



## **REQUEST FOR PROPOSALS (RFP) to Develop and Lead an Aquaculture Strategy to Increase the Capacity of African Fish Farmers and Increase Utilization of Soy in Feed Rations**

RFP NUMBER: ATP19-RFP-Africa-04-2019  
Title: Increasing Soy Utilization in the West African Aquaculture Industry  
Program: World Initiative for Soy in Human Health  
Organization: American Soybean Association  
Project Duration: Contracts will be signed for a one-year duration  
Proposal Due: April 30, 2019

### ***1. Purpose***

The purpose of this RFP is to solicit applications from companies and/or individuals to assist with the development of an aquaculture strategy for the West African countries of Ghana, Nigeria, and Senegal. The proposal submission should be for a one-year partnership with opportunities to submit new proposals for two additional years.

### ***2. Background of the WISHH Program***

The American Soybean Association (ASA) was founded in 1920 by soybean farmers and extension workers to promote soy for high protein applications in developmental settings. Overseas activities initiated in the mid-1950s, and to date ASA has worked in over 80 countries. The World Initiative for Soy in Human Health (WISHH) was founded in 2000 to expand the work of the American Soybean Association (ASA) in developing emerging markets to improve health, nutrition and food security, building the groundwork for future markets of soy. WISHH provides services in food technology, business development, nutrition services, and program and proposal development. WISHH expertise extends its network into additional areas, such as aquaculture and animal feed.

ASA/WISHH connects trade and development to strengthen agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy. Trade can improve lives worldwide for both farmers and consumers. U.S. soy trade in emerging markets is pivotal to improve accessibility, affordability, and acceptability of high-quality plant and animal-sourced proteins in developing economies. Rising incomes in emerging economies generate further opportunity for trade. ASA/WISHH builds opportunity for long-term trade by improving agricultural value chains, human and animal nutrition, and farmer net incomes. ASA/WISHH initiatives broadly fit in two arenas: (1) trade-building long-term, early-stage market development, and, (2) trade-building international agriculture and economic development. The St. Louis-based Program operates in sub-Saharan Africa, Asia and Central America.

ASA/WISHH offers over six years of proven feed sector capacity and decades of accumulated knowledge from ASA programs. Principal approaches include market and economic assessments, technical assistance and capacity building, food and feed trials and demonstrations, farmer field days, youth mentorship programs, food and feed value chain development, and market linkages.

ASA/WISHH achieves its mission by working in close partnership with: (1) the public sector (e.g., USDA, USAID, U.S. land grant universities, and host country governments), (2) the private

sector (e.g., trade associations: Qualified State Soybean Boards and U.S. Soybean Export Council), and (3) private voluntary organizations. The Program draws upon the resources and experience of these partners and the services of a cadre of ASA/WISHH consultants with technical expertise in agricultural, international and commercial development spheres. ASA/WISHH relies on decades of experience in food commercial development and agricultural development programming. The Program takes pride in its growing portfolio of success with U.S. government-funded projects, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, and Quality Samples Program) and USAID funding in both prime and sub-recipient capacities. ASA/WISHH has also attracted both private sector and other complementary funding sources from various donors to build on and leverage core funding from Qualified State Soybean Boards.

The WISHH program receives funding from the United States Department of Agriculture (USDA) through the Emerging Markets Program (EMP), Market Access Program (MAP), Foreign Market Development Program (FMD), Agriculture Trade Promotion Program (ATP) and the Global Broad-Based Initiative (GBI). WISHH's objective is to increase the international consumption of soy protein in the human, livestock, and aquaculture sectors in new markets and thereby create new opportunities for soybeans and providing higher economic returns to U.S. soybean producers.

### ***3. Project Description***

Fish products are an important source of food for the people of sub-Saharan Africa, traditionally from wild catch from both marine and freshwater sources. The growing number of people on the sub-continent now located in urban areas along with the decline in available wild catch has created both an economic opportunity and environmental need for the expansion of responsible and sustainable aquaculture production.

