

**REQUEST FOR PROPOSAL  
END RESULT CONTRACT  
SUBMISSION DEADLINE  
5:00 PM CST, 03/31/2025**

**TYPE OF CONTRACT: END RESULT CONTRACT**

The fee includes all consulting fees, employee compensation and benefits, overhead, travel expenses or any other type of expenses incurred to effectively complete the services/deliverables agreed upon. The payment represents the sole and complete liability of USSEC for services rendered in relation to the agreement.

USSEC Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses.

USSEC will rate proposals based on the following factors:

- Responsiveness to the requirements set forth in this Request for Proposal (RFP).
- Relevant past performance/experience
- Samples of work
- Fee (described above)

USSEC is seeking proposals for the work outlined in the RFP. This type of cost analysis will assist in determining the fair market value, and it provides USSEC with the opportunity to evaluate various proposals to select the best contractor for the job based on experience, availability, expertise, approach, and cost.

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| <b>RFP TITLE:</b>   | <b>AMERICAS SUSTAINABLE US SOY CAMPAIGN</b>              |
| <b>RFP CONTACT:</b> |  |
| <b>Name:</b>        | Zaira Flores   |
| <b>Phone #:</b>     | +52 331 057 9900   |
| <b>Email:</b>       | <a href="mailto:zflores@ussec.org">zflores@ussec.org</a> |

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|---------------------------|--------------------------------------|
| <b>PROPOSAL DEADLINE:</b> | March 31 <sup>st</sup> , 5:00 pm CST |
|---------------------------|--------------------------------------|

**INTRODUCTION:**

The U.S. Soybean Export Council (USSEC) focuses on differentiating, elevating preference, and attaining market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally. USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry.

The specific goal of the USSEC Americas Sustainability Program is to promote within the region the use of United States sustainable soy products, in human consumption, aquaculture, animal feeds and the best feeding practices.

In marketing year 2024, U.S. Soy Sustainability Assurance Protocol (SSAP) certificates have accompanied 69% of U.S. soybean exports to the region. The use of SSAP has grown exponentially since it was developed in 2014, with SSAP shipments totaling over 41 MMT the past year. The Americas region has been adopting the SSAP in their sourcing of U.S. SOY, with close to 70% of the exports into the Americas accompanied by an SSAP certificate.

The SSAP is one way that U.S. farmers can demonstrate their commitment to sustainability and continuous improvement. This protocol has commanded the attention and support of consumers worldwide. Companies that are using the SSAP can label their products, promotional items, and marketing materials with the Sustainable U.S. SOY label (SUSST<sup>TM</sup>). The label allows for recognition of the inclusion of U.S. SOY in whole beans, oil, and food products.

The Sustainable U.S. SOY label is currently used by more than 43 companies within the Americas, over 110 globally. Products include animal feed, eggs, chicken meat, pork meat, tilapia, cooking oil, soy lecithin, soybean meal, soybean hulls, textured soy protein, extruder soybean powder, among others.

**PURPOSE OF RFP:**

USSEC's standard practice is to RFP every 3 years in an open 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 purpose of this RFP is to elevate recognition and use of the Sustainable U.S. SOY brand in the Americas and to differentiate Sustainable US Soy showcasing its diverse benefits, from its nutritional value and health advantages and specifically its role in sustainable agribusiness and climate change mitigation. Funding for this effort would be allocated to develop creative promotional materials, engage influencers, and conduct targeted marketing and educational activities.

Some examples of the proposed work are social media advertising, branded editorials, public relations, digital billboards, indoor screen advertisement, radio & television advertising, among others. The campaigns will be most likely conducted in collaboration with firms that have adopted the SSAP label in their marketing or other potential partners with leverage in sustainability messaging. A modular promotion program design where these companies can adhere, will be specially welcomed. The promotion campaign must be conducted in Spanish and should target.

