

U.S. Soybean Export Council  
REQUEST FOR PROPOSAL  
Animal Utilization Contractor-China  
August 1, 2011

## **GENERAL INFORMATION**

### Purpose

This Request for Proposal (RFP) is to identify an individual to provide the U.S. Soybean Export Council (USSEC) with services in the animal utilization of soy in China, including but not limited to those listed below under “Scope of Services” outlined in Section II. A. USSEC requires one full time individual, located in the Beijing, China to serve as organization’s Animal Utilization Contractor, responsible for the implementation of the animal utilization projects of U.S. soybean meal and soybean products in general.

This position will be a contract based professional services agreement. USSEC needs to Contract with the selected party using a one-year service contract, starting on October 1, 2011 at the beginning of USSEC’s fiscal year 2012.

### Description of Entity

USSEC is a dynamic partnership of key stakeholders representing U.S. soybean producers, Commodity shippers, identity preserved value-added merchandisers, allied agribusinesses and agricultural organizations. USSEC creates and sustains demand for U.S. soybeans and soybean products through its global network of international marketing programs.

USSEC is overseen by a Board of Directors comprised of 15 members —representing the American Soybean Association, the United Soybean Board, exporters, allied industry, and state organizations.

The activities of USSEC are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agriculture Service.

USSEC’s operates as non-profit organization with an annual budget of approximately \$28 million.

USSEC promotes U.S. soy in over 80 countries through a network of global employees and contractors. USSEC is transforming its global structure to significantly reduce full time employee staffing moving to a contractor based working

arrangement.

USSEC conducts marketing activities and provides technical assistance throughout the global soybean value chain. This is achieved by:

- Providing technical assistance to primary soybean processors increasing demand and consumption of U.S. soybeans.
- Creating demand and increasing consumption of soybean meal by demonstrating to livestock, poultry and aquaculture producers the efficiency and benefits of increasing soy inclusion in feed rations.
- Creating demand for value added & identity preserved soybeans by educating importers and processors on the capabilities of U.S. suppliers.
- Increasing demand for soy oil and soy food ingredients by demonstrating to food processors the benefits of soy products.
- Sustaining demand for soy food products by educating influencers worldwide on the healthy benefits of consuming soy.
- Identifying and addressing trade barriers to ensure the competitiveness of U.S. soy.

### Options

At the discretion of USSEC this service contract can be extended for two additional one-year periods before a rebidding process. USSEC and the Offeror will agree upon the cost of the option periods.

## **SPECIFICATIONS**

### Reporting Structure

Specific programs and activities to be conducted by Animal Utilization Contractor-China (AUC-C) will be directed and approved by the USSEC Global Animal Utilization Technical Director (GAUTD).

The implementation of program activities will be monitored by both the GAUTD as well as the China Country Director (CHN CD).

The AUC-will provide reports or participate in USSEC regional/country industry relations activities whenever directed to do so by the CHN CD.

## Scope of Services Needed

The scope of services needed by USSEC consists of the primary function of implementing the organization's approved programs and activities in China that expand the utilization of soy by the Chinese animal agriculture complex, secondary responsibilities include maintaining and expanding established relationships with the key animal agriculture trade associations, representative offices of US soy exporters in China and creating and supporting coalitions within China to address market access issues. In addition, if needed, the services may also include overseas travel to provide technical assistance to programs managed by GAUTD and/or other USSEC regional offices.

1. Provide analysis of the Chinese livestock, poultry & feed sectors and recommend to the US soy industry through GAUTD the optimal opportunities to grow soy utilization in those sectors.
2. At the direction of the GAUTD, plan and implement approved USSEC technical programs in China that achieve the objectives and priorities of the US soy industry to expand demand for of US soy by the Chinese animal agriculture complex.
3. Organize channels of communication and participation that provide input from within the Chinese animal agriculture complex on the best opportunities for increasing consumption of US soy by the Chinese livestock, poultry & feed industries.

Organize stakeholder meetings that include the representatives of the US soy value chain in China, to determine the priorities, program approach and target locations for USSEC livestock, poultry & feed activities, in China, based upon stakeholders' input.

Provide regular and relevant information to the GAUTD for the United Soybean Board and American Soybean Association international marketing committees.

4. Remain in regular contact with the representatives of the US Department of Agriculture office based in Beijing, Shanghai, Guangzhou, Chengdu and Shenyang, China. Provide to those representatives reports on USSEC animal utilization and market access programming in China. Provide avenues of participation for USDA representatives in USSEC animal utilization and market access activities.
5. Organize channels of communication and participation within the Chinese animal agriculture complex that can mobilize these interest groups to address issues that impact the importation of US soy, utilization of US soy or other issues that would detrimentally impact the viability of those industries and negatively impact utilization of US soy.

Monitor issues impacting the importation of US soy, utilization of US soy or other issues that would detrimentally impact the viability of those industries and negatively impact utilization of US soy and provide USSEC, CHN CD and the USDA China representative offices with reports and recommendations on strategies to address those issues.

Identify specific assistance that is needed by the Chinese animal agriculture complex in addressing common issues and deliver the necessary support when needed to these interest groups.

6. Provide regular updates to the GAUTD and USSEC's programs evaluator, in order to determine progress in achieving Key Performance Indicators (KPIs) that will measure and track success in achieving established program objectives and priorities.

7. At the direction of GAUTD the contractor should prepare, draft and organize tactical proposals to USSEC funding sources.

- Preparation of China animal utilization Unified Export Strategy sections
- Preparation of activity proposals for funding from other sources
- Propose and draft annual contractual scope of work and implementation timetables

8. In cooperation with the GAUTD identify within China where programs and activities and ancillary consultants qualified and available to implement the tactics.

