

## REQUEST FOR PROPOSAL

**SUBMISSION DEADLINE**  
**12:00 PM CST, 04/01/2019**

### **RFP TITLE: COST BENEFIT ANALYSIS & PRICING MODEL FOR U.S. HIGH OLEIC SOYBEANS & HIGH OLEIC SOYBEAN OIL**

#### **RFP CONTACT:**

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**PROPOSAL DEADLINE:** April 1, 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 U.S. high oleic soybeans (HOSB) and high oleic soybean oil (HOSBO), however pricing data is nonexistent for these commodities in international markets. In order to assist in growing worldwide demand USSEC must provide relevant economic data that the value chain needs to be able to effectively move these products into the international market place alongside conventional oil as a value added product for many applications.

The objective of this RFP is to prepare a global and target market cost benefit analysis with the estimated market price for High Oleic Soybeans (HOSB) and High Oleic Soybean Oil (HOSBO) and also provide bi- monthly estimated pricing updates. The estimated market price of HOSB and HOSBO will assist international buyers in better making purchasing decisions with regards to these commodities.

## **TARGET AUDIENCE:**

- Primary: International Crushers and Soybean Oil Buyers, U.S. Exporters
- 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 market intelligence and analysis of the global vegetable oils and oilseeds market (including global demand, prices, forecasts, trade and policy matters), as well as exports of U.S. soy.

Selected contractor is expected to:

- Provide an estimate of the amount of time required to perform the initial analysis within the stipulated time;
- Draft an initial white paper that will provide information on the estimated market price (landed) for HOSB and HOSBO in targeted international markets, as well as the FOB price from major U.S. ports. This will include:
  - Review of market demand for HO oils, as well as conventional oils in; South Korea, Mexico, Colombia, Dominican Republic, Guatemala, Japan, Taiwan;
  - Estimated market price for HOSBO and HOSBO in the aforementioned markets. Additional markets may be added at a separate date;
  - FOB price of HOSB and HOSBO from the ports of; New Orleans, Norfolk, LA, and the Pacific Northwest.
  - Methodology and sources of data;
  - Comparison with known prices for soybeans and other oilseeds, other HO oils, and edible oils in these markets;
  - The paper should include the comparative dollar value of HOSBO vs other oils, with a cost benefit analysis of the use of HOSBO vs. other oils; and
  - The white paper will include an executive summary, and an appendix with Glossary/Terms & Definitions listed alphabetically so that it can be used as a resource for translation purposes (if necessary).
- Preparation of a power point presentation showing the results of the prices analysis and methodology.
- Update the estimated market price data, as well as the known prices of alternatives on a bi-monthly basis in a 1-2 page report that will include a summary of changes and trends. This update must include:
  - Summary of changes and trends;
  - Updates on the estimated market price of soybeans/SBO in each of the aforementioned markets;
  - Updates on the price of competing oils, and soybeans, in the targeted markets.

- Where applicable, updates on the comparative value of oils.

**DELIVERABLES:**

Completion Date	Description of Deliverables
April 8, 2019 – May 8, 2019	<ul style="list-style-type: none"> <li>• Development of initial white paper</li> </ul>
May 9, 2019	<ul style="list-style-type: none"> <li>• Submit initial white paper to USSEC Director (<a href="mailto:wmcnair@ussec.org">wmcnair@ussec.org</a>) and Project Manager (<a href="mailto:jbagaric@ussec.org">jbagaric@ussec.org</a>) for review and approval.</li> </ul>
Ongoing between April 8, 2019 – September 30, 2019	<ul style="list-style-type: none"> <li>• Submit monthly reports to USSEC Director (<a href="mailto:wmcnair@ussec.org">wmcnair@ussec.org</a>) and Project Manager (<a href="mailto:jbagaric@ussec.org">jbagaric@ussec.org</a>).</li> <li>• Work with USSEC headquarters and regional offices to make formula updates as requested.</li> </ul>
Ongoing	<p>Submit invoices for work completed, including supporting documents, for payment to USSEC Accounts Payable at <a href="mailto:ap@ussec.org">ap@ussec.org</a>, with copy to USSEC Project Manager at <a href="mailto:jbagaric@ussec.org">jbagaric@ussec.org</a>.</p> <p><b>Submission of invoices will be in accordance with Section III.3.c. of the standard USSEC contract:</b></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> <ul style="list-style-type: none"> <li>i. More than 30 days after the date on which Contractor performed the work or incurred the expense for which compensation/reimbursement is sought, or</li> <li>ii. More than 30 days after the expiration of the Addendum Term, whichever is earlier.”</li> </ul>

**PROJECT TIMELINE:**

Our expectation is for the work to last from **April 8, 2019** to **September 30, 2019** with the expectation that the initial white paper needs to be developed by **May 9, 2019**. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

**RFP TIMELINE:**

- **RFP Distribution:** March 21, 2019
- **Project Proposals Due:** April 1, 2019 by 12:00PM Central Time

- **Selections Made By:** April 4, 2019
- **Prospective Contractors Notified By:** April 4, 2019

#### **INSTRUCTIONS:**

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

1. Please email the proposal to [RFP@USSEC.ORG](mailto:RFP@USSEC.ORG) by **12:00PM Central Time** on **Monday, April 1, 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.
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
  - 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.
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.
  - 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](mailto:program.intake@usda.gov).

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