The message must always explain the sustainability advantages provided by the U.S. SOY industry from the farm to final consumer. Here, cooperation with USSEC will be fundamental. All new written materials must be previously approved by USSEC and the USDA Agricultural

Marketing Service. USSEC social media channels will not be available for this project. All activities, administrative procedures, partnerships, and engagements must be completed by the end of the program year (December 2025).

*Example activities:*

- Choose your SUSS product: Region-wide traditional and social media campaign showcasing the benefits of preferring Sustainable U.S. SOY labeled products.
- USSEC SUSS Product Award: Online competition, social media based, featuring products using the Sustainable U.S. SOY label. Companies will showcase their SUSS products and obtain likes, reposts, and followers to determine the most popular product. The winners will receive training in green branding, sustainability or others compliant with USSEC.
- Families Feeding Families: This campaign will create a booklet and vignettes showcasing U.S. Soy family farms' commitment to nutrition and sustainability. The aim is to humanize sustainable U.S. Soy production and connect consumers to the source of their food.
- Social media marketing material engaging influential nutritionists, celebrity chefs, registered dietitians, athletes, and/or other applicable to endorse U.S. Soy's value. The campaign will use various formats such as video profiles, media tie-ups, and speaking opportunities to amplify their endorsements.

*Expected Results:*

- Increased top of mind of the Sustainable U.S. SOY brand in targeted countries: Colombia 30%, Dominican Republic 20%, Ecuador 20%, Costa Rica 10%, Guatemala 10%, El Salvador and 10%.
- Promotion partnerships with organizations that use the SUSS™ or other forms of sustainability promotion of U.S. SOY.
- Implementation of marketing campaigns: advertising, social media and/or public relations according to the country and to grantee capabilities.
- Continuous cooperation and collaboration with the USSEC Americas team, and specifically with the Sustainability Lead - Americas.

**BACKGROUND & PURPOSE OF PROJECT:**

Sustainability is a key point of differentiation and can help drive demand among those companies where sustainability is an important buying consideration, but also an opportunity where sustainability might not yet be a critical purchasing factor. However, importers and end-users in the Americas need constant reminding about the sustainable U.S. SOY advantage.

This proposal is designed to encourage customers to prefer Sustainable U.S. SOY labeled products and educate importers and end-users in the Americas region on better understanding the value of the label; a free trademark license offered to customers who buy at least 60% of U.S. SOY products out of their total purchases in a marketing year.

The U.S. Soybean Export Council aims to maximize awareness and preference for U.S. SOY from the key decision makers by providing direct marketing & technical information. They will be provided with the information needed to take decisions as well as to acknowledge the advantages and value of U.S. soybean products into different animal feed and crushing businesses.

**TARGET AUDIENCE:**

Through this proposal, influential importers and end-users will acknowledge the value of Sustainable U.S. SOY to increase demand among targeted companies in the region.

**SCOPE (SERVICES) OR WORK:**

- Proposal must be itemized, if there are different employees working at different rates and different amounts of hours, each of those amounts/employees/units of time will need to be listed out.
- Payments are made monthly on actual deliverables. USSEC will require an invoice for the number of units worked, along with an English narrative report of services provided during the month.
- The fee must include all consulting fees, employee compensation and benefits, overhead, travel expenses or any other type of expenses incurred to effectively complete the services/deliverables agreed upon. The payment represents the sole and complete liability of USSEC for services rendered in relation to the agreement and every payment must be attached to a deliverable.
- USSEC budget table template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses. USSEC will rate proposals based on the following factors:
  - Responsiveness to the requirements set forth in this Request for Proposal (RFP).
  - Relevant past performance/experience
  - Samples of work
  - Fee (described above)
- USSEC is seeking proposals for the work outlined in this RFP. This type of cost analysis will assist in determining fair market value, and it provides USSEC with the opportunity to evaluate various proposals to select the best contractor for the job based on experience, availability, expertise, approach, and cost.
- Deliverables created to distribute among USSEC customers should be provided in English and Spanish.
- This proposal is subject to the approval of proper funding.

