

## **REQUEST FOR PROPOSAL**

### **SUBMISSION DEADLINE**

**5:00 CST, 03/26/2021**

**RFP TITLE:** 360-degree View of Animal Nutrition

#### **RFP CONTACT:**

Name: Oswaldo Almeida

Phone #: +52 33-1057-9900

Email: [AmericasRFP@ussec.org](mailto:AmericasRFP@ussec.org)

**PROPOSAL DEADLINE: MARCH 26, 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:**

The purpose of this RFP is to seek a proposal from a U.S. University to be the host of USSEC's *360-degree View of Animal Nutrition* online three-day seminar. University Contractor is expected to provide all course coordination details. During this course each participant will learn and improve their knowledge on animal management practices, biosecurity, enzyme supplementation, technologies used in modern poultry production, water quality management, intestinal health nutrition, full-fat soybean meal processing and soya and U.S. Soybean meal quality.

USSEC's standard practice is to RFP every three 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:**

Poultry production, one of the most advanced industries in the livestock sector, and it is expected to continue to grow, as demand for animal origin protein is driven by rising incomes, growing population, and accelerated urbanization process. In this context, poultry products (eggs and meat) production faces challenges associated with ingredient quality variability and price volatility, climate change, animal susceptibility to diseases, human nutrition and food safety.

Through this project USSEC will partner with a U.S. university to provide a learning environment where the attendees will receive relevant information from world-class specialists in animal nutrition, processing technology, animal health and management, biosecurity, data analytics and new technologies for the poultry industry.

Poultry production in the Americas will grow at higher speed than global averages during the next ten years. It is estimated that during this same period, global poultry operations will grow 2.5% a year, whilst in the Americas region the estimate is 4% a year. Hence, this regional significant advance is marked by the current economic scenario, in which broilers benefit from their greater price competitiveness and consumer preference. Also, 50% of the total animal protein consumption is poultry meat and it is expected to rise since consumption has shown an increasing growth in Colombia, Peru, Panama and Nicaragua over the past years. Similarly, the global meat demand will rise by more than 50% in the next 30 years which will require to educate our customers to produce high biological quality animal protein while utilizing land, water and feed ingredients in a more efficient sustainable way.

This project aims to generate solutions to improve on-farm practices, biosecurity and nutrition management in order to assure animal health and welfare and consequently food quality. This is an opportunity for the U.S. soybean industry to establish the superior nutritional composition, nutrient bioavailability and processing consistency of U.S. Soy as a differentiator and thus create preference among our customers in the Americas.

#### **TARGET AUDIENCE:**

Nutritionists/feed formulators, veterinarians, animal producers and feed manufacturers in the Americas region.

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

The selected contractor will be responsible for creating a three-day online seminar for up to 30 attendees. Each speaker session will be streamed live from a virtual platform enabling attendees to interact with the speakers during the Q&A session. The technical program should not exceed 11 hours, and should include topics such as but not limited to:

- Interactions between animal, environment and management.

- Ingredient variability and processing.
- Water availability and land use.  
Data analytics, and new technologies for poultry producers (*e.g.* artificial intelligence and blockchain).
- Modern management practices for poultry.
- Exogenous enzymes supplementation (*i.e.* proteases and carbohydrases).
- Antibiotic-free production
- Gut health.
- Biosecurity in animal production.
- Drinking water quality control.
- Full-fat soybean processing.

The agenda, for each of the sessions will be developed by the contractor, as well as the speakers' line-up, which will be approved by USSEC's consultant. Any changes to the agenda, and/or speakers' list, afterward shall be approved in advance by USSEC consultant in charge of the project.

As per the online program the contractor must:

1. Coordinate the logistics with USSEC staff to be the host of a three-day seminar (May 18, 19 and 20<sup>th</sup>).
2. Send invitations and reminders, connect and follow up with potential participants. USSEC will provide contractor with a list of contacts to invite.
3. Provide full access to the virtual platform for live presentations and all the equipment and software needed for the online learning experiences, and on-demand cloud recordings of all of the sessions.
4. Offer translation services English-Spanish and any equipment that is needed for these services during the seminar.
5. Submit electronic copies of all the technical material presented by the speakers in each session.
6. Issue and deliver a hard copy certificate for online seminar completion to each participant that complete the technical program
7. USSEC survey application with at least 90% return rate.
8. Working with USSEC staff to ensure that USSEC event complies with USSEC procedures and regulations.

### **Budgeting:**

1. For the Executive Education Program, the cost per participant should be presented as follows:
  - a. The cost per participant for the virtual part of the program. This particular cost will include:

- b. Platform cost
- c. Speakers breakdown- Rate & unit (hours or day) per speaker must be included
- d. Overhead cost
- e. All cost related to this service should be broken down
- f. Recording of sessions
- g. The cost per participant for the face-to-face part of the program. This particular cost will include:
  - i. Access to the virtual platform.
  - ii. Translation services (English to Spanish, Spanish to English) for all the speakers and attendees during the whole event.
  - iii. All the material presented by the speakers translated into Spanish.
  - iv. Electronic completion course certificate.
  - v. Recording of sessions
  - vi. Any other additional expenses related to the presentations live broadcast.

**DELIVERABLES:**

Completion Date	Description of Deliverables
March 24, 2021	I. Provide Project Manager with: <ul style="list-style-type: none"> <li>a. Banking information (template to be provided by USSEC)</li> <li>b. Completed corresponding tax document (Template to be provided by USSEC)</li> </ul>
March 1 <sup>st</sup> to 31 <sup>st</sup> , 2021	I. Work with USSEC Americas Regional Poultry Specialist to develop the program, including all topics and characteristics mentioned above for the 360-degree View of Animal Nutrition three-day seminar.
May 18, 19 and 20 <sup>th</sup> , 2021	I. Coordinate and host the three-day 360-degree View of Animal Nutrition seminar <ul style="list-style-type: none"> <li>a. Provide participants all technical material presented by professors (Online deliver).</li> <li>b. Provide any visual aids and all other documents required for learning experiences.</li> <li>c. Provide each participant with an electronic seminar completion certificate.</li> <li>d. Apply survey designed and provided by USSEC.</li> </ul>
June 20 <sup>th</sup> , 2021	I. Provide USSEC Americas with the following: <ul style="list-style-type: none"> <li>a. Final report of the event notifying issues, challenges, next steps, and recommendations.</li> <li>b. Final results of the survey designed to evaluate the overall effectiveness of seminar and each lecture/speaker.</li> <li>c. Electronic Copy of Invoice.</li> </ul>

## PROJECT TIMELINE:

From March 1<sup>st</sup>, 2021 to June 20<sup>th</sup>, 2021.

100% of the activities should be developed no later than June 21<sup>st</sup>, 2020.

## RFP TIMELINE:

- **RFP Distribution:** February 24, 2021
- **Last Day to Submit Questions:** March 12, 2021 by 17:00 CST
- **Project Proposals Due:** March 26, 2021 by 17:00 CST
- **Selections Made By:** March 31, 2021
- **Prospective Contractors Notified By:** April 22<sup>nd</sup>, 2021

## 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 **March 26, 2021 17:00 CST**.
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 doing 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;
- 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.