

**REQUEST FOR PROPOSAL  
END RESULT CONTRACT  
SUBMISSION DEADLINE  
12:00 PM CST, 07/02/2026**

**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
- Budget

USSEC is seeking proposals for the work outlined in the 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.

<b>RFP TITLE:</b>	<b>COMMUNICATIONS AGENCY FOR DEVELOPMENT OF EXPLAINER ASSETS</b>
<b>RFP CONTACT:</b>	
<b>Name:</b>	Zaira Flores
<b>Phone #:</b>	+52 33 1394 5790
<b>Email:</b>	zflores@ussec.org

<b>PROPOSAL DEADLINE:</b>	12:00 PM CST, 07/02/2026
---------------------------	--------------------------

**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.

**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 help differentiate and elevate a preference for U.S. Soy versus soy of other origins. USSEC is seeking an agency to act as a thought partner to identify creative concepts to demonstrate the advantages of U.S. soybean meal and the soy value proposition to international end users and customers for animal nutrition applications and bring the concepts to life through the development 3 explainer videos and 3 infographics.

**BACKGROUND & PURPOSE OF PROJECT:**

The various advantages of U.S. Soy which contribute to the overall soy value proposition are technical in nature and require a thought partner to translate through easy-to-understand visuals. The assets need to be effective across different languages and cultures.

**TARGET AUDIENCE:**

International customers and end users of soy including crushers, feed millers and nutritionists

**SCOPE (SERVICES) OR WORK:**

In collaboration with USSEC's Worldwide Animal Nutrition, Aquaculture and Communications Focus Area Directors, the agency will become familiar with the research and technical information supporting the various factors contributing toward the value proposition of U.S. Soy as a feed ingredient for terrestrial animal and aquaculture uses. Agency will propose creative ways to graphically illustrate the technical concepts in layman terms in assets in both digital and print formats. There are multiple concepts that contribute to the overall value proposition.

- 3 animated explainer videos, each unique
- Video specifications: up to 90 seconds in length, high resolution MP4 format, compatible for use on multiple platforms i.e. YouTube, LinkedIn, Facebook, Instagram, WeChat, website, conferences, include audio and subtitles as needed
- 3 infographics based on the 3 animated explainer videos
- Infographic specifications: Digital and print files, compatible for use on multiple platforms i.e. YouTube, LinkedIn, Facebook, Instagram, WeChat, website, PowerPoint, handouts

**ADDITIONAL CONSIDERATION (if applicable)**

<b>DELIVERABLES:</b>	
<b>Completion Date</b>	<b>Description of Deliverables</b>
<b>Week of July 27</b>	Onboarding meeting with USSEC and the project
<b>By August 3</b>	Initial concepts for 3 explainer videos & 3 infographics for USSEC review
<b>By August 28</b>	Second round of concepts for all assets
<b>By September 18</b>	Final concepts for all assets
<b>By September 25</b>	Delivery of final assets

<b>PROJECT TIMELINE:</b>
Our expectation is for the activity to last from July 27, 2026, to September 25, 2026. 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: June 18, 2026.</li> <li>• Last day to submit questions: June 25, 2026, by 05:00 PM CST</li> <li>• Project proposals due: July 2, 2026, by 12:00 PM CST - Email to <a href="mailto:zflores@ussec.org">zflores@ussec.org</a></li> <li>• Selections will be made by July 9, 2026. Prospective contractors will be notified by July 13, 2026.</li> </ul>

<b>INSTRUCTIONS:</b>
Proposals must contain at a minimum the specific criteria listed below:
<ol style="list-style-type: none"> <li>1. Please email the proposal to <a href="mailto:zflores@ussec.org">zflores@ussec.org</a> by 12:00PM CST on <b>July 2, 2026</b></li> <li>2. A description of Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.</li> <li>3. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.</li> <li>4. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.</li> <li>5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.</li> <li>6. A Budget Table must be completed, please write Zaira Flores (<a href="mailto:zflores@ussec.org">zflores@ussec.org</a>) to request the USSEC Budget Table Template.</li> <li>7. Proposals should be no longer than 10 pages (8 ½" x 11").</li> </ol>

<b>NOTES:</b>

- 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 selected contractor.
- 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: <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 16-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and eight 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 77 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, 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. 20260-9410; (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

<b>Company Name:</b>	
<b>Contact Person:</b>	
<b>Proposal Name:</b>	
<b>Total Budget:</b>	\$ -

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:

<b>Total Fees</b>	
\$	-

### 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	\$	-	
	\$	-	