

REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE
12:00 PM CST, 04/23/2026

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.

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

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.

RFP TITLE:	Communications Lead - East Asia
RFP CONTACT:	
Name:	Charlotte Tan
Phone #:	+65 67376233
Email:	chatan@ct.ussec.org

PROPOSAL DEADLINE:	April 23, 2026
---------------------------	----------------

INTRODUCTION:

Through a global network of international offices and strong support in the U.S., United States Soybean Export Council (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.

The purpose of this RFP is to identify Communications Lead – East Asia professionals as full- or part-time contractors to lead and/or support the development and/or implementation of communications plans and/or initiatives. U.S. Soybean Export Council (USSEC) has an ongoing U.S. Soy reputation and

B2B marketing communications strategy and program to shape the differentiation, preference, and market access for U.S. Soy.

PURPOSE OF RFP:

The purpose of this Request for Proposals (RFP) is to invite submissions from communication professionals to provide leadership and direction to the East Asia communications team, setting goals, coordinating efforts, and fostering a cohesive team approach to implementing the USSEC communications strategy.

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.

BACKGROUND & PURPOSE OF PROJECT:

USSEC seeks contractors with experience and capacity to support:

- the brand reputation of U.S. Soy and USSEC, and,
- U.S. Soy's B2B marketing and communications.

TARGET AUDIENCE:

- B2B customers in animal nutrition, aquaculture, oil, soy food sectors
- (traders; R &D / product development; supply chain - procurement, nutritionist; manufacturing / production; product management / marketing; finance; sustainability)
- International food and agriculture stakeholders
- USSEC Members and Investors

SCOPE (SERVICES) OR WORK:

SCOPE OF WORK

Support for "Nourish Now" - Food Security campaign - RAPP

1. Integrated Communications Planning

- Develop and execute integrated communications campaigns in support of the Nourish Now RAPP campaign, focused on food security, diverse protein-rich diets, and the role of U.S. soy in nourishing people, communities, and local food systems.
- Translate campaign objectives into clear, audience-specific narratives for consumers, food companies, nutrition stakeholders, media, and policymakers across Southeast Asia.
- Ensure close coordination with USSEC WW Communications and regional teams to align messaging, calendars, and campaign rollouts with approved RAPP/ATP goals and timelines.

2. Branding and Campaign Assets

- Apply strong brand stewardship to ensure **Nourish Now** is represented consistently and credibly across all markets, while aligning with U.S. Soy brand guidelines.
- Develop and adapt campaign assets, including:
 1. Visual identities and templates
 2. Campaign videos, digital visuals, and infographics
 3. Social and digital ads
 4. Newsletters, EDMs, and event collateral
- Localize and translate campaign materials to ensure cultural relevance and resonance across Southeast Asia, while maintaining message integrity.

3. Content Development and Storytelling

- Lead development of compelling Nourish Now content that **educates, inspires, and builds understanding** of soy's role in nutrition, food security, and human potential.
- Produce multi-format content including:
 1. Editorial stories, blogs, and web content
 2. Social and digital storytelling
 3. Campaign videos and visual narratives
 4. Media materials and newsletters
- Provide editorial input and narrative refinement for speeches, presentations, and remarks by USSEC leadership and grower leader representatives when aligned to Nourish Now themes.

4. Thought Leadership and Executive Visibility (Nutrition & Food Security)

- Position USSEC leadership as credible voices on nutrition, food security, and sustainable protein, anchored in the Nourish Now campaign platform.
- Identify and secure opportunities for leadership engagement in:
 1. Nutrition, food security, and sustainability forums
 2. Media interviews, panels, and stakeholder dialogues
- Repurpose content (speeches, videos, visuals, reports) to strengthen executive visibility and reinforce USSEC's leadership role in global nutrition conversations.
- Engage relevant influencers, nutrition experts, and partner organizations to amplify Nourish Now messages responsibly and credibly.

5. Digital and Social Media Strategy

- Develop and manage digital and social media strategies to support Nourish Now campaign objectives, positioning USSEC as a trusted advocate for nutrition and food security.
- Drive consistent, engaging storytelling across social platforms, fostering informed dialogue and community engagement.
- Lead HubSpot-supported campaign execution for the campaign in collaboration with regional and focus-area leads, supporting audience targeting, campaign amplification, and performance tracking.

6. Media Relations and Campaign Amplification

- Build and maintain strong relationships with mainstream and trade media relevant to nutrition, food, sustainability, and agriculture.
- Develop focused media materials including:
 1. Story pitches and feature angles
 2. Media briefs, Q&As, and talking points

- 3. Responses to media inquiries on nutrition and food security topics
 - Secure earned media coverage that reinforces the campaign’s core messages.

7. Issues Management and Preparedness

- Support issues preparedness related to nutrition, health, sustainability, and food security.
- Develop holding statements, FAQs, key messages, and content frameworks aligned to the campaign.
- Conduct ongoing issues mapping and monitoring to proactively identify risks and opportunities linked to nutrition, diet diversity, and soy perception.

8. Market Research, Insights, and Measurement Support

- Support Nourish Now-related market research and insights gathering, including media monitoring, digital listening, and stakeholder feedback.
- Work with WW Communications and research partners to translate insights into actionable communications strategies, ensuring the campaign remains relevant across the Southeast Asia region.
- Contribute to campaign evaluation inputs, including content performance, message resonance, and stakeholder engagement indicators.

