REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
12:00 PM CST, 4/8/2019

RFP TITLE: SOYBEAN OIL TRAINING MODULE AND SEMINAR FOR U.S. SOYBEAN OIL MARKETING

RFP CONTACT:
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PROPOSAL DEADLINE: April 8, 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. soybean oil market development activities.

TARGET AUDIENCE:

- 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 soybean oil market economics, processing, technical aspects, marketing & commercialization to develop training modules for continuing education/professional development of USSEC Oil Staff.

Our expectation for the training modules contains the following, at minimum:

1. **Module Overview**
   - The module overview includes a curriculum timeline indicating the learning goals and the specific participant learning outcomes expected at the end of the training.

2. **Facilitator Guide**
   - Includes scripted guide for facilitators, with associated PowerPoint slides for the presentations.
   - Facilitator guide must include learning objectives with clearly defined participant outcomes.
   - The curriculum design should ensure that participant’s learning is progressive and builds on itself from one section to the next.
   - The curriculum should be primarily designed for individual or small group presentations; however, the content must also translate to different group sizes and be easily modified for on-line delivery.

3. **Engaging Module PowerPoint Presentation**
   - The design should include multiple forms of media and a variety of engaging activities to accommodate different learning styles, such as high resolution images, illustrations, or animations.

4. **Participant Guide**
   - The curriculum design must include a reproducible participant guide that follows a structure complementary to the facilitator edition and serves as the participant’s main resource during the training.
5. **Conduct One (1) Training Seminar/Workshop for USSEC Staff**
   - At USSEC St. Louis Headquarters or other domestic location
   - Location, Date & Time TBD by USSEC staff at later date

6. **Be Available to USSEC Staff for Follow-Up Questions & Consultations after Training Seminar/Workshop**
   - Serve as a resource/subject matter expert to USSEC Staff and answer after the training and through September 30, 2019.

**ADDITIONAL CONSIDERATIONS:**

The training module must cover at least the following subjects:

1. **Market Economics**
   - Transportation
   - Advantages / Disadvantages for the US
   - Market Factors affecting pricing

2. **Processing / Manufacturing**
   - Processing Steps (What & Why)
     - Refining, Bleaching, Deodorization, Hydrogenation, Esterification, Transesterification, Sulfonation, Epoxidation
   - Oil Quality and Analytical Methods (Crude, Degummed, RBD)
     - AOCS Testing (Iodine Value, Peroxide Value, Moisture, Color, Solid Fat Content, etc.)
   - Handling and storage of soybean oil

3. **The Science behind Vegetable Oil**
   - Fats & Oils 101
     - Differences Fat, Oil, Shortening, Wax
     - Oil Composition (Triglycerides, Fatty Acids, Double Bonds, etc.)
     - Why these differences matter from one oil to the next

4. **Competitive Products**
   - Advantages/Disadvantages
     - A short Primer on Canola, Sunflower, Palm

5. **Commerce**
   - NOPA Rules (US)
   - Global Trade and Inco Terms
   - How is soybean oil priced?
     - Crude Oil: Neutral Oil Loss (NOL), NOL Premiums
     - RBD: Refining Loss and slider
   - Where is it sold?
• What are its uses? Present & Future?

6. Marketing / Brand
• Where we are today
• Where could we be with the right approach

All materials must be delivered in the file type in which they were originally created and in MS PowerPoint and PDF format.

DELIVERABLES:

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
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<tbody>
<tr>
<td>April 15, 2019 – May 30, 2019</td>
<td>• Develop training modules&lt;br&gt;• Hold training workshop with USSEC Staff in St. Louis or Columbus, OH (date and location TBD by USSEC)</td>
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<tr>
<td>May 30, 2019 – September 30, 2019</td>
<td>• Be available to USSEC Staff or follow training related questions.</td>
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<tr>
<td>Ongoing</td>
<td>Submit invoices for work completed, including supporting documents, for payment to USSEC Accounts Payable at <a href="mailto:ap@ussec.org">ap@ussec.org</a>, with copy to USSEC Project Manager at <a href="mailto:jbagaric@ussec.org">jbagaric@ussec.org</a>.</td>
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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:
   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.”

PROJECT TIMELINE:
Our expectation is for the work to last from April 15, 2019 to September 30, 2019. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:
• **RFP Distribution**: March 29, 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 8, 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.
   - USSEC will pay directly for certain travel expenses, such as airfare & hotel, and reimburse the contractor for reasonable travel expenses such as ground transportation and meals.

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;
- 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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