



## **Wisconsin Soybean Marketing Board**

### **Request for Proposal**

#### **Overview**

The Wisconsin Soybean Marketing Board is actively seeking proposals for research, promotion/market development, production ideas, sponsorship opportunities and grower education tools. The Wisconsin Soybean Program comprises the Wisconsin Soybean Association (WSA) and the Wisconsin Soybean Marketing Board (WSMB).

Each organization (WSMB and WSA) have specific promotion purposes, restrictions and objectives. Vendors submitting proposals are not expected to manage or fully understand all these brand aspects. The Wisconsin Soybean Program and its staff will provide direction, oversight and account management. The aim of this Request for Proposals (RFP) is to generate both new vendor relationships and viable project/campaign opportunities.

A brief outlining the project or campaign, 250-word overview, lists of deliverables, timeline and budget is required for review and selection. More details follow outlining proposal format and areas of focus. Selected proposals are included in a package to be presented to the respective Board of Directors and staff. Board feedback and questions are compiled and communicated back to selected vendors. The opportunity to collaborate with both the Board of Directors, Agency of Record, and staff to develop and explore the selected projects/campaigns will occur after formal board approval.

Project and/or campaign brief should follow the suggested guidelines. The principal goal of each brief is to be a snapshot of a specific idea, project or standalone campaign. Vendors can submit as many briefs as they would like, but we do request that they are complete and are generally independent of one another.



# Request for Proposal

Fiscal Year 2024

## 1. Summary and Background

On behalf of Wisconsin's 10,000-plus soybean farmers, the Wisconsin Soybean Marketing Board (WSMB) directs the investment of soybean checkoff dollars in international and domestic marketing programs, research projects, and education and technology transfer efforts designed to increase the profitability of soybean production. WSMB is made up of an elected board of seven soybean producers from across the state.

## 2. Purpose

The purpose of this Request for Proposal (RFP) is not an offer to enter into an agreement, but rather a means to solicit proposals from various investigators and collaborators to help increase the profitability of Wisconsin soybean producers. The Wisconsin Soybean Marketing Board will conduct an open, fair and complete evaluation of all proposals based on the criteria listed herein, and select those proposals that best represent the needs WSMB desires to address.

WSMB reserves the right to reject all proposals, in whole or in part, and/or enter into negotiations with any party. WSMB shall not be obligated for the payment of any sums, to any RFP respondent unless a written contract between the parties is executed.

Successful bids, as determined by the WSMB board, will:

- Increase profitability to Wisconsin soybean farmers, while promoting, educating and increasing awareness of Wisconsin's soybean farmers and the importance of soybeans and soybean products to industry, influencers and consumers.
- Collaborator must maintain records and make them available for audit and inspection by WSMB, the United Soybean Board or USDA.
- WSMB must retain ownership of all materials and information generated by collaborators.
- Collaborators cannot assign their duties under the contract to anyone else without prior written authorization.
- Funds awarded must not be used for any lobbying or influencing legislation at any level of government.
- Contracts will only be valid for one year. If a term of more than one year is anticipated, a clause allowing termination on a yearly basis must be included.



**General sponsorships, grants, gifts or donations are prohibited from being funded by the USDA.** Funds distributed must be used towards a specific project with deliverables. If the project is generally called a sponsorship or partnership, it must include deliverables such as advertisements, speaking opportunities, admission to an event, booth space, etc.

Projects must have a strong tie to soybean growers and soy in general. General agricultural messages and projects can be funded; however, WSMB could not be the only funding source. Funding should be commensurate with the value back to soy growers and the soy industry in Wisconsin.

**No project is final and approved and no expectations of payment is reasonable without a signed final contract.**

### **3. General Guidelines:**

This Request for Proposals represents an open and competitive process.

Proposals should be directed to the WSMB via email at [admin@wisoy.org](mailto:admin@wisoy.org).

The proposal must contain the signature(s) of a duly authorized representative of the organization submitting the proposal.

The Principle Investor (PI) (also known as cooperator, contractor or partnering organization) will be noted as PI from this point forward. If submitting a proposal with the intention to outsource or sub-contact any of the components, this must be clearly stated in the proposal and a list of sub-contractors to be used included along with associated fees/charges included in the budget breakdown. WSMB will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse sub-contractors you have identified in your proposal.

A good proposal fits the goal of the Leadership Development/Executive Committee of identifying and developing additional soybean leaders and benefits Wisconsin soybean producers as a component of that mission. It is important to identify which significant contribution your research/marketing/studies/promotion will contribute toward fulfilling that mission.

