

REQUEST FOR PROPOSAL

RFP TITLE: ANIMAL NUTRITION TECHNICAL CONSULTANT EUROPE

RFP CONTACT:

Name: Daniel Hernandez

Email: dhernandez@ussec.org

PROPOSAL DEADLINE: June 19th, 2026, 17:00 CST

INTRODUCTION:

The U.S. Soybean Export Council (USSEC) champions U.S. Soy worldwide. Through innovation, sustainability, and partnerships, we connect farmers to global markets.

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.

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 US 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 Regional Animal Nutrition Technical Consultant – Europe plays a supportive role in positioning U.S. Soy across key markets. This role combines technical expertise, market analysis, and strategic communication to help evaluate and demonstrate the value of U.S. soybean meal and its role in advancing animal nutrition outcomes across species and geographies

Supporting the regional champion for applied research and targeted outreach, the Technical Consultant is responsible for assisting in the translation of global strategies into region-specific actions. The role involves supporting technical initiatives, helping with feeding trials, executing stakeholder engagement through CRM-driven campaigns, and contributing to a unified global messaging framework. Collaboration with industry leaders, local teams, and global counterparts ensures the alignment of regional activities with worldwide goals

PURPOSE OF RFP:

The purpose of this Request for Proposals (RFP) is to invite submissions from animal nutrition professionals to provide management of the European region by implementing the global animal nutrition strategy, setting goals, coordinating efforts, interacting with customers and animal industry organizations/initiatives, and fostering a cohesive team approach to implementing the USSEC strategy.

USSEC's standard practice is 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:

Europe is a key regional market for the U.S. Soy industry in both whole soybean and soybean meal exports. The region represents about 11% of U.S. whole soybean and soybean meal exports.

Animal production and feed companies are increasingly seeking consistent, high-value ingredients, and the pressure for profitability continues. This role will serve as the Regional Animal Nutrition Technical Consultant – Europe for the Animal Nutrition focus area. The role will assist in implementing the global Animal Nutrition strategy by interacting with actors throughout the value-chain to provide solutions for animal and feed producers utilizing the benefits of U.S. Soy. A key function will be providing operational coordination and support to the market leads within Europe, under the guidance of the Regional Animal Nutrition Lead.

TARGET AUDIENCE:

1. Soy value-chain in Europe, such as importers, distributors, crushers, including associations.
2. Specific attention paid to nutritionists, feed formulators, feed manufacturers, livestock, and poultry producers.

SCOPE (SERVICES) OF WORK:

The Applicants should reside in Europe for better collaboration with the USSEC team and ease of travel. Embrace USSEC's Core Values and Work effectively across multiple cultures.

The scope of work includes:

1. Collaborate with other USSEC Focus Areas (Communications, Soy Foods & Oil, Animal Nutrition, and Aquaculture) to integrate animal nutrition messaging into regional programs and materials.
2. Collaborate with animal and feed companies assess their needs and determine how U.S. Soy can help them meet their goals.
3. Monitor the soy, ingredients, feed, and animal production markets to ensure U.S. Soy achieves or remains the preferred base ingredient in the feed. Actively engage in feedback gathering to inform and improve U.S. Soy's international Animal Nutrition initiatives.
4. Represent USSEC by speaking at relevant events.
5. Work close to Focus Area Lead and Animal Nutrition Director to Implement USSEC's Animal Nutrition Strategy and Action Plan, to attain, differentiate, and elevate a preference for U.S. Soy. By supporting task such as but not limited to:

1. Review the Year Program to identify key next actions and develop a detailed work plan accordingly
2. Support designing high-impact agendas, identifying and securing high-level speakers, and defining the strategic requirements of programs that support USSEC's objectives in the region
3. Plan and implement within USSEC funding regulations and assigned budget
4. Provide scheduled progress and implementation reports as required.
5. Provide GPOT with necessary budget, investment, and implementation information
6. Act as point of contact related to Europe Animal program

REQUIRED QUALIFICATIONS/EXPERIENCE:

The ideal candidate is an experienced leader capable of managing multiple projects, contacts, and relationships.