ADDITIONAL CONSIDERATION (if applicable)

N/A

DELIVERABLES:

Completion Date	Description of Deliverables
<p>May 1, 2026 to September 30, 2026</p>	<p>1. Communications Strategy and Campaign Implementation</p> <ul style="list-style-type: none"> • Integrated Campaign Development: • Develop and execute integrated communications campaigns in support of the Nourish Now - Food Security initiative, focused on nutrition security, diverse protein-rich diets, and the role of U.S. soy in strengthening food systems and human potential across Southeast Asia. • Coordination and Roll-out: Work closely with global and regional teams to ensure coordinated planning, messaging alignment, and timely roll-out of campaign activities across SEA and Oceania markets. <p>2. Branding and Campaign Assets</p> <ul style="list-style-type: none"> • Campaign Brand Stewardship: Maintain and strengthen USSEC's brand identity across all communications and marketing materials related to the Nourish Now campaign, aligned with U.S. Soy brand guidelines and RAPP requirements. • Development and Adaptation: Create, adapt, and translate a wide range of communications and marketing materials, including logos, videos,

visuals, infographics, ads, newsletters, event collateral, banners, trade show booths, and promotional items. These materials must be tailored to resonate with the campaign's target audiences across S.E. Asia and Oceania.

3. Content Development and Storytelling

- **Storytelling and Content Creation:** Leverage strong storytelling skills to produce a variety of compelling content, such as blog posts, web content, digital and social media content, videos, visuals, and news releases. Ensure all preparations for media interviews and newsletters are complete, crafting content that educates and engages audiences while effectively conveying key messages.
- **Region-specific Content:** Utilize expertise in managing regional communications and understanding cultural nuances to support the creation of content for the campaign. Tailor content to resonate with target audiences across S.E. Asia and Oceania.
- **Leadership Narrative Support:** Provide editorial input and narrative refinement for speeches, presentations, and remarks by USSEC leadership and grower leaders when aligned with Nourish Now themes.

4. Thought Leadership and Executive Visibility

- **Positioning and Messaging:** Position USSEC leadership as credible voices on nutrition, food security, and sustainable protein systems, anchored in the Nourish Now campaign narrative.
- **Content Utilization:** Leverage speeches, presentations, videos, and visuals to enhance the executive's visibility, ensuring that content effectively communicates USSEC's thought leadership and resonates with the campaign's target audience.
- **Engagement and Partnerships:** Identify relevant thought leadership forums in the food and agriculture industry. Establish meaningful connections and partnerships to amplify campaign thought leadership.

5. Digital and Social Media Strategy

- **Campaign-Focused Digital Strategy:** Develop and manage digital and social media strategies that support Nourish Now objectives, positioning USSEC as a trusted advocate for nutrition and food security.
- **Audience Engagement:** Drive consistent, engaging storytelling across social platforms, fostering informed dialogue and sustained community engagement.

	<p>6. Media Relations and Campaign Amplification</p> <ul style="list-style-type: none"> • Media Engagement: Build and maintain relationships with mainstream and trade media relevant to nutrition, food, sustainability, agriculture, and protein systems. • Media Materials Development: Develop focused media materials, including story pitches, media briefs, Q&As, talking points, and responses to media inquiries related to Nourish Now themes. • Earned Media: Secure earned media coverage that reinforces Nourish Now's core messages and contributes to campaign visibility and impact. <p>7. Issues Management and Preparedness</p> <ul style="list-style-type: none"> • Preparedness Plans: Support issues preparedness related to nutrition, health, sustainability, and food security, aligned with Nourish Now positioning. • Issues Mapping and Monitoring: Develop holding statements, FAQs, key messages, and content frameworks; conduct ongoing issues mapping and monitoring to identify risks and opportunities linked to soy and nutrition narratives. <p>8. Market Research, Insights, and Measurement Support</p> <ul style="list-style-type: none"> • Insights and Feedback: Support Nourish Now-related market research, including media monitoring, digital listening, and stakeholder feedback across SEA markets. Work with WW Communications and research partners to translate insights into actionable communications strategies, ensuring ongoing relevance and resonance. <p>9. Event and Success Story Reporting (RAPP-Aligned)</p> <ul style="list-style-type: none"> • Activity Documentation: Support documentation of Nourish Now-related activities, including event objectives, outputs, and outcomes aligned with RAPP reporting requirements. • Benefits to U.S. Soy: Highlight the benefits to U.S. Soy resulting from the activities. • Visual Assets: Submit photos and visuals from the campaign activities to support reporting, storytelling, and amplification needs.
--	---

<p>PROJECT TIMELINE:</p> <p>Our expectation is for the COMMUNICATIONS LEAD - EAST ASIA to last from May 1, 2026 to September 30, 2026, with continuation of work determined upon need and performance.</p>
--

RFP TIMELINE:

- **RFP Distribution:** April 1, 2026
- **Last Day to Submit Questions:** April 17, 2026
- **Project Proposals Due:** April 23, 2026 by 12:00 PM CST
- **Decision Made By:** April 27, 2026
- **Prospective Contractors Notified By:** April 27, 2026

INSTRUCTIONS:

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

1. Please email the proposal to **RFP@USSEC.ORG** by **12:00PM Central Time on April 23, 2026**
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 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 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:

- 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.

Request for Proposal Budget Development

Company Name:	
Contact Person:	
Proposal Name:	
Total Budget:	\$ -

This budget proposed contains information including all consulting fees, 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 relations to the agreement.

PROFESSIONAL FEES:

Total Fees	
\$	-

TRAVEL EXPENSES

Provide the anticipated travel expenses to successfully execute the project:

Domestic Travel	International Travel	Purpose
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	

Other

Provide list of any other costs related to the project that are not included in Professional Fees or Travel Expenses

Type of Expenses	Cost	Purpose
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	

Budget Summary

Professional Fees	\$ -
Travel Expenses	\$ -
Other	\$ -
	\$ -