

REQUEST FOR PROPOSAL (RFP)

SUBMISSION DEADLINE

October 6, 2024

RFP TITLE: REGIONAL REPRESENTATIVE- NORTHERN EUROPE

RFP CONTACT:

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PROPOSAL DEADLINE: OCTOBER 6, 2024

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the continued development and implementation of a Regional Representative for the Northern European Region with primary focus on counties of Netherlands, Germany, UK, Ireland, Belgium.

USSEC is a non-profit trade association representing the U.S. soy industry 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:

The purpose of this RFP is to seek proposals for a Regional Representative in the Northern European region as USSEC's standard practice is to RFP every 3 years. The Regional Representative will promote U.S. Soy and engage key customers in the region. The contractor will also attend/host conferences, meetings, etc. as requested with approval from the Regional Director

BACKGROUND & PURPOSE OF PROJECT:

The representative will promote U.S. soy in the feed and food industries by showcasing its sustainability, consistency, and feed value. This will be achieved through organizing targeted regional and country-specific events, including conferences, workshops, and trade shows in Europe and the U.S., aimed at engaging key stakeholders and expanding markets. The representative will also collaborate with local partners to tailor messaging and strategies to meet the specific needs and preferences of each market.

TARGET AUDIENCE:

Feed companies, soy crushers and processors, trade associations, governments, non-governmental agencies, traders, importers, integrators, food companies and retailers. Travel and regular communications to and from these markets is expected.

SCOPE (SERVICES) OF WORK:

1) Core:

As a Regional Representative for the Northern European region, your core services are to:

- a) Direct Marketing to customers within your region on behalf of USSEC's Regional Director of Europe, Middle East and North Africa, which includes but is not limited to:
 - a. Differentiate the value, sustainability, and competitive advantage of U.S. soy to customers
 - b. Provide ongoing support to processors and importers by supporting downstream demand for their products
 - c. Provide information to processors and livestock producers to support their economic performance
 - d. Establish key customer relationships for U.S. soy
 - e. Maintain and strengthen the U.S. soy industry's key customer relationships
 - f. Increase end-consumer knowledge on benefits of soy and soy products
 - g. Promote new soy product applications
 - h. Proficient in presenting and communicating technical information
 - i. Serve as official liaison of the Regional Office and headquarters on communication updates.
 - j. Collaborate with Regional team to develop and implement an effective communications strategy based on target audience.
 - k. Manage events and trade missions to promote U.S. soy
 - l. Ability to prepare, implement, and close out detailed processes and procedures for regional programs in accordance with USSEC policies
- ii. Assist USSEC's Regional Director of Europe, Middle East and North Africa with the strategic goals and objectives, which includes but is not limited to:
 - i. Identify potential growth markets for U.S. soy
 - ii. Identify areas of strengths to maintain
 - iii. Identify areas of opportunities for increased support
 - iv. Identify the major and targeted Customers
 - v. Identify key Associations
- b) Attend Regional Strategic Meetings
- c) Training and knowledge of USSEC's and its Funding Source's policies
- d) Training and knowledge of USSEC's regional operational procedures

2) USSEC/Regional Hosted Events:

As a Regional Representative for the Northern European region, you will also be required to develop a trade team for USSEC hosted Global Trade Exchanges, one hosted within the region and one hosted by USSEC HQ located in the United States.

- a. SoyConnex hosted within the region and separate SoyConnex in U.S.
 - i. Identify a trade team of customers that should be targeted based on:
 1. Meeting topic(s)
 2. Strategic importance
 3. Customer impact
 4. Number of Customers (determined by Regional Director)
 - ii. Complete an Event Summary Evaluation

3) Representative Events:

As a Regional Representative for the Northern European region, you will also be required to propose hosted and/or non-hosted events for approval from the Regional Director including:

- USSEC Hosted Event
 - Conference
 - Seminar
 - Technical Training
 - Site Visits with Technical Consultant
 - Trade Team
 - Trade show with Booth
 - Feeding Demonstration
- Non-Hosted Event
 - Market Research
 - Trade Shows without booth
 - Event/meeting Sponsorship
 - Publications and Advertisement

Management of events and meetings requires collaborate with a Regional Event Support Specialist and/or the Regional Project Manager for proper and timely event development prior to the event. This development must be in accordance with USSEC policies and procedures and will utilize approved templates and forms.

ADDITIONAL CONSIDERATION (if applicable)

Submitter must have the following technological requirements:

- Internet Explorer (version 11 or greater)
- Microsoft Office Suite (2013, 2016 or 365), which include:
 - Outlook
 - Excel

- Word
- PowerPoint
- Teams (or Zoom)

DELIVERABLES:

Completion Date	Description of Deliverables
As incurred	Provide applicable event support documents, forms and templates for the proper implementation of events. <ul style="list-style-type: none"> ● Provide to the Regional Event Support Specialist and Regional Project Manager required and approved USSEC documents, forms and templates for review and approval. ● All documents, forms and templates provided by the Regional Project Manager. ● All documents, forms and templates will be turned in according to the task timeline provided by the Regional Project Manager.
Monthly, or as incurred	Provide invoice of personal fees for payment. <ul style="list-style-type: none"> ● Provide with the invoice any materials, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished. ● Ensure all applicable invoices are submitted within 30 days of transaction and are compliant with USSEC policies and procedures. ● Ensure invoice is submitted to ap@ussec.org.
Monthly, or as incurred	Provide reimbursable expenses for payment. <ul style="list-style-type: none"> ● Provide with the expenses any materials, required receipts, presentations, trip reports, etc. created and utilized for any applicable services that were accomplished. ● Ensure all applicable expenses are submitted within 30 days of transaction and are compliant with USSEC policies and procedures. ● Ensure are expenses are submitted via Concur.
By the 5 th calendar day of each month	Detailed report of monthly activities and events attended with expected impact(s) and outcome(s). <ul style="list-style-type: none"> ● Ensure Report Template is utilized. ● Ensure report details all events with critical discussion of results for any applicable services that were accomplished. ● Provide inside or along with the report any insights gained that can improve the execution of the activities and events.

