



## **REQUEST FOR PROPOSAL**

**Released 05/12/2021**

**SUBMISSION DEADLINE  
5:00 PM CST, 05/26/2021**

**RFP TITLE: VIDEO AND ONLINE CONTENT DEVELOPER**

### **RFP CONTACT:**

Name: Shane Frederick

Phone #: 507-385-7557

Email: [RFP@soyagrainsalliance.org](mailto:RFP@soyagrainsalliance.org)

**PROPOSAL DEADLINE: MAY 26, 2021**

### **INTRODUCTION:**

SSGA is a national alliance of companies focused on production, processing, and shipping of specialty soya and grains worldwide. Its mission is to provide resources that communicate the quality, diversity, and availability of their products. Its members include specialty grains and IP soybean producers, processors, genetic/seed providers, export traders, international export companies, and qualified state soybean boards (QSSBs).

### **PURPOSE OF RFP:**

The Specialty Soya and Grains Alliance (SSGA), the leading national organization representing the Identity Preserved field crop industry, needs to tell complex stories to international audiences about how the segregated field crop industry adds value due to traceability and the ability to provide variety specific crops to end-user food manufacturers. One way to tell these stories will be through original videos produced by SSGA and a contracted video and online content developer.

The role of a video editor is to: assemble raw recorded material into compelling finished products; combine footage with audio, graphics and effects to portray a clear narrative or message; make key creative decisions during post-production; for short form editing, work on anything from an advert to a piece of branded content for social media.

Work also includes creation, co-creation or following of a pre-provided storyboard, shot list or script; initial assembly of files by determining which footage is usable and placing shots in approximate order for the finished cut; reordering and fine-tuning of content for the logical sequencing and smooth running of the piece; creation of a basic rough cut by trimming footage and determining of the exact edits needed for final stages; addition and



editing of graphics, animations, special effects, music, sound effects and sound bites; adjustment of picture and sound quality; assistance with aligning final version of the piece to its appropriate distribution platform.

After approval of the basic edit the contractor will finish the project and prepare it for use online in SSGA and SSGA-related websites and tools space.

Contracted editor will be heavily involved with the creative process and create a treatment to deliver the brief. Video editor must have experience with editing software such as Apple Final Cut Pro, Avid or Adobe Premiere Pro. They may also be qualified in additional software, such as AFX for adding graphics or DaVinci Resolve for color grading.

The contractor will provide their own equipment and work space.

The contracted work requirements recognize constraints imposed by the ongoing COVID-19 pandemic and accommodations in accordance with laws and guidance available in coordination with the Executive Director and staff.

#### **CONTRACTOR'S SPECIFIC WORK/REQUIREMENTS/DELIVERABLES:**

- Assisting SSGA staff to create video with selected educational contractor that will create an online collaboration tool to educate foreign buyers and manufacturers about identity preserved field crop exports practices.
- Providing video support for recording and using available resources and real world insights into the material from a business point of view and ensures that the content reflects the full structure of the export sales transactions.
- Organizing and leading creative team meetings to result in storyboards or shooting script for video.
- Filming original content, as well as using available legal footage, including video filmed by SSGA/AMS staff and collaborators.
- Working with a broad spectrum of U.S. and foreign businesses to advise SSGA staff and other consultants.
- Directing and/or organizing and participating in travel and meetings for SSGA or videoconferences as needed.
- Providing written updates for to SSGA about their work for reports, members and news about developments on their projects.

#### **SPECIFIC VIDEO PROJECTS:**

- Identity Preserved processing: Video shows the IP system at work, from segregated storage to transport, as well as examples of color/size/variety sorting. Should include multiple soya and specialty grain facilities, if/when allowed, preferably cooperating SSGA members. This video would be used in live and virtual SSGA presentations about the IP process/system and could be housed on the SSGA, U.S. Identity Preserved and SSGA University websites. Length: roughly 10-15 minutes but may involve



multiple/additional videos. Example from Global Processing:

