

**REQUEST FOR PROPOSAL  
SUBMISSION DEADLINE  
5:00 PM CST, 1/20/2021**

**RFP TITLE: CRUSHING AT DESTINATION**

**RFP CONTACT:**

Name: Ms. Lizette Vargas, Regional Projects Team Leader  
Phone #: + 52 (1-33) 1057 9900  
Email: [americasRFP@ussec.org](mailto:americasRFP@ussec.org)

**PROPOSAL DEADLINE: 05:00 PM CST, January 20<sup>th</sup>, 2021**

**INTRODUCTION:**

USSEC is a non-profit organization that promotes sustainable US soybeans and soybean products to customers through knowledge transfer, on-site trainings, seminars, workshops, conferences, industry tours and demonstrations. The specific goal of the USSEC Americas is to promote the use of United States soy products, in animal nutrition and human nutrition as well. A key program objective is to see a growing, long-term, high-quality, feed and food-based industry in the Americas Region and globally.

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.

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 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:**

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 develop a complete analysis on the local feed and food industries in order to define the viability of the soybean crushing industry in Colombia. The deliverables should consider the following:

- Executive summary
- Plant Definition:
  - Capacity
  - Product and subproducts
- Simplified Plant Block Diagram
- Plant Block Diagram (Streams Definition)
- Solid Material Interconnection Diagram
- Interconnection Tanks Diagram
- Interconnection Services Diagram
- General Plot Plan
- Utilities and consumables list
- APEX for the plant, initial estimation
- OPEX detailed Operative Cost
- Industrial area Layout
- Section Process Description
- Business Viability
  - Identify all government regulations, environmental regulations and other specific to the development of the project in Colombia and its effects on the economic analysis.
  - The financial analysis should include an excel model to do a sensitivity analysis on the different parameters.

## **BACKGROUND & PURPOSE OF PROJECT:**

Colombia is the second largest market in the Americas Region after Mexico and the third largest market for US Soybean Meal worldwide. Even so, the US Soybean Oil market share in Colombia is less than 35%. Due to its geographic location and market size all the soybean oil producers are present in Colombia. The US Soybean Oil export market is rather small, close to 10% of the total production, which can't offer Colombia the total amount of soybean oil the country uses, close to 350,000 metric tons per year.

The Colombian market is currently importing close to 1.4 million metric tons of soybean meal and close to 350 thousand metric tons of soybean oil. This is close to the relation of the crushing industry on a 19% oil + 80% meal + 1% co products. The current market share meal is close to 80%. On both industries, refiners and feed, benefits could arise from having a crushing plant in the country like the Mexican Market or Costa Rica to present some regional examples. On the refiner's industry, a common situation for the small percentage of US oil usage is the lack of constant supply or availability. On the feed industry, US soybean meal is the market share lead with an 80% share but logistics of other feed ingredients like corn, which the Colombian market prefer the south American origin, could derail this market share trend from the past 5 years. Promoting the crushing industry in the country, currently only 2 small plants (crushing 6,000 mt of beans a month) work mainly to obtain texturized protein for human consumption, could

promote the use of more US soybeans reducing the imports of meal and oil from other origins. Logistics for US soybeans is highly competitive in international markets and higher volumes will promote independent logistics from other feed grains so if corn tends to be originated to south America, meal normally purchased in a combo cargo, will be locally produced and beans can be sourced from the US independently.

Other benefits could be the promotion of special soybeans such as the high oleic seed, to be crushed at destination for the local market and even an option for regional exports of high oleic oil to other countries in the region.

**TARGET AUDIENCE:**

Investors, oil refiners, feed producers and agribusinesses.

**1) CRUSHING AT DESTINATION ANALYSIS:**

- Financial Analysis: The first part of the analysis focus on the economic viability of a crushing plant in Colombia, its ROI and all financial information related to the project and its operation.
- Effect on the local soybean oil and soybean meal markets, sales channels and marketing considerations.
- 

**2) SCOPE (SERVICES) OF WORK:**

<b>Completion Date</b>	<b>Description of Deliverables</b>
<b>February 12, 2021</b>	<i>Provide USSEC project manager with documentation for contract:</i> <ol style="list-style-type: none"> <li>1. Signed W9 or W8BEN-E</li> <li>2. Banking information (USSEC template)</li> <li>3. Payment terms</li> </ol>
<b>February 12 – June 15, 2021</b>	<i>A monthly meeting with the Country Representative to present current findings and the work done should be conducted.</i>
<b>June 15 - August 10, 2021</b>	<i>If the project is viable, the project will be presented to potential investors. The event will be held in a main city in the country or virtually depending on Covid-19 restrictions in the country.</i>
<b>No later than September 1, 2021</b>	<i>Provide USSEC project manager with:</i> <ol style="list-style-type: none"> <li>1. Invoice</li> </ol>

	<ol style="list-style-type: none"><li>2. <i>Electronic materials of deliverables.</i></li><li>3. <i>Post-board report including summary and receipts of all expenses.</i></li><li>4. <i>Brief English narrative report of the project results, notifying issues, challenges, next steps and recommendations.</i></li></ol>
--	--

***Reporte en ingles independiente del estudio.***

**RFP TIMELINE:**

- RFP distribution: December 7<sup>th</sup>, 2020
- Last day to submit questions: January 15<sup>th</sup>, 2021 by 05:00 PM CST
- Project proposals due: January 20<sup>th</sup>, 2021 by 05:00 PM CST - email to [americasrfp@ussec.org](mailto:americasrfp@ussec.org)
- Selections made by: January 31<sup>st</sup>, 2021
- Prospective contractors notified by: February 5<sup>th</sup>, 2021

**INSTRUCTIONS:**

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

1. *Please email the proposal to [americasrfp@ussec.org](mailto:americasrfp@ussec.org) by 5:00PM CST on 20<sup>th</sup>, 2021.*
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 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 doing 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 Contractor 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;
- U.S. Soybean Export Council (USSEC), Inc. 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).

USDA is an equal opportunity provider, employer, and lender.

## **Civil Rights Clause**

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.