

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
12:00 PM CST, 4/12/2019

RFP TITLE: NON-GMO U.S. FOOD GRADE SOYBEANS QUANTIFICATION STUDY

RFP CONTACT:

Name: Jelena Bagaric
Phone #: 636-449-6032
Email: jbagaric@ussec.org

PROPOSAL DEADLINE: April 12, 2019 by 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:

The objective of this project is to quantify non-genetically enhanced food soybean acres for MY17, MY18, and estimate MY19 acreage. Additionally, the study should estimate MY17/MY18 non-genetically enhanced soybean export through a market research study. The information from his study will be provided importers, especially food manufacturing companies and brokers in Asia, so that they have credible proof of the number of soy food bean acres grown in the U.S. by purpose for planting, i.e. tofu, soymilk, natto, miso, etc.

Currently, very limited data is collected through an approach that produces a single number on the U.S. annual production of soy food beans. The gross assumption of the planted acreage for U.S. soy food beans is derived from a computation using the annual U.S. Department of Agriculture (USDA)/National Agricultural Statistics Service "Soybean Crop Production Report" and the USDA/Economic Research Service's "Adoption of Genetically Engineered (GE) Crops in the U.S. Report." The latter report contains a single percentage number representing all non-GE soybean production -- a compilation of food grade, organic, edamame, commodity non GE

soybeans that are not destined for the food market, etc. This report is not beneficial to our international customers because it is not thorough enough and does not offer acreage delineation on the types of non-genetically modified soybeans represented as food soybeans, or those grown for specific end-use purposes. This crude estimate of production no longer measures up to the scrutiny of a driven international customer base.

Since this specific data is very important to international importers, international food companies and international brokers in many of USSEC regions, especially in North Asia and Southeast Asia, where U.S. Soy's largest international customer base resides, it is important to collect credible proof of the number of soy food bean acres grown in the U.S. by purpose for planting. Closing this informational gap was made a priority in 2014, 2015 and 2016 by conducting a market research study of planted acres of U.S. soy food beans by intended end-purpose use. The results were enthusiastically received by the international markets. Building on those successes, USSEC would like to continue this study that will allow USSEC to continue providing international food companies with critically information in 2019.

TARGET AUDIENCE:

- USSEC Staff
- Foreign Agriculture Service
- American Soybean Association's Trade Policy and International Affairs Committee
- United Soybean Board

SCOPE (SERVICES) OF WORK:

The prospective contractor must demonstrate capability, resources, knowledge and robust experience in global food market research. Emphasis should be placed on experience in international food and/or agricultural consulting, as well as consumer and market studies related to soybeans.

Selected contractor is expected to:

- Quantify the total number of food-grade soybean acres (contracted and uncontracted) in the U.S. in 2017 & 2018, and projections for 2019;
- Quantify the proportion of contracted food-grade soybean acres accounted for by primary food-grade soybean producing states in 2017 & 2018, and projected for 2019;
- Estimate of the number of contracted food-grade soybean acres in the U.S. that fall into end-use purpose categories such as soymilk, tofu, natto, miso and others;
- Compile and expand the list of food-grade soybean companies;
- Provide a paper recapping the study detailing the results. The paper will include an executive summary, an overview of methodologies, and will include all information requested above; and
- Provide a PowerPoint recap of the study.

Given the diversity of the soybean market and its participants, USSEC expects the selected contractor to use various data collection methods and sampling to obtain information necessary to complete the objectives of this study.

Completion Date	Description of Deliverables
Week of April 29, 2019	Kick-off call to review study timeline, methodology, milestones and key aspects of the project.
May 1, 2019 - September 15, 2019	Bi-monthly update calls with USSEC Director on study progress.
August 26, 2019	Study draft due to USSEC Director for review & feedback.
Week of August 26, 2019	USSEC Director review time.
September 1, 2019 – September 13, 2019	Final edits to study if needed from USSEC Director feedback.
September 16, 2019	Final version of study due to USSEC Director and Project Manager.
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> <ul style="list-style-type: none"> 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 ii. 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 **April 29, 2019** to **September 16, 2019**. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- **RFP Distribution:** April 1, 2019
- **Project Proposals Due:** April 12, 2019 by 12:00PM Central Time
- **Selections Made By:** April 19, 2019
- **Prospective Contractors Notified By:** April 19, 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 **April 12, 2019**.
2. A description of the Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
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.
- 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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