

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

12:00 PM CST, May 28, 2018

RFP TITLE: SOY BEVERAGE PRPRODUCTS MARKET AND CONSUMER STUDY IN INDONESIA

RFP CONTACT:

Name : Yeong Boon Yee / Timothy Loh
Phone # : +6597895108 / + 6567376233
Email : RFP@ussec.org;
Copy to byeong@ct.ussec.org / TLoh@ussec.org.

PROPOSAL DEADLINE: MAY 24, 2018, 12:00 PM GMT+7

INTRODUCTION:

The United States Soybean Export Council (USSEC) requests proposals to conduct a market study on soy beverage and related products in Indonesia.

The aim of the study is to provide USSEC with a market situation analysis including consumption patterns, consumer insights (usage and attitude), industry knowledge and products development status, leading to greater understanding of the market opportunities, barriers and strategies for soy beverage products in Indonesia, and potential for U.S. Soy.

PURPOSE OF RFP:

The purpose of the RFP is to seek proposals to obtain the service of a consulting firm (the "Consultant") under the terms and conditions of this Request for Proposal ("RFP"). This will allow USSEC the opportunity to evaluate and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

BACKGROUND & PURPOSE OF PROJECT:

Indonesia is a unique country where per capita soy consumption as food is among one of the highest in the world, in the range of 9 Kg/cap. It is the world's 2nd largest consumers of soybean used directly as food. Over 2 MMT over of soybean (75-80% of total utilization of 3 MMT) is imported yearly for soy food production, the majority of which goes into producing "Tempe". Tempe is a fermented soy food consumed almost daily by a large population of Indonesians, in particular the Javanese, as part of their daily staple. It is a large small and medium industry supporting millions of jobs and families across the country. U.S account for 95% over of the soybeans imported to the country for food uses. Other soybean products commonly consumed

are tofu, soy sauce, and to a lesser extent, soymilk and soybean paste, contributing towards the remaining 25% of soybeans consumption.

Unlike many other Asian countries, soy milk and soy beverages are not as popular or commonly consumed by the Indonesian. Besides small and cottage production of soy milk known as 'street-soy', commercial production of Ready-to-Drink (RTD) soy beverage accounts for a very small fraction of the soy market. Currently, only a few medium scale producers have entered the soy beverage market while imported products from SE Asia command the RTD products available in the larger retail chains, selling to the more health conscious middle class consumers.

There are to-date no reliable qualitative and quantitative data available on the soy beverage market, consumption as well as industry status. An understanding on the barriers and motivation, both emotional and functional as well as any market constraints would be useful and needed to assess and bench mark for potential growth opportunities and enable the industry to adopt appropriate strategies for possible development and promotion. Growth in this untapped soy sector in Indonesia will help in expanding the utilization of U.S soy in the value add market.

TARGET AUDIENCE:

The target audience of this study would be the current business decision makers from the soy food and beverage producers, potential industry players, and consumers from among professionals and stakeholders, key opinion leaders from food and health sectors, authorities, market trends setters, women and family members from typical households, in the designated areas where the study will be conducted.

SCOPE (SERVICES) OF WORK:

The work scope to be covered under this RFP include the followings:

1. To design, develop and propose the appropriate research methodologies and scope for both qualitative and quantitative studies to understand the soy beverage market situation. These will include also current consumption and relevant social media and lifestyle trends to enable recommendation of strategies upon analysis of data and insights.
2. A Qualitative Study - to cover both desk research for market situation analysis and through in- home and in person interviews of relevant stakeholders for both anthropological and industry perspectives to assess drivers, barriers and opportunities.

3. A Quantitative KAP Study – this will require selection of target audience for consumers survey to assess KAP of both soy and non-soy users. The target respondents will be men and women age 20-49 years of age, the appropriate numbers to be proposed, but should be of statistical significance within cost consideration.
4. A Quantitative Evaluation - on acceptance and preference attributes of soy beverage products to provide cultural and country specific context for product profile identification.

1. ADDITIONAL CONSIDERATION (if applicable)

DELIVERABLES:

Completion Date	Description of Deliverables
May 31, 2018 - Project Proposal confirmation and Consultant/ Contractor notified	Project Proposal for the USSEC 2018 SOY BEVERAGE PRPRODUCTS MARKET AND CONSUMER STUDY IN INDONESIA confirmed with selected Consultant / Contractor.
June 1-10, 2018	Preparation of Agreement and discussion on work plan, time line and deliverables with USSEC personnel. Agreement to be signed by both parties by June 10. Payment will be made in 2 phase, 1 st payment will be upon signing of agreement and 2 nd payment at the completion of the project upon submission and acceptance of the study report.
June 10 - September 10	Agreement to be signed and initiate Phase 1 work according to agreed Work Scope and Deliverables as outline in the final agreement. \
September 10 -25	Review of preliminary report and discussion with contractor on data and analysis any necessary amendments
September 25 -28	Submission and review of final report and collaterals
September 28	Upon acceptance of final report and collaterals, submitted invoice for balance of payment will be processed by USSEC.

PROJECT TIMELINE:

Our expectation is for the **SOY BEVERAGE PRPRODUCTS MARKET AND CONSUMER STUDY IN INDONESIA** to last from June 10 to September 10, 2018. We are asking that the Project Proposal include details on the proposed timeline and scope for the various components of the study. A preliminary report should be provided by September 15 for review and discussion. The

completed study and the final report, together with all accompanied collaterals should be submitted to USSEC no later September 25 for final review and upon acceptance by September 28, for processing of payment.

RFP TIMELINE:

- RFP Distribution : **May 15, 2018**
- Last Day to Submit Questions : **May 22, 2018**
- Project Proposals Due : **May 28, 2018, by 12:00 pm Central Time (USA)**
- Selection Made by: **May 30, 2018**
- Prospective Contractor/Contractors Notified by : **May 31, 2018**

A contract agreement will be drawn upon confirmation of the engagement of the consultant as contractor. All work can only begin upon the signing of the agreement by both parties.

INSTRUCTIONS:

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

1. Please email the proposal to RFP@ussec.org and copy Ms Boon Yee Yeong BYeong@ct.ussec.org / Mr Timothy Loh TLoh@ussec.org by 12:00 PM Central Time on May 28, 2018.
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 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.

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.
- U
- 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, 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.