

REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE
17:00 PM KST, 02/25/2022

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, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses.

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:	Consulting Service for 2022 Soy Food Master Program
RFP CONTACT:	
Name:	Hyung Suk Lee
Phone #:	82-2-720-8757
Email:	usseckorea@ussec.org

PROPOSAL DEADLINE:	5:00pm KOREA time, February 25, 2022
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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, 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.

BACKGROUND & PURPOSE OF PROJECT:

Soy Food Master Program is to educate the food service industry about the benefits of the soy food products processed from the U.S. food soybeans. The program will consist of online education, qualification test, soy food cooking classes, and the award ceremony. USSEC requests a proposal to plan and implement the 2022 Soy Food Master Program.

TARGET AUDIENCE:

Dietitians and chefs in the food service industry including HRI and HMR sectors

SCOPE (SERVICES) OR WORK:

The proposal should include the below services to be provided under the supervision of USSEC Korea during April 1 - August 31, 2022.

- Soy Food Master Guidebook
 - Edit the guidebook ready for printing and distribution
 - The contents of the guidebook will be provided by USSEC
- Program promotion
 - Develop a webpage and a Kakao Channel to promote the program and communicate with the target audiences
 - Set up a registration page using Cvent, an online registration platform
 - Conduct press release and online advertisements of the program on major newspapers, industry magazines, and social media
 - Release invitation to target groups via e-mail and other SNS
 - Submit the list of the applicants
- Education and test (online)
 - Upload the guidebook on the program webpage for online education
 - Develop an online test platform operating on PC and mobile devices
 - Set up a registration page using Cvent for the Soy Food Master qualification test and run the online test using the questionnaires provided by USSEC
 - Submit a summary of the test result
- Soy Food Cooking Classes (online)
 - Organize and conduct two-day soy food cooking classes, two recipes per day, in cooperation with soy food manufacturers.

- Prepare and distribute 130 meal kits to the participants along with a soy food recipe book
- Arrange a cooking studio and Zoom meeting for the class. Equipment for the Zoom meeting should be provided.
- Hire two chefs and a moderator to conduct the classes
- Submit USSEC videos and photos of the classes
- Soy Food Master Award Ceremony (online)
- Release invitation to the Soy Food Masters and provide USSEC the list of registrants
- Hire a moderator for the Award ceremony
- Prepare Soy Food Master Certificate and promotional items for Soy Food Masters

ADDITIONAL CONSIDERATION (if applicable)

DELIVERABLES:

Completion Date	Description of Deliverables
April 15, 2022	Open the program webpage and Kakao Channel for the program
May 20, 2022	Submit the applicants list of the program
June 23, 2022	Conduct the online qualification test
July 21 & 22, 2022	Conduct the cooking classes
July 28, 2022	Conduct the Award Ceremony
August 31, 2022	Submit the final report

PROJECT TIMELINE:

Our expectation is for the **service** to last from **April 1, 2022** to **August 31, 2022** (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.

RFP TIMELINE:

- RFP Distribution: February 9, 2022
- Last Day to Submit Questions: February 23, 2022 by 5:00 PM Korea Standard Time
- Project Proposals Due: February 25, 2022 by 5:00 PM Korea Standard Time

- Selections Made By: February 28, 2022
- Prospective Contractors Notified By: February 28, 2022

INSTRUCTIONS:

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

1. Please email the proposal to usseckorea@ussec.org by **5:00PM Korea Standard Time on February 25, 2022.**
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 20 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 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.
- 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.