

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
5:00 PM CST, 06/02/2023

RFP TITLE: NON-GMO SOURCING COURSE, AUGUST 20, 2023

RFP CONTACT:

Name: Mary Hannig

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PROPOSAL DEADLINE: Friday, June 2, 2023

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, advocates for the use of soy in livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects 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.

USSEC is seeking proposals for assisting in managing a non-GMO soyfood procurement course in New York City on Sunday August 20th ahead of USSEC's marquis event, SoyConnex.

BACKGROUND & PURPOSE OF PROJECT:

U.S. production of non-GMO soybeans for food use has been shrinking in recent years due to a number of headwinds facing the market. As a result, many buyers are finding it challenging to obtain a supply of soybeans, with little or no availability on the spot market. Even companies that typically engage in forward contracting of soybeans have been struggling to obtain the necessary supply due to market dynamics.

Attendees of the proposed course will come from North Asia and will represent companies that are involved in sourcing/utilizing non-GMO soybean, but that have signaled difficulty in obtaining the quantity needed. The focus of the procurement course will be on providing these international attendees with the tools that they need in order to adequately contract their supply needs for MY24, as well as connecting them with spot market sellers for the '23 crop.

Responsibilities will include presenting on the state of the industry, providing an industry perspective, coordinating with stakeholders/presenters (outlined below), coordinating and managing the program, any pre and post event programs, as well as additional items. The respondent will be responsible for working with partners such as USSEC, industry members, international guests, the Northern Crops Institute and SSGA.

Additionally, the party chosen for this program will provide a 30-40 minute presentation at SoyConnex on August 22nd or 23rd. The subject will be confirmed with USSEC in June/July in conjunction with the development of the sourcing program, but it is likely that it will cover similar subjects to the course that will take place on the 20th.

The respondent will not be required to arrange meeting space, translators, A/V, trade team travel or any items outside of the direct management of the course.

TARGET AUDIENCE:

The target audience for the material includes our USSEC Global and Regional Teams, international buyers and soyfood producers.

SCOPE (SERVICES) OF WORK:

- Manage Soyfoods procurement course on August 20th, and any of the associated pre and post work
- Presentation at SoyConnex on August 22nd or 23rd
- Coordinate with USSEC on program
- Coordinate and manage other speakers and stakeholders
- Conduct a survey of participants, both domestic and international

ADDITIONAL CONSIDERATION (if applicable)

DELIVERABLES:

Completion Date	Description of Deliverables
June 30, 2023	Have completed plan of action and course description with proposed materials
August 1, 2023	Provide course material to USSEC staff for review and translation
August 20, 2023	Program
August 22/23, 2023	Present amended presentation “highlights” at SoyConnex
September 4, 2023	Feedback and recap of program provided to USSEC
September 30, 2023	Submit final invoice along with report of deliverables accomplished

Monthly	Submit invoices for time worked along with report of deliverable accomplished

PROJECT TIMELINE:

Our expectation is for the project to last from Mid-June, 2023 through September 2023, for preparation, planning, implementation, execution, evaluation and assessment. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- RFP Distribution: May 19, 2023
- Last Day to Submit Questions: May 31, 2023, by 5:00PM Central Time
- Project Proposals Due: June 2, 2023, by 5:00PM Central Time
- Prospective Contractors Notified By: June 12, 2023

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 June 2, 2023**.
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/daily rate and the amount of time 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 with 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 agree 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.

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.