1. Experience in animal nutrition, animal and feed production.
2. Nutritionist with a multi-objective formulation approach, integrating sustainability, productive efficiency, and compliance with European regulations.
3. Capable of designing diets that deliver technical and environmental value, actively contributing to the customer value proposition and to cross-functional projects across the feed–farm–food chain.
4. Dedicated learner of the global and regional situations impacting the demand for high quality soy.
5. Keep abreast of the landscape in the markets, be able to fluently speak, and actively engage with stakeholders to build these collaborative relationships.

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.

DELIVERABLES:

Key Deliverables for the Regional Animal Nutrition Technical Consultant (Aligned with WW and Regional Goals and Deliverables)

1. **Market Opportunity & Strategic Analysis**
 - a. Develop a **quarterly regional market opportunity report** that identifies at least one new growth market, an underutilized animal species segment, and a soy product opportunity unique to the region. Leverage insights from end-user engagement and feeding trial outcomes to refine strategic focus areas.
2. **Targeted Messaging & CRM Utilization**

- a. Create and deploy **segment-specific messaging** to at least 100 classified end-users using HubSpot or equivalent CRM platforms, ensuring communication reflects regionally adapted value propositions and updated metabolizable energy values for U.S. soybean meal.
- 3. Feeding Trials & Applied Research Coordination**
 - a. Design, implement, and monitor **region-specific feeding trials** (poultry, swine, dairy), contributing to the global goal of comparing U.S. Soy with other origins. Coordinate logistics, sample sourcing, and reporting, ensuring data contributes to the global value-in-use analysis.
- 4. Survey-Based Assessment & Messaging Optimization**
 - a. Collect feedback through structured surveys and use the insights to **refine messaging and outreach strategies**, tailoring communications for regional effectiveness while maintaining alignment with global messaging standards.
- 5. Stakeholder Engagement & Capacity Building**
 - a. Represent the region in **animal feed formulation workshops** and technical forums. Present data on feed cost savings and nutrition advantages of U.S. Soy. Facilitate collaboration with regional partners, industry leaders, and research institutions to expand U.S. Soy's influence.
- 6. Standardization & Regional Adaptation**
 - a. Collaborate with global technical and marketing teams to **review and adapt standardized global materials** for local relevance, ensuring consistency in messaging while addressing regional nuances.

Completion Date	Description of Deliverables
Monthly	<ul style="list-style-type: none"> 1. Provide monthly progress reports In USSEC Template with services rendered during the month 2. Provide invoices for services provided
Quarterly	Updated strategy and implementation plan for the region based on feedback from previous quarter efforts.

PROJECT TIMELINE:

Our expectation is for the role to be contracted from **July 1st, 2026 to December 31st, 2026** (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.

Our expectation is for this role to be between 5 and 10 days per month. The initial contract is planned from July 1, 2026 to December 31, 2026, with the intention to review and extend into a year-over-year engagement based on performance and mutual alignment.

RFP TIMELINE:

- 1. **RFP Distribution:** May 29, 2026

2. **Last Day to Submit Questions:** June 10th, 2026
3. **Project Proposals Due:** June 19th, 2026, 17:00 CST.
4. **Selections Made By:** June 26th, 2026
5. **Prospective Contractors Notified By:** June 29th, 2026

INSTRUCTIONS:

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

1. Please email the proposal to dhernandez@ussec.org by **17:00 CST** on **June 19th, 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. Detailed Budget
 - a. 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 they anticipate doing the work.
7. Proposals should be no longer than **10 pages** (8 ½" x 11").

NOTES:

1. 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.
2. 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.
3. 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.
4. During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
5. 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.
6. 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.

7. 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.
 - a. Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
8. 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.
9. 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: <https://ussec.org/about-ussec/>

USB's Long Range Strategic Plan can be found here:

<https://www.unitedsoybean.org/strategic-plan/>

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 primary contractors. U.S. Soybean Export Council (USSEC), Inc. is contracted to manage projects for international marketing and global opportunities activities.

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, audiotope, 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.

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 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
 1. 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).

Expenses. The following expenses are prohibited under the Act and Order:

1. University Principal Investigator salaries;
2. University overhead/indirect costs; non-Principal Investigator salaries are an exception
3. Entertainment expenses;
4. Spousal/family/companion expenses;
5. Personal expenses (except as specifically allowed in USSEC's Travel policies);
6. Open bars;
7. Funding of capital equipment unless the equipment is purchased (a) in direct connection with a plan or project, and (b) necessary for the completion of the plan or project.