REQUEST FOR PROPOSAL

RFP TITLE: STRATEGIC COORDINATION OF PROTEIN PROGRAMS IN INDIA

RFP CONTACT:
Name: Joe Mast
Phone #: 1 (636) 449-6044
Email: jmast@ussec.org

PROPOSAL DEADLINE: March 11, 2020 by 1:00PM Central Time

INTRODUCTION:
United States Soybean Export Council (USSEC) requests proposals for Strategic Coordination for Protein Programs in Asia Subcontinent with an initial year one focus on India.

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.

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 for Strategic Coordination for Protein Programs in Asia Subcontinent.

Protein deficiency in the vast majority of the Priority Basic Markets and other Basic Markets is evident and a subject of national importance. In India it is estimated that 73% of the population is protein deficient for example. By working with the trade, local associations, governments and other influential groups, finding ways to overcome this by engaging people in the judicial use of soy and U.S. soy is a key component driving the overall strategy to engage the value chain in the process ultimately improving the protein deficiency statistics. USSEC will engage a Communications contractor in India to assist in the development of a comprehensive protein enrichment demand pull plan. The vision of this plan will involve key decision makers in both the private and public sectors, as well as key influencer groups who can help shape a message that clearly demonstrates the devastating impact protein deficiency is having on a very
large population, and how inclusion of Soy into more and more sectors can help overcome this deficiency over time.

Contractor shall promote the use and awareness of the need to overcome protein deficiency in India and how soy in general and U.S. soy specifically can contribute to the mitigation of same. Contractor will coordinate, manage and lead an in-person meeting(s) and(or) webinar with the Senior Director and key Indian contractors/employees and selected members of the coalition to team kick-off the project, initiate collaboration with the team, share the path forward and become familiar with USSEC’s existing research, market structure, organizational challenges, and other critical background information.

BACKGROUND & PURPOSE OF PROJECT:

The Context 2.0 I.M Strategy report recommends increasing investment in “Basic” markets. The reports provided the macroeconomic indicators suggesting which Basic markets to pursue. Since the U.S Soy farmers provided direction to pursue Basic markets, additional program design is required to meet the unique needs of each market and the various focus areas within each country.

TARGET AUDIENCE:

Basic Markets (specifically Asia Subcontinent: India, Nepal, Sri Lanka, Bangladesh, and Pakistan)

SCOPE (SERVICES) OF WORK:

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

Protein Campaigns

- Provide Strategic Coordination of USSEC’s Protein Consumption activities conducted under programs funded by non-traditional sources such as ATP and Section 108 and ensure that these programs and messages are coordinated with activities conducted under traditional funding sources such as FMD, MAP and USB. This includes participating in conference calls, reviewing reports and providing strategic input.
- Lead monthly coordination calls between contractors working on various protein promotion campaigns for ASC and including ASC contractors working on food bean and animal utilizations programs.
• Attend and participate in the Protein Consumption Campaign meetings in India to meet with the contractors implementing the protein campaigns and USSECs contractors implementing traditional food and feed programs.
• Complete monthly assessments of progress to date, including any potential issues, opportunities, and recommendations to ensure the campaigns expected outcomes are being met and/or will be met.
• Establish and maintain communication with U.S. Embassy/Delhi officials, specifically FAS/India, to keep them advised on the campaign’s objectives and progress.

Travel
In an end result contract, contractor is responsible for all expenses associated with achieving the deliverables. The following travel should be considered in your proposal.

• Participate in up to five (5) USSEC regional meetings/trade missions as requested by Regional Director, Asia Subcontinent. Most, if not all will be in India, some with stops in multiple cities.
• Up to four (4) trips within the continental U.S. to attend meetings and conferences associated with the contract deliverables. This will include participation in USSEC’s Global Trade Exchanges in 2020 and 2021 to meet with USSEC staff, contractors and prospective buyers engaged in the protein campaigns and lead a panel or roundtable discussion at the conferences.

Contractor will provide an invoicing timetable that details the fees and travel expenses for each month of the proposed timeline. Contractor will invoice each month a combined total of the scheduled fees and travel expenses. Travel expenses may be paid in advance of an upcoming trip as annotated in the invoicing timetable.

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:
  o Outlook
  o Excel
  o Word
  o PowerPoint
DELIVERABLES:

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
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<tbody>
<tr>
<td>March-September 30, 2021</td>
<td>Coordinate the protein consumption activities as approved by USSEC</td>
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<tr>
<td>Monthly</td>
<td>Provide monthly assessments of progress to date, including any potential issues, opportunities, and recommendations to ensure the campaigns expected outcomes are being met and/or will be met.</td>
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<tr>
<td>September 30, 2021</td>
<td>Detailed report/evaluation of the campaign with recommendations on next steps sent to USSEC for review and approval.</td>
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<tr>
<td>Ongoing</td>
<td>Submission of invoices and expenses will be in accordance with Section III.3.c. of this Addendum.</td>
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PROJECT TIMELINE:

The term of the proposal will last from March – September 30, 2021.

RFP TIMELINE:

- RFP Distribution: March 4, 2020
- Last Day to Submit Questions: March 6, 2020 by 5:00PM Central Time
- Project Proposals Due: **March 11, 2020 by 1:00PM Central Time**
- Selections Made By: March 11, 2020
- Prospective Contractors Notified By: March 13, 2020
INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG by **1:00PM Central Time** on March 11, 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.
4. Resumes for each of the Prospective Contractor’s personnel assigned to work directly on the implementation of the contract.
5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. Detailed Budget  
   a. 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.

7. 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.