REQUEST FOR PROPOSAL

SUBMISSION DEADLINE
August 25, 2023 - 12:00 PM SGT (GMT +8)

RFP TITLE: REGIONAL TECHNICAL SUPPORT (SOUTHEAST ASIA)

RFP CONTACT:
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INTRODUCTION:
The Animal Utilization (AU) is one of the six (6) and is the biggest Focus Areas of the U.S. Soybean Export Council (USSEC) that plans and implements its technical programs in Indonesia, Malaysia, Myanmar, Philippines, Thailand, Vietnam and Australia/New Zealand. Despite animal disease challenges, Southeast Asia has registered continuous growth in terms of animal and feed production. The 2022 feed production survey by Alltech (FTANC – May, 2023) shows that Vietnam was still in the top 10 highest feed producers and Thailand is at top 20 countries globally. Feeds being the top source of production input and Nutrition occupying 33% of the most important aspect of animal production, the imperative role of technical consultants should be given emphasis. Soybean meal is being used at a range of 15-30% in animal feeds and contributing about 30-35% of the total feed cost.

The AU focus area lead together with its regional and local technical team strategize and propose programs that primarily aims to build preference for U.S. soybeans and soybean products, advocate for the use of U.S. soy in animal feeds by promoting its intrinsic and extrinsic benefits through education, demonstrations and association with industry influencers, leaders and decision makers. The AU technical team must compose of professionals with 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. The team should be working hand in hand with each of the country representatives in the region to attain the USSEC goal of differentiating and developing preference towards US 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 Regional Technical Support for USSEC’s technical programs for terrestrial livestock.

BACKGROUND & PURPOSE OF PROJECT:

The purpose of this RFP is to seek proposal for a Regional Technical Support contractor that will assist and support the Regional Technical Director (RTD) in the planning, preparation, and overall implementation of the funded technical programs in the region.

TARGET AUDIENCE:

Agriculture or Veterinary Science graduate with PhD and/or master’s in animal nutrition with experience in commercial Feedmilling industry, commercial farm with in-house feed mill and/or Nutrition and feed Formulator consultant. Proficiency in English language is a must and experience in preparing and giving public presentations is an advantage.

SCOPE (SERVICES) OF WORK:

- Assist and collaborate with Dr Basilisa P. Reas, USSEC’s Regional Technical Director (RTD), as required.
- Collaborate with allied feed and livestock industry and organizations' technical events to expand the audience reach and promote the message of higher quality and value of U.S. Soy across the industry.
- Encourage, differentiate, and cultivate a preference for U.S. Soy imports in the region.
- Provide recommendations on strategies to stimulate the growth of the U.S. Soy market by building buying interest with customer(s) and or buying groups.
- A major focus is to promote imports of U.S. Soy and Soybean Meal (SBM) for the feed and livestock industry usage.
- Offer technical support and guidance for regional and in-country programs.
- Coordinate closely with country representatives in the region to strengthen relationships and facilitate beneficial trade connections with local and regional importers and end-users in the livestock and feed industry.
- Connect and collaborate with United Soybean Export Council (USSEC) Regional Country Managers and other USSEC personnel and consultants to achieve our corporate goals and objectives.
- Assist in reviewing Technical Bulletins and pre-recorded technical videos for the USSEC S.E. Asia E-Library.
• Provide technical assistance and support, e.g., support U.S. Soy customers in formulating feed formulas for livestock upon request.
• Assist the RTD to coordinate efforts of USSEC's technical consultants, providing technical training and knowledge transfer to enhance capacity building and increase consumption of U.S. Soy in the region.
• Implement and coordinate feed demonstrations and other technical initiatives, including sample shipment arrangements, organize technical workshops, and training sessions with key customer accounts etc. Utilize appropriate software tools to showcase the advantages of U.S. Soy.
• Prepare and deliver presentations positioning U.S. Soy as the preferred feed ingredient in feed formulations for optimal animal performance and best value in the region.
• Assist the RTD to evaluate data results from USSEC feeding demonstrations to highlight the advantages of U.S. Soy.
• Must travel domestically and internationally, following USSEC safety rules, regulations, and health protocols, as necessary to fulfill role and responsibilities.
• Provide overall support and services in other activities and projects of USSEC as requested by the RTD.

CONTRACTOR will be required to produce, and/or update the following:

• Compile lists of technical topics such as Swine Production, Nutrition, Feed milling, Quality Assurance, and related subjects that emphasize the higher nutrient values of U.S. Soybean Meal (SBM) for presentation during USSEC regional and local events.
• Create lists of technical activities planned for the region and propose an allocated budget for each activity/initiative.
• Generate periodic activity reports, surveys, and success stories from events conducted in the region.
• Prepare travel budget reports detailing costs and expenses associated with travel for technical activities and other events.
• Provide regular reporting on the progress towards achieving corporate goals and objectives.
• Maintain lists of key accounts and primary target audience in the region, including feed millers, nutritionists, feed formulators, and ingredient purchasers.
• Manage a database of invitees for technical events.
• Accomplish any other deliverables as requested by the RTD from the CONTRACTOR.

DELIBERABLES:

• Implementation of technical activities written and budgeted for 2024 in Southeast Asia
  o Fundamentals in Animal Nutrition & Feed Formulation Training Workshops
  o Technical Servicing in small groups across Southeast Asia
• 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.

DEЛЕRABLES:

<table>
<thead>
<tr>
<th>Completion Date</th>
<th>Description of Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every end of each month</td>
<td>Monthly summary report of activities and events</td>
</tr>
<tr>
<td>Every completed travel</td>
<td>Submission of mission reports</td>
</tr>
<tr>
<td>Every completed event</td>
<td>Submission of event stories</td>
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PROJECT TIMELINE:

Our expectation is for the XXXXXXXXXX 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**: August 17, 2023
- **Last Day to Submit Questions**: August 22, 2023, by 12:00 PM SGT (GMT +8)
- **Project Proposals Due**: August 25, 2023 by 12:00 PM SGT (GMT +8)
- **Selections Made By**: August 28, 2023
- **Prospective Contractors Notified By**: August 29, 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 25, 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.
  o 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.