

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
12:00 PM CST, 03/13/2019

RFP TITLE: DEVELOPMENT OF U.S. HIGH OLEIC SOYBEANS & HIGH OLEIC SOYBEAN OIL SOURCING MANUAL FOR INTERNATIONAL CUSTOMERS

RFP CONTACT:

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PROPOSAL DEADLINE: March 13, 2019 at 12:00PM Central Time

INTRODUCTION:

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.

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.

BACKGROUND & PURPOSE OF PROJECT:

A tremendous amount of international interest has been generated for the purchase of U.S. high oleic soybeans (HOSB) and high oleic soybean oil (HOSBO). Many international buyers have expressed interest in purchasing HOSBO and HOSBs but current supply factors will require that they source these products on a forward contract identity preserved basis. Most international oilseed crushers and refiners are unfamiliar with purchasing an IP product. They may lack the knowledge and awareness understanding of what is needed in order to contract these soybeans (timelines, spot market vs. contracting, pricing, etc.), as well as how these soybeans will be handled and transported once they have been purchased. USSEC seeks to provide potential HO beans and oil the information resources they need in order to be able to confidently purchase these commodities. The target audience will already be familiar with the purchase of commodity soybeans and SBO, and through reading this manual will understand how to purchase HOSBs and HSBO.

The work completed as part of this RFP will contribute to the efforts of a larger project that addresses marketing and promotion techniques, as well as communications messages, that targeting international crushers and refiners. Specifically, it will be a part of a complete package of resources and investment tools for international crushers and refiners to invest in to the high oleic soy business, and ultimately source U.S. HOSB and HOSBO.

TARGET AUDIENCE:

- Primary: International Crushers and Refiners
- Secondary: USSEC Staff, Untied Soybean Board, Foreign Agriculture Service, American Soybean Association's Trade Policy and International Affairs Committee

SCOPE (SERVICES) OF WORK:

The prospective contractor must demonstrate capability, resources, knowledge and robust experience in production, crushing, refining, marketing and promotion, logistics and exports of U.S. soy. Emphasis will be placed on experience with the identity preserved sourcing, purchasing and logistics models as well knowledgeable of HOSB and HOSBO.

Selected contractor is expected to:

- Provide an estimate of the amount of time required to perform the assessment within the stipulated time;
- Develop and design a manual to educate international crushers and refiners how to begin a soft IP sourcing program for HOSB and HOSBO produced and exported from the U.S. The manual shall cover the following topics:
 - Why contracting is needed in order to purchase HOSB/HOSBO and how to do so;
 - Timeline for contracting IP soybeans;
 - How to price beans on a premium plus Board basis;
 - Other contract specifics;
 - Documentation and inspection requirements under soft and hard IP systems;
 - Details on all points within the production and delivery supply chain and each party's responsibility;
 - Details on storage of HOSBO and HOSB, as well as how to maintain a soft IP when crushing and refining HOSBs;
 - Delivery methodologies (barge to vessel, container, rail car);
 - Other related topics in the consideration and development of an IP HOSB or HOSBO import system;
 - Appendix with Glossary/Terms & Definitions listed alphabetically so that it can be used as a resource for translation purposes
- In addition to the manual, a training presentation in PowerPoint format is required. The presentation shall be complementary to the manual and be developed in such a way so

that it can be utilized by USSEC Staff to provide training on the topics covered by the manual.

DELIVERABLES:

Completion Date	Description of Deliverables
March 20, 2019 – May 5, 2019	<ul style="list-style-type: none"> • Development of manual & training presentation • Bi-Weekly Progress Updates (written or verbal) to USSEC Director and Project Manager
May 6, 2019	<ul style="list-style-type: none"> • Draft of manual and training presentation submitted to USSEC for review and comments
May 6, 2019 – May 9, 2019	<ul style="list-style-type: none"> • USSEC Staff time for review and comments
May 9, 2019 – May 16, 2019	<ul style="list-style-type: none"> • Updates to manual and training presentation based on USSEC comments (if needed)
May 17, 2019	<ul style="list-style-type: none"> • Final versions of manual and training presentation due to USSEC Director for approval
Ongoing	<p>Submit invoices for work completed, including supporting documents, for payment to USSEC Accounts Payable at ap@ussec.org, with copy to USSEC Project Manager at jbagaric@ussec.org.</p> <p>Submission of invoices will be in accordance with Section III.3.c. of the standard USSEC contract:</p> <p>“3c. In addition, USSEC may in its sole discretion refuse payment on any submission of Fee or Expense documentation received by USSEC:</p> <ol style="list-style-type: none"> More than 30 days after the date on which Contractor performed the work or incurred the expense for which compensation/reimbursement is sought, or 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 **March 20, 2019** to **May 17, 2019**. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- **RFP Distribution:** February 28, 2019
- **Project Proposals Due:** March 13, 2019 by 12:00PM Central Time
- **Selections Made & Prospective Contractors Notified By:** March 15, 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 Monday, January 21, 2019**.
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 proposals 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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