**ADDITIONAL CONSIDERATION (if applicable)**

Provide a proposed periodic fee payment schedule based on the Budget-Development Worksheet and required deliverables. Monthly fixed payments are preferred. Please include all provisions required to conduct the activities listed in the proposal.

| <b>DELIVERABLES:</b>                                       |  |
|--|--|
| <b>Completion Date</b>                                     | <b>Description of Deliverables</b>   |
| <b>June 2 – June 6, 2025</b>                               | Work with USSEC assigned staff to develop an administrative schedule for each campaign phase. Program should include topics such as but not limited to: <ol style="list-style-type: none"> <li>1. Inquiry about compliance issues.</li> <li>2. Definition of the scope of the work.</li> <li>3. Work plan for the implementation.</li> <li>4. Proposal of success measures.</li> </ol>   |
| <b>June 20, 2025</b>                                       | First draft of work plan, success measures, list of media outlets, content creation, advertisement budget, and other activities and expenses including the necessary time to obtain approvals.   |
| <b>June 27, 2025</b>                                       | Revised version of the work plan, success measures, list of media outlets, content creation, advertisement budget, and other activities and expenses including the necessary time to obtain approvals.   |
| <b>June 30 – July 16, 2025</b>                             | Phase 1: Content Creation<br>The contractor will meet USSEC staff, including but not limited to Regional Director Americas, Director Sustainability and Sustainability Lead - Americas to brainstorm activities and define, but not limited to, the following items: <ol style="list-style-type: none"> <li>1. Media &amp; formats</li> <li>2. Brand stewardship</li> <li>3. Calendars &amp; targets</li> <li>4. SUSS licensee’s engagement</li> </ol> |
| <b>July 23, 2025</b>                                       | Final version of the work plan, success measures, list of media outlets, content creation, advertisement budget, and other activities and expenses including the necessary time to obtain approvals.   |
| <b>July 24 – December 10, 2025</b>                         | Phase 2: Campaign implementation<br>The contractor will carry out the activities described in the campaign plan. Also, gather electronic materials and photographic evidence of the campaign.  |
| <b>No later than 15 days after each month incurs, 2025</b> | Provide USSEC project manager with: <ol style="list-style-type: none"> <li>1. Monthly invoice.</li> <li>2. Electronic materials and photographic evidence of the deliverables and campaign.</li> <li>3. Post-board report including summary and receipts of all expenses.</li> <li>4. Brief English narrative report of the campaign notifying issues, challenges, next steps, and recommendations.</li> </ol>   |

| <b>PROJECT TIMELINE:</b>   |
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| Our expectation is for the activity to last from June 2, 2025, to December 10, 2025. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like. |
| <b>RFP TIMELINE:</b>   |
| <ul style="list-style-type: none"> <li>• RFP distribution: March 5, 2025.</li> </ul>   |

- Last day to submit questions: March 21, 2025, by 05:00 PM CST
- Q&A Session: March 26, 2025, at 10:00 AM CST  
**Zoom Session:**  
Topic: USSEC Q&A - RFP AMERICAS SUSTAINABLE US SOY CAMPAIGN  
Time: Mar 26, 2025 10:00 AM Mexico City  
Join Zoom Meeting  
<https://ussec-org.zoom.us/j/99370888641?pwd=GdPPU28h3Sx4cus5a9AslxYZiasfvU.1>  
Meeting ID: 993 7088 8641  
Passcode: 831957
- Project proposals due: March 31, 2025, by 05:00 PM CST - Email to [americasRFP@ussec.org](mailto:americasRFP@ussec.org)
- Selections will be made by April 7, 2025.
- Prospective contractors will be notified by April 9, 2025.

**INSTRUCTIONS:**

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

1. Please email the proposal to [americasRFP@ussec.org](mailto:americasRFP@ussec.org) by 5:00PM CST on March 31, 2025
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. USSEC Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses. The link to the budget table is [RFP Budget Development Spreadsheet Link](#).
7. 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 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.
- 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.