	<ul style="list-style-type: none"> • Provide to Regional Director and Regional Project Manager.
September 30, 2025	<p>Detailed summary of year’s events, key issues, alliances, and recommended actions.</p> <ul style="list-style-type: none"> • Ensure Report Template is utilized. • Ensure report details all events with critical discussion of results for any applicable services that were accomplished. • Provide inside or along with the report any insights gained that can improve the execution of the activities and events. • Provide to Regional Director and Regional Project Manager.

PROJECT TIMELINE:

The term of the Regional Representative- Northern Europe position will last from **11/15/2024** to **9/30/2025** with possibility to extend on annual basis.

RFP TIMELINE:

- RFP Distribution: August 22nd, 2024
- Last Day to Submit RFP: October: 6, 2024
- Prospective Contractors Notified By: November 1, 2024

REQUIRED INFORMATION:

- Credentials or CV
- Experience
 - Length of experience
 - Major emphasis of services provided
 - Nature of past and present clients
- Budget proposal of estimated professional fees
- English language and additional language capabilities
- Please note if you have any special skills to be considered.

INSTRUCTIONS:

1. Please email the proposal to RFP@ussec.org and allowrance@ussec.org by **October 6, 2024**

2. Instructions to Prospective Contractors:

A. Proposals must contain at a minimum the specific criteria listed in the Request for Proposal:

1. A description of the Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.

2. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
3. References from a minimum of two clients who have used your services for a similar project.
4. Detailed Fee Breakdown
 - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of daily rate and the amount of effort anticipated to do the work.
5. 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.
- 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 USSEC

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.

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.

MANDATORY CONTRACTUAL TERMS

Contracts: ***the following terms are required:***

1. USSEC, as well as the Secretary of Agriculture, may terminate the contract and be relieved of payment. USSEC will pay for all work performed under contract until the date of termination.
2. Any work a contractor undertakes prior to contract approval by AMS is at their own risk and USSEC is not financially liable if the contract is not approved.
3. Funds paid to the contractor may not be used for the purpose of influencing U.S. legislation or governmental policy or action. "Influencing legislation" is defined as any attempt to affect the opinions of the general public or any segment thereof concerning current or proposed legislation or any attempt to influence legislation through communication with any member or employee of a legislative body or with any government officials who may participate in the formulation of legislation. "Government officials" refers to federal employees outside of USDA, foreign, and State governments/officials, legislators, and legislative staffs. "Influencing of governmental policy or action" is defined as any action the principal purpose of which is to bring about a change in existing policy or regulation or affect the outcome of proposed policy or regulation, except those actions which are specifically provide for in the Soybean Act and Order.
4. The contractor must (a) keep accurate records, books and documents involving transactions relating to the contract; (b) retain the records, books and documents for 3 years; and (c) said records, books and documents may be subject to inspection and audit by a representative of USDA and/or USSEC.
5. EEO policy statement: contractor agrees that, during the performance of this Agreement, contractor will not discriminate against any employee or applicant for employment because of race, color, national origin, religion, sex, age, disability, protected genetic information, or reprisal. 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, but not limited to, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, Genetic Information Act of 2008, and the Equal Pay Act of 1963. Nothing in this section shall require contractor to comply with or become liable under any law, ordinances, regulation or rule that does not otherwise apply to the contractor.
6. Subcontractors. Subject to USSEC's approval, the contractor may subcontract specific tasks to outside parties. Should the contractor elect to subcontract specific tasks, subcontractors will be subject to the same contractual terms as its contract agency in regard to:
 - (1) Reporting and record keeping;

- (2) Travel expenses;
- (3) Title of property;
- (4) Confidential information
- (5) Influencing legislation and/or influencing governmental policy or action;
- (6) Federal civil rights policies.

The primary contractor agency who has a direct contract with USSEC will be fully responsible for the quality of all work product, including any approvals from AMS. Any such authorization in the contract must state that entering into a subcontract does not relieve the contractor of primary responsibility to carry out the terms and conditions of the underlying contract in accordance with the Act, Order, Regulations and USDA policies.

7. Confidentiality

Financial or commercial information obtained under contract with USSEC that is privileged and confidential shall be kept confidential by all persons, including employees and former employees of USSEC, USDA and the contractor having access to such information.

Contracts: ***the following terms are not allowed:***

- 1. Indemnification provisions, unless it is clear that the indemnification will in no way obligate the U.S. government to pay on a potential claim.
- 2. Liquidated Damages

Intellectual property. Rights will be governed by the Bayh Dole Act, 35 U.S.C. §200-212 for any entity that is a “contractor” as defined by the Act at §201(c).