

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

5:00 PM CST, 7/9/2018

RFP TITLE: FARMER COMMUNICATION PLATFORM ON PRODUCTION INNOVATION

RFP CONTACT:

Name: Kristen Basala

Phone #: 636-449-6055

Email: kbasala@ussec.org

PROPOSAL DEADLINE: MONDAY, JULY 9, 2018 5:00 PM CST

INTRODUCTION:

United States Soybean Export Council (USSEC) requests proposals to assist in the development and implementation of a Farmer Communication Platform on Production Innovation.

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 soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 years in an openly 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 seek proposals to assist in the development and implementation of a Farmer Communication Platform on Production Innovation. This platform is a proactive, collaborative, and cross cutting communication effort by a broad range of interests along the U.S. agricultural value chain, leveraging domestic and international relationships. Core messages developed collectively and with the entire value chain will be the strongest and best represent all of U.S. agriculture.

BACKGROUND & PURPOSE OF PROJECT:

Agriculture, both in the US and abroad, continues to innovate. However, customers of US agricultural products, as well as consumers, lack factual information and often real world understanding of the innovative seed and crop protection tools that are in the toolbox of today's farmers.

US farmers have achieved success in a number of export markets of U.S. products in carrying the message of the benefits of biotechnology to the policy makers and regulators. The time is now to launch a coordinated communications effort from the voice of the farmer on Plant Breeding Innovation (PBI) and the many ways new plant varieties are improved to increase yield, resist pests and be more tolerant to changing weather patterns. Additionally, the regulatory approaches and policies around the world for crop protection products continue to put pressure on farmers who use these tools to combat a variety of production challenges. Growers need a better way to directly tell how these innovative tools help them on their farms.

Drawing upon the lessons learned in other outreach and education activities used to address market access issues such as biotechnology, successful communication vehicles are at times external and at times internal. With this understanding, both US communicators and in-country voices will be cultivated based on the uniqueness of the market and what motivates policy and regulatory development.

Two major uncertainties driving U.S. innovation and adoption are international consumer acceptance and regulatory approaches. The recent emergence of genome edited agricultural products, their likely introduction into the market place in the near future, coupled with quickly changing international levels of regulations, demand attention. On the policy side, USDA has formulated a strong international regulatory engagement approach built around the so-called Like Minded Group of countries (Argentina, Australia, Brazil, Canada, New Zealand, Paraguay, South Africa, United States, and Uruguay). However, USDA, and the U.S. Government in general, is ill-suited to address foreign consumer concerns and, consequently, some aspects of foreign regulation. Most countries are just now looking at how to regulate agricultural applications of genome editing. Southern cone countries are taking helpful steps but major markets (China, Japan, Mexico, EU) are as yet undecided. The timing is right for the U.S. government to forge a cohesive partnership with U.S. industries to influence policies and procedures beneficial to U.S. goals in genome editing.

- Focus will be on preparing U.S. farmer representatives, and where appropriate in country voices, to engage/advocate internationally around production innovation, especially genome editing.
- Some scoping and material production work will be done in 2018
- The GBI cooperators on this project will work closely with FAS offices including: OASA/New Technologies; OTP/Cooperator Program Division; and Posts China, Mexico and Colombia on development and implementation of the role for U.S. farmer leaders in

learning or contributing to proactive messaging on production innovation, especially genome editing.

Ultimately, we have a shared goal to advance U.S. agricultural around the world through fair, transparent, and science-based regulations and policies. Future innovation in crop production, particularly in seed and crop protection products, depends on trade enabling and consistent regulatory outcomes and endpoints. It is the trusted voice of the farmer with a clear and consistent message that past experience has shown to have real impact in improving market access for all U.S. products.

TARGET AUDIENCE: Policy makers and regulators from key influential countries, as well as direct importers of US products, to build appreciation of production agriculture, consider the role of innovation, and ultimately formulate policy/regulations that facilitate market access and reduce the potential for trade disruptions.

SCOPE (SERVICES) OF WORK:

Given the unique nature of this communication project and the technical implications for trade market access, proposals will be accepted for all services or a portion of the services listed below. A Prospective Contractor may be asked to work in concert with additional Contractors to achieve the characteristics sought for the most efficient and sound communications platform.

Services A:

Provide advice and support in both technical and international aspects in the development of communication platform that best harnesses the authentic voice of the farmer about innovation and production tools.

Services B:

Perform an assessment and gap analysis of existing communication materials and develop key overarching messages and materials to support a communication platform that best harnesses the authentic voice of the farmer about innovation and production tools. Assess and refine message resonance in conjunction with international offices and key staff of participating cooperators and USDA.

Services C:

Deploy this communication platform through training of grower leaders, organization representatives and global farmer partners in order to engage/advocate to key

countries of China, Mexico, and Colombia, as identified by participating cooperators and USDA.

DELIVERABLES:

Completion Date	Description of Deliverables
July 2018 – December 2018	Work with an advisory group of the relevant parties for input into the development of the program. Identify gaps and develop crop production innovation messaging from the voice of the farmer. Key messages and materials developed for a farmer voice. Production of training materials to be used by U.S. farmers Working closely with GBI cooperators and FAS offices on developing and implementation of the role of the U.S. farmer leaders in learning or contributing to proactive messaging on production innovation, especially genome editing
As needed	Check-in with USSEC Director, rleeck@ussec.org and Project Manager, kbasala@ussec.org to report on developments being made and status of project.
Ongoing	Submit monthly invoices to USSEC Accounts Payable, ap@ussec.org and Project Manager, kbasala@ussec.org

PROJECT TIMELINE:

Our expectation is for the Farmer Communication Platform on Production Innovation to be completed by December 15, 2018. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.

RFP TIMELINE:

- **RFP Distribution:** June 27, 2018
- **Last Day to Submit Questions:** July 5, 2018 by 5:00PM Central Time
- **Project Proposals Due:** July 9, 2018 by 5:00PM Central Time
- **Selections Made By:** July 13, 2018
- **Prospective Contractors Notified By:** July 16, 2018

INSTRUCTIONS:

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

1. Please email the proposal to RFP@USSEC.ORG by **5:00PM Central Time on Monday, July 9, 2018**
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. Please identify specifically the level of services for which the proposal includes.
3. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. Detailed Budget
 - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
6. 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:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- United States Soybean Export Council (USSEC) 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, 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.

USDA is an equal opportunity provider, employer, and lender.