

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
May 29, 2020, 5:00PM CST

RFP TITLE: Technical Book on Second-Generation Value-added soy products

RFP CONTACT:

Name: Mary Hannig
Phone #: 636-449-6005 or 314-791-0256
Email: mhannig@ussec.org

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INTRODUCTION:

The global market of second-generation soy products is currently estimated at \$590 million, with an annual estimated average growth rate of 5% due to growth in demand from markets like China, Southeast Asia, and Europe. A large range of these second-generation value-added soy products are being used as high value specialty diets to support early rearing and young animal feed production and nutrition. The enhanced quality of these products is driven by the new processing technologies of US Soybean processors, which convert the abundantly available beans into highly digestible proteins for aqua and livestock nutrition. Considering the US processors advanced technology, there is an impetus to strengthen the position of U.S. soybeans and meal as top-quality soy ingredients on the global market and to ensure U.S. companies get a significant market share.

PURPOSE OF RFP:

This is Phase I of a potential two-phase study. The purpose of this RFP is to seek a firm or consultant to create a "Reference Book" on the use of value-added soy products, with the clear and direct objective to establish the US Soy Industry (U.S. soy farmers, U.S. Value Added Soy Products manufactures, USB and USSEC) as the prevalent force behind this area of development. The selected entity will prepare a Second-Generation Value-added (VA) soy products reference book that will help US companies position as top raw material suppliers for the growing soy concentrates and fermented soy manufacturing industry and highlight US Soy's superior position as a product and thought leader in the industry. Phase I will also set the stage for feeding trials and a potential Phase II reference book update that incorporates the USSEC directed feeding trials outcomes.

BACKGROUND & PURPOSE OF PROJECT:

The shortage of high-quality protein ingredients for aqua species and early rearing and young animal nutrition during the past decade has favored the development of more suitable digestible plant protein ingredients, to serve as a substitute for the highly nutritious animal based (fish, meat and bone meal, blood and feather meals) and/or be a solution for scarce plant protein sources needed for optimal animal performance, health and profitability. Several leading U.S. companies have patented technologies with such fermentation and enzymatic treatment to meet the increased need for quality soy protein concentrates in the fast-growing international aquaculture and livestock industries. For example: One U.S. company is using a new technology, where the soy protein is extracted from U.S. beans obtaining a second-generation soy protein, with crude protein and amino acids levels similar to fishmeal, which is very low in anti-nutritional factors. There is already high interest in

feeding trials in the aquaculture industry. As one of the objectives of this study, the contractor will be expected to identify feeding trials methodology, parameters and partners to conduct Phase II feeding trials. Some of these will need to be done from scratch and others, like for an aquaculture sea bream and sea bass feeding trials are nearly ready to go. The goal is to ensure the methodology, parameters and partners are identified and in place, in Phase I. This will support an anticipated Phase II feeding trail and reference book update study

The main objective of the Phase I study will be the production of a reference book. There are large differences among value-added products in terms of production, quality, nutritional value and application. Ingredient matrices and formulas also differ greatly. Hence, there is an important gap in the understanding and awareness of the potential and use of these value-added products. The study reference book, with its respective chapters dedicated to the use of the new family of VA soy products by species will seek to identify and describe these differences, along with providing the proven scientific and practical information needed to highlight the opportunity of US supplied Second-Generation Value-Added soy products.

TARGET AUDIENCE: Second-generation soy protein manufacturers, nutritionists, animal feeders, researchers and decision makers representing international customers.

SCOPE (SERVICES) OF WORK:

- Organize a group of University professors and/or experts specialized in specialty (young, early rearing and juvenal) animal nutrition to prepare a Second-Generation Value-added soy products reference book. This book must address the following elements:
 - Production of different VA-soy products.
 - Use of VA products in early rearing and juvenal swine, poultry, aqua and ruminant production.
 - Segment on quality aspects of VA soy products.
 - Reference tables on nutritional value of different VA soy products, along with the identification of areas where information is lacking and where additional research is needed. Be sure to include referenced justifications of these suggestions.
- The study will define the methodology, parameters and select partners to perform anticipated Phase II feeding trails in fiscal year 2021, for early rearing and juvenal swine, poultry, aquaculture and ruminant production. While these trails will be conceptualized in Phase I, their execution will be conditional on Phase II budget funding. The outcomes of these trials will be used to update the reference book and marketing material developed in Phase I, with an expected delivery date at the end of FY 2021. Please include your anticipated Phase II budgets, those required after September 30, 2020, with your Phase I project proposal.
- Ensure data collection and review of findings to be consolidated in a USSEC information and recommendations for use book.
- Use an appropriate technical book format including table of contents, introduction, abstract or summary, references, list of abbreviations and other key elements used in technical writing.
- Publish findings in a technical reference book format.

DELIVERABLES:

Completion Schedule Requirements	Description of Deliverables
Weekly and Biweekly	<ul style="list-style-type: none"> -Submit an inception report within 1 week of contract award, outlining planned study understanding and strategy, and a proposed timeline of meetings, milestones and goals. -Submit biweekly progress reports -Establish weekly coordination and collaboration with USSEC Technical and Marketing teams.
Specific Deadlines	<ul style="list-style-type: none"> -Identify and invite University professors and/or experts specialized in soy proteins and specialty (young) animal nutrition within five business days of the contract start date. -Provide a PowerPoint mid-study interim report by July 1, 2020, highlighting initial findings and study progress. -Provide a draft final report and PPT presentation outlining the study work completed, along with a draft reference book, containing a summary booklet of key findings, key data collected, abstracts, booklet outline, and table of content for review by USSEC Technical and Marketing team on September 1, 2020 for review and comment. - Incorporate USSEC review comments and submit final reports and a publish ready final draft in a booklet format within fourteen days after reviews, and no later than September 30, 2020 at 5:00PM CST.

RFP and PROJECT TIMELINE: April 20, 2020 - September 30, 2020**RFP Distribution:** April 20, 2020**Q&A Timeframe:** Last day to submit questions May 22, 2020 by 5:00PM CST**Project Proposals Due:** May 29, 2020 by 5:00PM CST**Prospective Contractors Notified:** June 12, 2020**Project Inception Report:** within five business days of contract start date**Project Mid-term Presentation and Report:** July 1, 2020**Draft Final Project Report:** September 1, 2020**Final Project Delivered:** September 30, 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 May 29, 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 Fee and Expense Breakdown
 - 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 learn 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, audiotope, 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.