

REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE
05:00 PM KST, 06/17/2026

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.

The **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 (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.

RFP TITLE:	Soy's Skin Health Benefit & U.S. Soy Sustainability Promotion Campaign
RFP CONTACT:	
Name:	Hyung Suk Lee
Phone #:	82-2-720-8759
Email:	hlee@ussec.org

PROPOSAL DEADLINE:	June 17, 2026
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INTRODUCTION:

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, advocates for the use of soy in livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC's standard practice is to RFP every three 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 identify a contractor that can strategically plan and implement a Soy Skin Health and U.S. Soy Sustainability Promotion Campaign to increase awareness of soy's skin health benefits and the sustainability advantages of U.S. soy.

BACKGROUND & PURPOSE OF PROJECT:

USSEC seeks to increase awareness of soy's ability to reduce wrinkles and improve skin health while promoting the sustainability attributes of U.S. soy. Korea is recognized as a leading skincare market, providing an opportunity to engage consumers and industry stakeholders with these messages.

USSEC is seeking an agency with experience and capacity to:

- Grow discussion of soy's ability to reduce wrinkles and improve skin health
- Promote the sustainability advantages of U.S. soy

TARGET AUDIENCE:

The Korean food industry and the general public

SCOPE (SERVICES) OR WORK:**1. Video Content Development and Production**

- Recruit and engage participating K-pop artists, subject to USSEC approval.
- Manage scheduling, coordination, and contract management.
- Direct and film campaign content incorporating U.S. soy sustainability and soy's skin health benefit messaging.
- Produce short-form videos derived from the main videos.
- Produce graphics, information cards, and final videos, including English and Japanese subtitles.
- Upload the videos through YouTube and Instagram, including collaborative Instagram postings with USSEC Korea.

2. Social Media Challenge Development

- Develop and manage fan-engagement activities.
- Develop challenge concepts and participation guidelines.
- Produce promotional content to encourage consumer participation.
- Develop soy-based recipes based on fan engagement activities and utilizing Sustainable U.S. Soy logo-labeled products.

- Distribute campaign cooking boxes to challenge participants.

3. OOH Advertising

- Design OOH advertisements promoting soy foods, skin health messaging, and U.S. soy sustainability utilizing content from the videos.
- Execute an OOH advertising campaign.

4. Media Promotion

- Publish online articles related to the campaign and participating artists

ADDITIONAL CONSIDERATION (if applicable)

DELIVERABLES:

Completion Date	Description of Deliverables
September 30, 2026	Submit to USSEC an interim report for the Soy's Skin Health Benefit & U.S. Soy Sustainability Promotion Campaign summarizing campaign activities completed through September 2026, including video production progress, artist participation, challenge development, and promotional activities. 50% will be paid upon submission of the interim report
December 30, 2026	Submit to USSEC a final report for the Soy's Skin Health Benefit & U.S. Soy Sustainability Promotion Campaign summarizing completed campaign activities, including all campaign content, challenge implementation, OOH advertising, media promotion, and campaign performance results. The remaining 50% will be paid upon submission and approval of the final report.

PROJECT TIMELINE:

*Our expectation is for the **service** to last from **June 18, 2026** to **December 30, 2026**. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.*

RFP TIMELINE:

- **RFP Distribution:** June 4, 2026 (KST)
- **Last Day to Submit Questions:** June 15, 2026 (5:00 PM KST)
- **Project Proposals Due:** June 17, 2026, by 5:00 PM KST
- **Selections Made By:** June 18, 2026 (KST Prospective)

Contractors Notified By: June 18, 2026 (KST)

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG and hlee@ussec.org by 5:00 PM KST on June 17, 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, 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 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.

