

**REQUEST FOR PROPOSAL**

**RFP Title: KOREA Sustainability Market Research**

**RFP Contact:**

Name: Hyung Suk Lee

Phone #: 82-2-720-8757

Email: hlee@ct.ussec.org

**Proposal Deadline: 5:00pm KOREA time, JUNE 5, 2020**

**Introduction:**

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

USSEC requests proposals to survey consumers’ attitude to sustainability of agricultural products/food.

**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 market survey proposals to measure recognition and acceptance about sustainability of agricultural products/food.

**BACKGROUND & PURPOSE OF PROJECT:**

Because sustainability is getting more important, U.S. soybean farmers work to ensure that more than 95 percent of U.S. soybeans are grown sustainably. USSEC has promoted U.S. Soy Sustainability to differentiate U.S. soy from the other soybeans. USSEC Korea conducted a survey on recognition and acceptance of soy food consumers about sustainability of agricultural products and foods in 2015. USSEC wants to conduct a follow up survey to see the changes of their attitude to sustainability with focus on U.S. soy Sustainability. The objective of this survey is to understand the awareness and acceptability of domestic consumers on how much they know about sustainability and whether they were willing to pay more to purchase sustainable agricultural products/food.

**TARGET AUDIENCE:** Consumers of soy foods in major cities of Korea

**SCOPE (SERVICES) OF WORK:**

The market survey consists of two parts, the Focus Group Discussion and the survey. Findings of the FGD and the previous survey results in 2015 will be incorporated in developing plan for the survey.

Contractor will develop questionnaires for the survey, select interviewees, conduct field work of the survey, report the results with interpretation and provide recommendation to improve target groups’ interest in sustainability.

Size of the survey should be at least 1,000 from the soy food consumers in major cities of Korea.

The proposal, the interim report and the final report should be both in English and Korean.

**DELIVERABLES:**

|  |  |
| --- | --- |
| **Completion Date** | **Description of Deliverables** |
| June 15, 2020 | Work begins |
| July 15, 2020 | Submit to USSEC Korea an interim report on the FGD, questionnaires of the survey and invoice for the first payment |
| September 30, 2020 | Submit to USSE Korea the final report and the final invoice |

**RFP TIMELINE (FY20):**

|  |  |
| --- | --- |
| May 7, 2020 | RFP issued |
| June 5, 2020 | Bids due |
| Jane 10, 2020 | Winning bid selected (approximate) |
| September 30, 2020 | Contract concluded |

**INSTRUCTIONS:**

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

1. Please email the proposal to [hlee@ct.ussec.org](mailto:hlee@ct.ussec.org) by 5:00 PM Korea time on June 5, 2020 attention to Hyung Suk Lee, Korea Country Director, copy to Rosalind Leeck, North Asia Regional Director, [rleeck@ussec.org](mailto:rleeck@ussec.org) and Jisook Chung, Korea Marketing Director, [jchung@ct.ussec.org](mailto:jchung@ct.ussec.org)

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.

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”) or Power Point style

**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 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: <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, 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)

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