the U.S. Soy Advantage.

The U.S. Soybean Export Council (USSEC) has been invited by the National Oilseed Processors Association (NOPA) to conduct training for its SBM sales desks on the fundamental research that USSEC

has, and continues to conduct, on the comparative nutritive value of U.S. SBM can be used to positively position export offers of U.S. SBM.

TARGET AUDIENCE:

SBM Sales Desks

SCOPE (SERVICES) OF WORK:

Under this contract, the Contractor shall promote the use and awareness of soy as a great source of Protein.

USSEC seeks a contractor that will assist USSEC:

Develop training curriculum and supporting materials on U.S. soy advantages targeting U.S. soybean meal sales professionals

Research existing data and USSEC marketing materials and tools and develop a training curriculum specifically for the NOPA SBM sales desk professionals. The contractor will facilitate the training with the NOPA SBM sales desk professionals as well as train USSEC staff to be proficient trainers.

Qualifications and Experience:

Team should include:

1. Experience in SBM sales/trading, preferably with export trading, in a major USA oilseed processor preferred.
2. Demonstrated understanding of the trading parameters for export SBM.
3. Experience developing training materials and curriculum to be delivered to mid and upper level professionals

ADDITIONAL CONSIDERATION (if applicable)

Submitter 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:

1. Research and analysis of data that supports the intrinsic U.S. soy advantage in soy protein (especially SBM) and how USSEC SBM shadow pricing tools establish the “true” value importers could pay for U.S. SBM and remain competitive with those using cheaper SBM.
2. Utilizing the research and analysis, create a training curriculum for professional traders of export SBM who are employed by major USA oilseed processors, that will provide information on how they can position offers of USA SBM to compete with offers from other originations.
3. Present/teach the curriculum to the professional traders of export SBM employed by major USA oilseed processors at training sessions that USSEC will arrange.
4. Present/teach the curriculum to USSEC staff to be able to present the information to the target audience in the future. Up to seven presentations. Please quote the training sessions separately and with a specific cost per training session.

PROJECT TIMELINE:

The term of the proposal will last from June 30 to July 30, 2019.

RFP TIMELINE:

- RFP issued June 5, 2019
- Proposals returned to USSEC June 20, 2019
- Contract finalized June 30, 2019
- Curriculum ready for presentation July 30, 2019
- End date September 30, 2019

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG by the date and time stated under the RFP timeline.
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;
- 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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