9. Establish detailed and specific scopes of work and deliverables for contractors' contracts needed to implement the USSEC animal utilization tactics.

10. Monitor the implementation of programs and activities by contractors based upon expectations in the contract deliverables and KPIs.

11. Support USSEC's efforts to diversify its funding base and increase the funding for IM programs and tactics by proposing to the GAUTD activities that can be funded by and would be attractive to non-traditional government sources or other entities. Assist USSEC in the drafting of necessary funding documents and strategies to pursue those funds.

12. Analyze data and reports on trends in utilization of soy within the Chinese animal agriculture complex and the implementation of tactics. Recommend adjustments to program objectives, priorities and tactics based upon the data analysis.

#### Description of Contracts and Current Contract Procedures

Supplemental Information is provided at the following link. If you cannot access this

link by clicking on it, then copy and paste into your internet browser. The USB RFP website may ask you to log-in to see the supplemental information.

Supplemental Information is available at:

<http://moss.unitedsoybean.org/Supplemental%20Documents/Forms/AllItems.aspx>

USSEC Contract procedures FY12.pdf

USSEC IM End Result Contract – FY12.pdf

USSEC IM Monthly Service Contract Template – Inclusive.pdf

#### Fees

The Offeror's proposed fees should indicate the estimated annual rate for one full time contractor based on an exclusive service contract.

#### Confidentiality

The Offeror agrees to keep the information related to all contracts in strict confidence. Other than reports submitted to USSEC, the Offeror agrees not to publish, reproduce or otherwise divulge such information in whole or in part, in any manner or form or authorize or permit other to do so, taking such reasonable measures as are necessary to restrict access to the information, while in the Offeror's possession. The Offeror agrees to immediately notify, in writing, USSEC's authorized representative in the event the Offeror determines or has reason to suspect a breach of this requirement.

#### **OFFEROR'S TECHNICAL QUALIFICATIONS**

The Offeror, in its proposal, shall (as a minimum) include the following:

##### Prior Experience

The Offeror must have a Ph. D. in Animal Nutrition (preferred – other animal production disciplines will be considered) from a recognized and accredited university.

Major areas of professional experience should include swine (preferred) and/or ruminant or poultry sciences. Minimum 5 years of work experience (10 years preferred) in the Chinese animal agriculture complex. Professional or educational experience in modern animal production outside of China is a plus.

Management experience of highly qualified team of individuals must be demonstrated; proponent should describe his/her experience in management and including the names, addresses, contact persons, and telephone numbers of prior organizations serviced.

Fluency in Chinese and proficiency English is required.

Experience in the following categories is considered a plus in the selection of the candidate:

- Prior experience promoting soy utilization to the animal agriculture complex
- Research and practical utilization of soybeans and soybean byproducts
- Prior experience with non-profit organizations market development organizations
- Prior experience with international organizations

## **INSTRUCTIONS ON PROPOSAL SUBMISSION**

### Closing Submission Date

Proposals must be submitted no later than 4:30PM (CST) on August 26, 2011.

### Inquiries

Inquiries concerning this RFP should be directed to Zhang Xiaoping at [xiaoping@asaimchina.org](mailto:xiaoping@asaimchina.org)

### **Instructions to Prospective Contractors**

Offerors should send one electronic copy of their submission to the address below by 4:30PM (CST) on August 26, 2011.

Zhang Xiaoping  
China Country Director  
[xiaoping@asaimchina.org](mailto:xiaoping@asaimchina.org)

Late Proposals will not be considered.

### Conditions on Proposal

All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by the USSEC. No relocation package will be offered.

### Right to Reject

USSEC reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon the factors described in this RFP.

### Notification of Award

It is expected that a decision selecting the successful individual will be made within 2 (two) weeks of the closing date for receipt of the proposals. Upon conclusion of final negotiations with the successful individual, all Offerors submitting proposals in response to this RFP will be informed of the name of the successful individual.

## **PROPOSAL EVALUATION**

### Information To Be Provided

- Name and bio
- General Description of Primary Practice Areas (1,000 words maximum)
- Specific Expertise in the following areas: (500 word maximum for each area)
  - § Swine, ruminant and/or poultry nutrition
  - § Management
  - § International exposure
  - § Marketing experience
  - § Commodities (soybeans)
- Proposed Fee
  1. This position is a contractor, not an employee of the US Soybean Export Council (USSEC). As a contractor this is a competitive bid process. Decision on contractor will be made based upon qualifications and the cost proposed to carry out the work.
  2. USSEC will not provide any benefits, allowances, insurance, computer, internet or telephone. These costs need to be part of the total expected professional fees that you indicate USSEC would need to pay, to secure services on a full time basis in China.
  3. Any and all travel costs associated with conducting business in China will be paid to contractors under a separate addendum to the contract. Therefore in preparing your proposal do not factor any costs for business travel.
- Professional References (Provide five):  
name/title/organization/address/telephone/email

Identify any potential business that you represent that could have any potential or possible conflict of interest with USSEC.

#### Nonresponsive Proposals

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

The proposal is not received timely in accordance with the terms of this RFP

The proposal does not follow the specified format.

#### Timeline and Review Process

August 1, 2011 RFP posted

August 26, 2011 Proposals due. Proposals must be posted by 4:30PM CST

September 9, 2011 Estimated awarding of contract

USSEC will evaluate each proposal based on an assessment of how well each Offeror meets the criteria listed herein. The criteria will be applied based on the information contained in the response submitted by each Offeror.

USSEC may, at its discretion, request presentations by or meetings with any or all Offerors, to clarify or negotiate modifications to the Offeror's proposals.

However, USSEC reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, which the Offeror can propose.