

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
0500 PM CST, 08/31/2018

RFP TITLE: US SOY MARKETING SPECIALIST

RFP CONTACT:

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PROPOSAL DEADLINE:

INTRODUCTION:

The United States Soybean Export Council (USSEC) requests proposals to assist in the continued development, implementation and execution of strategies and programs within the Americas Region. For contractors, the expectations are to carry out the deliverables of the activities they are managing and are summarized in associated contracting documentation. Therefore, specific outputs and deliverables for personnel will be included as engagements with key contractors are formalized. Administrative performance will be based on delivering on the terms of those contracts. Contractors are required to provide monthly reports on progress if they are a long-term contractor, or post event reports if they are retained for a specific event. Information from the reports are used to keep stakeholders informed of the progress of their investment.

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 US 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 this RFP is to seek proposals for a full time the US SOY Marketing Specialist and should be based on period **October 1, 2018 thru September 30, 2019.**

BACKGROUND & PURPOSE OF PROJECT:

The purpose of this position is to promote the sales brand image of US SOY. US SOY has several extrinsic and intrinsic qualities and characteristics. Yet at this time, many purchasers see soybeans and/or soybean meal as commodities. This position will target end users' marketing channels to work with them and create a campaign of differentiation, by using US SOY.

In addition to the overall promotion of US SOY as a concept and image, the promotion of high value specialty soy ingredient innovations, like high oleic soybean oil. Additionally, the position will be chiefly responsible for working and collaborating with other US based cooperators to determine ways to increase the exports of US meat products and the overall increase in meat consumption, in general.

Contractor shall provide Market Intelligence & Research to promote the use and differentiation of U.S. soy products by supporting the human and animal utilization teams to create brand awareness and preference.

TARGET AUDIENCE:

Soyoil importers, refiners, wholesale distributors, retail distributors, cold chain providers, industry associations, governmental agencies, commodity traders and brokers, restaurants, hotels and other institutions, Soybean crushers, feed manufacturers, industry associations, governmental agencies, livestock/aquaculture and poultry producers, commodity traders and brokers

SCOPE (SERVICES) OF WORK:

- I. Provide Market Intelligence & Research Collaborate in setting strategy for promoting U.S. Soy products and meat within the Americas region. (October 1, 2018 - September 30, 2019)
- II. Support decision making on Americas programs providing Market information and suggested strategies.
- III. Assist Regional director and Project managers with requested information on Marketing, customers, imports, etc.
- IV. Provide general Trade Servicing assistance to respond trade inquiries, meet personally or remotely with target audience in the region
- V. Develop the US SOY brand and differentiation of US soy as a product in the market versus competing origins and proteins
- VI. Suggest, arrange visits and meetings with key customers
- VII. Select and invite key customers to regional events
- VIII. Coordinate and implement events (upon Regional Director's request)
- IX. Coordinate USSEC's participation at events thru sponsorships.
- X. Coordinate technical assistance to Americas soybean meal processors
- XI. Collect General Administrative information to populate Monthly reports such as
 - Third party contribution
 - IRRES

- Services provided during the month
- XII. Regional Administrative support
 - Work with Project manager on budget and program timelines
 - Participate in teleconferences for compliance up dates
 - Response to Regional office and trade inquires
- XIII. Others duties as assigned

DELIVERABLES:

Completion Date	Description of Deliverables
September 7, 2018	Provide USSEC project manager with following documentation for contract. <ul style="list-style-type: none"> • Banking information (template to be provided by USSEC) • Completed W8 BEN (Template to be provided by USSEC) • Resume • Address

RFP TIMELINE:

- RFP Distribution: August 1, 2018
- Last Day to Submit Questions: August 20, 2018
- Project Proposals Due: August 31, 2018
- Selections Made By: September 01, 2018
- Prospective Contractors Notified By: September 5, 2018

Please email the proposal to americasRFP@ussec.org by 5:00PM Mexico Time

POSITION REQUIREMENTS:

- Degree from a reputable university in business, engineering, agriculture, or similar
- At least 5 years' experience in sales with extensive marketing/branding knowledge
- A background in the marketing and/or ingredient distribution
- Ability to network and build relationships
- Creativity and innovation to develop new and exciting programs for market development
- A proven track record of strategic thinking and planning
- Ability to multitask by planning and implementing many projects at one time
- Excellent written and oral communication skills (in English and Spanish)

- Passion for international trade and agriculture
- A receptive appreciation and willingness to advocate for new and innovative agriculture applications, such as GMOs, sustainable farming practices, etc
- Highest moral integrity and character
- Located full time within the markets in the region

INSTRUCTIONS:

- Proposals must contain at a minimum the specific criteria listed below:
- Rate (include unit)
- Currency
- Areas and topics of expertise
- A description of the Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
- Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
- 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.
- USSEC reserves the right to conduct interviews, either in-person or via online for candidates

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.