REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
August 22, 2023 - 12:00 PM SGT (GMT +8)

RFP TITLE: TECHNICAL CONSULTANT PHILIPPINES

RFP CONTACT:
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Email: Chtan@ussec.org

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INTRODUCTION:

The U.S. Soybean Export Council (USSEC), Inc, Southeast Asia requests proposals to filling up the position of Technical Consultant to the Philippines.

The Philippines has been producing about 18 MM of compound feeds before African Swine Fever (ASF) and Avian Influenza (AI) hit the country and has been the biggest importer of U.S. soybean meal. Among other countries in Southeast Asia, the Philippines has the most organized professional associations that have strong influence on decision making. The 2020 survey conducted by an external consultant shows that majority of the feedmillers and integrators with in-house nutritionists or consultants believe that U.S. soy has higher quality in terms of amino acids and energy content that convinced them to use US soybean meal rather than other origins. On top of its higher nutrient profile, the technical services and program of the U.S. Soybean Export Council (USSEC) has been adding to the value of U.S. soy. The technical programs and services of the Technical Consultants in the Philippines has been in place since 1997.

With the guidance and support of the AU focus area lead, the Philippine Technical Consultant should be able to maintain and push forward the USSEC major objectives to continue developing the preference of the Philippine feed industry towards US soy and soybean meal for animal feeds by constantly promoting its intrinsic and extrinsic benefits through education, demonstrations and association with industry influencers, leaders and decision makers. The Philippine Technical Consultant must maintain the highest integrity and credibility based on academic and professional qualifications that’s built in the strongest commitment to magnify the advantages of U.S. Soy and its products.

PURPOSE OF RFP:
USSEC’s standard practice is to RFP every 3 years in an open and competitive manner. This type of cost analysis and benchmarking will assist in determining the fair market value for the services to be performed and allows USSEC the opportunity to evaluate qualified proposals and select the best contractor for the job based on technical qualifications, related industry experience, managerial abilities, strength of industry connections and contacts and suitable cost and time that matches the needs under this contract.

The purpose of this RFP is to seek proposals for engaging a Technical Consultant Philippines.

BACKGROUND & PURPOSE OF PROJECT:

The purpose of this RFP is to seek proposal for a Technical Consultant for the Philippines that will plan, strategize, preparation, and implement the approved and funded technical programs for the Philippines.

TARGET AUDIENCE:

Agriculture or Veterinary Science graduate with PhD and/or master’s in animal nutrition with experience in feedmilling industry, commercial farm with in-house feedmill and/or Nutrition and feed Formulator consultant. Proficiency in English language and confidence in public speaking is an advantage.

STRATEGIES AND SCOPE (SERVICES) OF WORK:

- Establish, maintain, and nurture strong relationships with Philippine producers in the livestock and feed industry, fostering effective communication and beneficial trade connections through technical and trade servicing efforts.
- Increase preference and demand for U.S. Soy imports in the Philippines, particularly for soybean meal and soybeans, by recommending strategies to manage current and potential industry demand and interest.
- Collaborate closely with the S.E. Asia Regional Technical Director (RTD), Regional Technical Program Assistant, and Country Representative in the Philippines to implement approved and funded programs for FY2024.
- Position U.S. soy as the preferred feed ingredient for optimal animal performance and best value in the region, emphasizing its benefits in feed formulations.
- Assist the RTD to manage and coordinate the efforts of USSEC's team of technical consultants, providing technical training, knowledge transfer, and capacity building to increase consumption of U.S. soy in the Philippines and across the region.
- Utilize both face-to-face and virtual platforms to engage with nutritionists, feed formulators, quality assurance personnel, and animal technicians, maximizing outreach and interaction.
- Leverage USSEC's technical information sources, such as U.S. Soybeans and Soybean Meal

- Collaborate with leading commercial farms, feed millers, integrators, and industry associations, such as PAFMI, PCVFP, PVMA, PHILSAN, PCPP Poultry School, PCSP, National Hog Association, and Philippine Swine Foundation, to reach a broader audience and promote the message of higher quality and value of U.S. soy across the industry.

- Execute the following scope of work:
  - Implement planned technical activities and budgets for 2024 in the Philippines,
  - Review the country's SWOT analysis for reference in future activity proposals,
  - Compile a list of target companies for customized programs,
  - Create tailor-made programs showcasing the benefits of using U.S. SBM,
  - Conduct technical servicing activities with specific target customers,
  - Travel to SEA for participation and speaking engagements in regional technical programs, including the Regional Feed Technology & Animal Nutrition Conference etc.

- Provide overall support and services in other activities and projects of USSEC as requested by the RTD.

**DELMERABLES:**

- Implementation of all technical activities written and budgeted for FY2024 in the Philippines. E.g., ‘Fundamentals in Animal Nutrition & Feed Formulation Training’, Technical Servicing in small groups etc.

- Promote the U.S. Soy Sustainability Assurance Protocol and Sustainable U.S. Soy Seal for adoption by at least 1 commercial company bi-monthly.

- Update database (list) of Philippines’s key accounts and primary target audience which includes feed millers, nutritionists, feed formulators and ingredient purchasers, learn and believe the benefits of using U.S. soy for animal feeds and its higher value versus other soy origins.

- Monitor and manage budgets allocated for each activity under the program.

- Timely submission of periodicals, activity reports, surveys, event/success stories etc., within the compliance period and following USSEC’s standard operating procedures.

- Utilize and review survey results in analyzing impact of (implemented) technical programs to assess continuity and budget allocation of programs that are proposed the following fiscal year.

**ADDITIONAL CONSIDERATION (if applicable)**

Additional Considerations to include any specific information regarding the proposal that could affect the Prospective Contractors ability to submit a proposal.
Additional considerations for the video creation and development include:

- Video should be between 15-20 minutes long
- Videotaping with farmers must occur in St. Louis during the week of December 7th
- We will try to schedule the videotaping of the Economist on the same date with the farmers if their schedules permit or on a different date
- If your company also provides live streaming services please provide your fee schedule under ancillary services in the Detailed Budget section of your proposal.

**DELIVERABLES:**

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
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<tbody>
<tr>
<td>Every end of the month</td>
<td>Monthly activity summary report</td>
</tr>
<tr>
<td>Every event completion</td>
<td>Event story</td>
</tr>
<tr>
<td>Every travel</td>
<td>Mission report</td>
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**PROJECT TIMELINE:**

Our expectation is for the XXXXXXXXX to last from DATE to DATE (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:** Aug 16, 2023
- **Last Day to Submit Questions:** August 21, 2023 by 12:00 PM SGT (GMT +8)
- **Project Proposals Due:** August 22, 2023 by 12:00 PM SGT (GMT +8)
- **Selections Made By:** August 24, 2023
- **Prospective Contractors Notified By:** August 25, 2023

**INSTRUCTIONS:**

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

1. Please email the proposal to RFP@USSEC.ORG and chtan@ussec.org by **12:00PM SGT (GMT +8)** on **August 22, 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 rate and the amount of effort 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 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.

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.