

## REQUEST FOR PROPOSAL

**SUBMISSION DEADLINE**  
**5:00 PM CST, 09/19/2022**

**RFP TITLE: USSEC ECONOMIC ANALYSIS SUPPORT**

**RFP CONTACT:**

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**PROPOSAL DEADLINE: MONDAY, SEPTEMBER 19, 2022**

**INTRODUCTION:**

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:**

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

The U.S. Soybean Export Council (USSEC) seeks an individual or organization to contract the services of qualified and recognized agricultural economists to provide updates and analysis of market conditions and demographic changes affecting global demand for soy and competitive products.

**BACKGROUND & PURPOSE OF PROJECT:**

Exports have been a top priority for the U.S. soybean industry since the 1950s. More per capita income in developing countries translates to an improved diet, which means more animal protein and more vegetable oil. Global demand for soybeans has been growing faster than other agricultural exports. To continue the growth and global demand for U.S. soybean exports, USSEC must keep abreast of trends, data, consumption changes, trade, policies, and other pertinent information impacting the US soy industry.

**TARGET AUDIENCE:**

USSEC Staff and Consultants, United Soybean Board and American Soybean Association farmer leaders, and representatives of USSEC member firms identified by USSEC staff.

**SCOPE (SERVICES) OF WORK:**

Monitor, evaluate and distribute to USSEC staff and other interested parties, as designated by USSEC, supply, demand and trade information for soybeans, soymeal, and soy oil, including statistics germane to the strategies outlined by USB, ASA and USSEC's Long Range Strategic Plans. The data provided will be maintained, including historical tables for reference. The data will include, but not be limited to monthly USDA WASDE reports, weekly USDA export sales reports, U.S. Census Bureau export data, PIERS export data for soybeans and soybean products for all foreign destinations, Weekly USDA Crop Progress reports, The March USDA Prospective Plantings report, USDA/NASS crop production reports and significant t FAS attaché reports.

Provide daily News Article Updates including news articles collected from sources such as Reuters and others that are pertinent to the U.S. soybean industry. The daily updates will be provided to USSEC staff and consultants, USB and ASA farmer leaders and to representatives of USSEC member firms identified by USSEC staff.

Update USSEC PowerPoint slide deck showing supply and demand information pertinent to the U.S. soybean industry that can be used for presentations by USSEC staff, consultants and farmer leaders.

At USSEC's direction provide updates highlighting issues that may arise in Asia, Europe, the Middle East, Latin America or elsewhere that impact the demand for U.S. soybeans and soybean products.

At USSEC's direction monitor, evaluate and analyze

- Economic, agricultural and technology developments as well as agricultural programs in competing oilseed production nations.
- Policies and proposals of foreign governments which would restrict or raise tariffs or establish non-tariff trade barriers on imports of soybeans and soybean products
- Issues such as economic indicators, trade/industry practices and trade trends to ensure that the U.S. soybean industry will maintain its competitiveness in the global soybean/oilseed industry.
- Opportunities, threats, trends and events that may affect future demand for U.S. soybeans and soybean products.

**ADDITIONAL CONSIDERATION (if applicable)**

**DELIVERABLES:**

<b>Completion Date</b>	<b>Description of Deliverables</b>
Ongoing & As Requested	<ul style="list-style-type: none"><li>• Distribution of supply, demand and trade information for soybeans, soymeal, and soy oil to USSEC staff and other interested parties as designated by USSEC.</li><li>• Provide daily News Article Updates including news articles collected from sources such as Reuters and others that are pertinent to the U.S. soybean industry.</li><li>• Update USSEC PowerPoint slide deck showing supply and demand information pertinent to the U.S. soybean industry.</li><li>• As requested by USSEC update issues that may arise in Asia, Europe, the Middle East, Latin America or elsewhere that impact the demand for U.S. soybeans and soybean products</li><li>• Monitor, evaluate and discuss as requested by USSEC:<ul style="list-style-type: none"><li>○ Economic, agricultural and technology developments as well as agricultural programs in competing oilseed production nations.</li><li>○ Policies and proposals of foreign governments which would restrict or raise tariffs or establish non-tariff trade barriers on imports of soybeans and soybean products</li><li>○ Issues such as economic indicators, trade/industry practices and trade trends</li><li>○ Opportunities, threats, trends and events that may affect future demand for U.S. soybeans and soybean products.</li></ul></li><li>• Respond to requests for information or technical assistance from staff and directors of USB, ASA and USSEC</li><li>• At the request of USDA, and as directed by USSEC, provide analysis to their soybean analyst on factors affecting the supply/demand of US soybeans.</li><li>• As directed by USSEC, assist in preparing background materials for the competitiveness issues and international markets</li></ul>
Monthly	<ul style="list-style-type: none"><li>• Prepare at least monthly U.S. soy export performance reports comparing current year exports to the past 4 years.</li><li>• Provide a monthly report, due by the fifth (5th) of each month including a summary of information provided during the past month, and a report on advice and counsel on specifically requested topics outside of the usual.</li></ul>

End of the fiscal year or contract end, whichever is sooner	Provide an annual report summarizing the year's events, key issues, alliances, and recommended actions.
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#### PROJECT TIMELINE:

Our expectation is for the Economic Analysis contractor to last from **October 1, 2022** to **September 30, 2023**.

#### RFP TIMELINE:

- **RFP Distribution:** September 6, 2022
- **Last Day to Submit Questions:** September 15, 2022 by 5:00PM CST
- **Project Proposals Due:** September 19, 2022 5:00PM CST
- **Selections Made By:** September 22, 2022
- **Prospective Contractors Notified By:** September 23, 2022

#### 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 **5:00PM CST** on **September 19, 2022**.
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 to do the work.
7. Proposals should be no longer than *10 pages* (8 1/2" 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, 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](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.