**Proposals should be written as to be completed in a 12-month or less contract period.**

Proposals will be reviewed by a broad range of farmers and experts. Avoid use of acronyms whenever possible. Include the reason and background for the marketing/research/studies, materials and methods for each proposal.

**Any potential political activity as a component of proposed project must be identified as part of the proposal process.**



**4. Investigation Purpose: Specifically interested in proposals pertaining to the following:**

- a. Market expansion of commodity soybeans and soybean meal into both new and existing overseas markets. We seek proposals to assist Wisconsin Soybean in delivering to international soy buyers a message detailing the excellent EAA profile and low FM of Wisconsin-origin soybeans via:
  - i. Overseas visits by Wisconsin grower leaders;
  - ii. help in hosting of overseas buyers coming to visit the farms of Wisconsin grower leaders;
  - iii. creation of presentations and handouts conveying the messages.
  
- b. Promotion of the Wisconsin ports and other facilities available for exporting bulk soybeans. We seek proposals to assist in delivering to international soy buyers a message detailing and promoting the:
  - i. New DeLong bulk-soybean ship loading facility at port of Milwaukee, opening in 2023;
  - ii. newly refurbished Hansen-Mueller bulk-loading ship loading facility at Port of Superior;
  - iii. existing WI facilities utilized to load unit trains of soybeans that are exported via Pacific Northwest (PNW) ports;
  - iv. existing WI facilities utilized to load barges of soybeans for transport down the Mississippi River and export via Gulf of Mexico ports.
  
- c. Promotion of Wisconsin's growing identity-preserved (IP) soybean sector which is vital to diversify our state's soybean production. We seek proposals to develop and expand markets for Wisconsin-origin food-type soybeans into target countries including but not limited to China, Japan, Thailand, The Philippines, Indonesia, Taiwan & Korea via:
  - i. efforts to promote the soybean-transloading and container ship service offered by the Port of Duluth;
  - ii. promotion of the certified IP production systems utilized to produce and export Wisconsin-grown IP soybeans;
  - iii. existing WI facilities utilized to load containers of IP soybeans that are exported via Pacific Northwest (PNW) ports.
  
- d. Promotion of biodiesel/renewable diesel use in Wisconsin. This may include promotional efforts with State and Federal fleets, cities and local municipalities, private fleets, consumers and farmers. Also projects to identify and resolve barriers that may be limiting use in Wisconsin.
  
- e. Conduct a market assessment of the current and potential use of soy-based products by State and Federal fleets, Cities and municipalities, private companies, fleets, consumer and farmers. This assessment would also identify the barriers to the use of these soy-based products, such as availability, price, etc.
  
- f. Assess and identify ways to expand the soybean protein use in the animal feeds market. This assessment of the market needs must address the current market economics of soybean protein as compared to other feed protein sources and how that may change with lower soybean meal prices. This would include market research, feed trials or other forms of market assessment that can lead to more demand.



## **5. Funding Requested/Justification – Budget**

All proposals must include budgets of expected expenditures with as much detail as possible. Incomplete budgets may result in delayed consideration for funding. All anticipated costs and fees must be included in the proposal.

No depreciable capital equipment shall be purchased with funds provided without prior approval from WSMB.

## **6. Project Schedule/Timeline:**

All proposals in response to this Request for Proposal are due no later than 5:00 p.m. CST **May 15, 2023**. Late proposals will not be considered. Evaluation of proposals by WSMB board will begin after that date and initial feedback regarding funding will be based on the written bid. Should clarification on the proposal(s) be desired, the board may invite individual PIs for an oral presentation.

## **7. Proposal Evaluation Criteria:**

The Wisconsin Soybean Marketing Board will evaluate all proposals with equity. To ensure consideration, your proposal should match the goals of the WSMB Leadership Development/Executive Committee.

The proposal must also be on time, complete, and include:

- a) Identification of the priority area the proposal addresses and suitability to provide.
- b) Provide Wisconsin soybean growers with information to meet organizational goals.
- c) Adherence to the proposal requirements listed in this document.
- d) Value and cost: Submissions will be evaluated on cost effectiveness of the proposal.
- e) A plan as to how you intend to communicate the results of your work to farmers, businesses, or consumers in 250 words or less.
- f) FY24 Proposal Cover Sheet and Budget Worksheet located here: <https://wisoybean.org/fy24-request-for-proposals/>
- g) FY24 Full proposal - Submission of complete, fully detailed proposal with cover sheet and budget must be submitted to: [admin@wisoy.org](mailto:admin@wisoy.org).