<http://www.globalprocessing.org/video/gp-video5.mp4>

- Related videos from gathered footage/B-roll showing, in detail, individual stages of the IP process, may be used for future videos produced by videographer or SSGA staff
- Identity Preserved value chain: Video follows an IP soybean's, specialty grain's and/or IP brand mark's journey from farm to fork, including seed/planting, growth, harvest/on-farm storage, processing, packaging in bags/totes/etc., intermodal container shipping via truck/rail/ports/ocean vessel, arrival overseas, food ingredient at manufacturer (soymilk, tofu, etc.), grocer, table. This could be done creatively with stock video, stills in lieu of on-location shooting, if. Length: roughly 10-15 minutes.
  - Related videos from gathered footage/B-roll showing, in detail, individual stages of the IP value chain, may be used for future videos produced by videographer or SSGA staff
- SSGA University: Series videos based on already-created technical manuals and online curriculum (currently being written) for SSGA's IP certifications. Videos may vary in length from a few seconds to a few minutes and can be edited from footage taken during the Identity Preserved processing and value chain videos.

#### **BUSINESS CONFIDENTIALITY:**

To whom and how a business sells its products is often business confidential. The contractor will at all points protect proprietary information and provide assurances that surveys or collected data are the property of the companies involved and may only be used by permission.

SSGA is the final owner of all content created within this scope, retaining ownership of any and all footage, edits and takes created by the contractor. These may be used in future presentations and videos.

#### **ADDITIONAL CONSIDERATION:**

Contractors should provide bids in price against the deliverables and segment proposals for SSGA to choose. Creativity and cost or time savings will gain extra consideration. Timeline for individual steps and completion should be included in proposals within the deadlines posted here.

Proposal must consider SSGA billing from USDA Agricultural Trade Promotion Program (ATP) grant and rates set by terms of the grant: \$68/hour or \$540/day.

Dependent on prior approval from the Executive Director of SSGA, travel and expenses may be reimbursed outside of the contractual budget.



#### **RFP TIMELINE:**

- **RFP Distribution: May 12, 2021**
- **Last Day to Submit Questions: May 25, 2021 by 5:00PM Central Time**
- **Project Proposals Due: May 26, 2021 by 5:00PM Central Time**
- **Selections Made By: June 1, 2021**
- **Prospective Contractors Notified By: June 2, 2021**

#### **INSTRUCTIONS:**

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

- Please email the proposal to [RFP@soyagrainsalliance.ORG](mailto:RFP@soyagrainsalliance.ORG) by **5:00PM Central Time** by May 26, 2021.
- A description of Prospective Contractor's capabilities, resources, and experience. Emphasis should be placed on experience related to this RFP, including CV of lead consultant.
- A thorough proposal outlining Prospective Contractors planned work, deliverables, and timeline to complete the work.
- Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
- Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
- 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.
- 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.
- SSGA 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 SSGA and the contractor selected.
- Confidentiality - Without SSGA'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, SSGA reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.



- SSGA reserves the right to reject any proposal that is in any way inconsistent or irregular. SSGA 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 SSGA or Funding Sources.
  - Prior to any payment to a Contractor, a contractor must provide 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.
- SSGA and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). SSGA 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:**

Information about SSGA can be found here: <https://soyagrainsalliance.org/about/>

SSGA was formed in February 2019 from the consolidation of the Midwest Shippers Association (MSA) and the Northern Food Grade Soybean Association (NFGSA). SSGA is a national alliance of companies focused on production, processing and shipping of specialty soya and grains worldwide. Its mission is to provide resources that communicate the quality, diversity and availability of their products.

This RFP is part of an activity approved for financing under the FAS/USDA Agricultural Trade Promotion program. The goal is to create an IP Brand to identify the United States as a quality origin for US field crops focused on creating a sharing hub focused on helping growers, processors, shippers, end users and food and health professionals to:

- Source U.S. IP soybeans and soy products, and specialty grains
- Connect seamlessly with exporters
- Understand the benefits of U.S. IP products
- Trace the origin of U.S. IP soybeans/products
- Navigate regulatory pitfalls to food processing
- Better understand logistics of getting products to end user

SSGA is undertaking this RFP directly with the contractor, with operational support and assistance by agreement with the U.S. Soybean Export Council (USSEC). Through a global network of international offices 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.

USSEC's strategic plan can be found here: <https://ussec.org/about-ussec/vision-mission/>

SSGA and USSEC partner when applicable to provide resources for the IP industry. SSGA also focuses on other IP crops and the shipping of these products.

**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.