REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE
5:00 PM CST, 4/26/2021

TYPE OF CONTRACT: END RESULT CONTRACT
The fee includes all consulting fees, employee compensation and benefits, overhead, travel expenses or any other type of expenses incurred to effectively complete the services/deliverables agreed upon. The payment represents the sole and complete liability of USSEC for services rendered in relation to the agreement. USSEC Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses. USSEC will rate proposals based on the following factors: • Responsiveness to the requirements set forth in this Request for Proposal (RFP). • Relevant past performance/experience • Samples of work • Fee (described above) USSEC is seeking proposals for the work outlined in the RFP. This type of cost analysis will assist in determining the fair market value, and it provides USSEC with the opportunity to evaluate various proposals to select the best contractor for the job based on experience, availability, expertise, approach, and cost.

RFP TITLE:	Identifying New Emerging Market Opportunities for U.S. Soy Shipped in Containers
RFP CONTACT:	
Name:	Kim Liliensiek
Phone #:	660-537-3964
Email:	kliliensiek@ussec.org

PROPOSAL DEADLINE:	4/26/2021

INTRODUCTION:
In order to share current and future information on target markets, USSEC is looking to develop a position on specific marketing opportunities for U.S. Soy products (commodity beans and meal) shipped in containers. The objective of this work is to identify target markets for current & future U.S. soy in containers based on historical shipments and potential demand that is most effectively served by container shipments.

PURPOSE OF RFP:
USSEC's standard practice is to RFP 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 purpose of this project is to determine emerging target opportunities for container shipments of commodity soybeans and meal. Identity preserved or specialty graded beans are not in scope.
 	
The goal of this project is to develop information that USSEC can share with stakeholders on future and current potential markets to ensure that U.S. exporters are aware of global opportunities and suppliers can pursue as appropriate. Additionally, this information will be considered when building future USSEC programming in target markets.
 	
The selected contractor will develop a position paper on the current and future opportunities for container shipments to targeted emerging markets. As a part of the deliverable, the contractor should provide USSEC with analysis and key findings of the following:
• Overall historical global container utilization for commodity soybeans and meal broken out by market
• Current shipping lanes analysis and future forecast with specific consideration to targeted emerging market
• By targeted emerging market
  ○ Projected 5-year annual outlook on soy demand (informed by USSEC regional directors)
  ○ Current and future forecast infrastructure availability (In 2020 USSEC completed on emerging market gap analysis. The contractor will be provided this report, and it is expected that the contractor further expands on the analysis complete the project)
  ○ Risk assessment including access to credit, risk, corruption, etc.
  ○ Viability or opportunities for the application of USDA GSM/FGP programs
 	
In addition, the contractor will provide routine progress updates and will be asked to present as needed to a more specific audience, with the presentations being tailored to the needs of the audience.

TARGET AUDIENCE:
The results of this project are intended to be informative for USSEC staff, members and other stakeholders who are interested in emerging markets for container shipments.

SCOPE (SERVICES) OR WORK:
• Provide an annual historical data analysis on containerized export shipments of U.S. Soy (by product type – commodity beans, meal) by destination and shipment origins by state in U.S. • Complete a mapping of current and future forecasted shipping lanes from the shipping line; provide specific consideration to targeted emerging markets • Work with the USSEC Regional Directors to develop a 5-year annual outlook on soy demand projections for future container shipments to targeted emerging markets. • Develop current and future forecast infrastructure availability timelines on when the markets will be ready for bulk or containers and where they currently are at today • Complete a market risk assessment for key factors including access to credit, risk, corruption, etc. • Explore opportunities for application of USDA GSM/FGP programs to applicable target markets • Develop timely check-ins and updates on progress. Complete work product will include a final comprehensive report as well as an executive summary in PowerPoint suitable for sharing with a broader appliable audience.

ADDITIONAL CONSIDERATION (if applicable)

DELIVERABLES:	
Completion Date	**Description of Deliverables**
Monthly (April– July)	Status Progress Updates
As scheduled	Presentation to specific audiences on the emerging container shipment markets
May	Scoping meeting to review and understand existing gap analysis
July	Preliminary review of historical analysis
Early August	Draft of project report including position paper and executive summary developed in PowerPoint.
Late August	Preliminary Overview Presentation at Global Trade Exchange
September	Finalize project report.

PROJECT TIMELINE:
Our expectation is for the project to last from March to July (or be completed by a certain date). We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.
RFP TIMELINE:
• **RFP Distribution:** March 26, 2021 • **Last Day to Submit Questions:** April 14, 2021 by 5:00PM Central Time • **Project Proposals Due:** April 26, 2021 by 5:00PM Central Time • **Selections Made By:** April 30, 2021 • **Prospective Contractors Notified By:** April 30, 2021

INSTRUCTIONS:
Proposals must contain at a minimum the specific criteria listed below: 1. Please email the proposal to RFP@USSEC.ORG by 5:00PM Central Time on April 19, 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. USSEC Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses. The link to the budget table is RFP Budget Development Spreadsheet Link. 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.

SUPPLEMENTTAL 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.

- 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, 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.

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.