This project is designed to address multiple issues related to the economic viability of the production of aquaculture species for local market consumption. Basic management of a variety of aquaculture systems, improved feed inputs and pathogenic diagnosis, containment and treatment are the major focus of the program. Improved management techniques, including oxygen level maintenance through proper aeration, pond construction, etc. allow for the best possible feed conversions and limited feed waste yielding the most efficient grow out periods with a maximum return on investment for business growth.

The purpose of this project is to convince and encourage African aquaculture producers, feed millers, and/or importers of raw materials for the production of feeds in Ghana, Nigeria and Senegal to incorporate soybean meal into the rations they feed. WISHH will target ten production companies across the three countries and 75 small holders over three years.

Expected outputs/deliverables:

1. Provide a plan for implementing a strategy to increase utilization and the export of U.S. soy as a feed ingredient.
2. Improved African attitudes toward U.S. soy-based products
3. Increased demand for soybean meal
4. Growth in aquaculture production in Africa to meet growing consumer demand
5. Increased feed-generated U.S. soybean meal exports to Africa to serve aquaculture production
6. African fish producers who are better prepared to sustainably and profitably raise fish and seafood

#### **4. Scope of Work**

As a part of this program, ASA/WISHH seeks to retain a consultant to perform the following key activities to meet the expected outcomes:

1. Lead efforts under the program to assess recent ASA/WISHH interventions in the aquaculture industries of the three target markets; develop market specific aquaculture strategies for the target markets for the next stages of interventions and development
2. The consultant will be responsible for providing guidance on the following training components:
  - a. Training content based on the project description and a detailed work plan that demonstrates a logical progression from a current baseline to the expected outputs/deliverables listed in section 3.
  - b. If the training content is outside the consultant's expertise make recommendations for consultants to provide supplemental assistance to complete the work
  - c. Identify partner companies in need of technical assistance
  - d. Liaise with U.S. universities to ensure that training content is relevant to the needs of the three African markets
  - e. When needed, escort trainees to attend programs
3. Identify and train local aquaculture professionals to develop institutional capacity and assist in the implementation of the project
4. Advise companies on how to best include soy in their feed formulations
5. When possible promote the use of U.S. origin soy as a feed ingredient
6. Assist with the collection of data to be used for preparing donor reports
7. Prepare quarterly reports highlighting activities
8. Identify a group of in-country consultants to provide training to local aquaculture businesses
9. Assist with the writing of scopes of work for other consultants that will assist with the implementation of this program

#### **5. Deliverables**

1. Proposals must contain at a minimum the specific criteria requested in the RFP scope of work and should be limited to 5 pages. The proposal should include the following sections:
  - a. Company/consultant background and relevant experience
  - b. Proposal summary
  - c. Responses to key activities listed in Section 4
  - d. Proposed budget including materials and service fees
    - i. Service fees should include international travel days and home country work days
  - e. Proposed timeline for project implementation
2. Proposals should be submitted no later than 5:00 pm CST on Tuesday, April 30. To be considered for the award, proposals must be submitted by email to Chris Slempe ([cslemp@soy.org](mailto:cslemp@soy.org)).
3. All proposals should be submitted with the name of the proposal and your company name in the subject line.

#### **6. Skills/Knowledge**

The desired candidate should have at least 10 years of experience providing technical trainings to aquaculture businesses in sub-Saharan Africa. Other desirable skills include:

- Excellent communication skills in both verbal and written English. An ability to communicate in French is a plus.

- The ability to convey information accurately and clearly at meetings or in reports, to personnel and clients with different backgrounds or levels of business competency.
- Demonstrated skill in leading technical trainings in multi-cultural settings.
- The ability to network and identify new companies for participation in WISHH program.
- Computer literacy and knowledgeable in the use of word processing software as well as in use of the internet.
- Willingness to travel to African countries
- Passion for people and the strengthening of private business capacity
- Tolerance for stress
- Proven intercultural communication skills
- Ability to be flexible and meet strict deadlines

## **7. Notes**

**Award:** This RFP does not commit the ASA/WISHH to award a contract or to pay any costs incurred in the preparations or submission of proposals, or costs incurred in making necessary studies for the preparation thereof or to procure or contract for services or supplies. The ASA/WISHH reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the ASA/WISHH. The ASA/WISHH reserves the right to negotiate and award only a portion of the requirements; to negotiate and award separate or multiple contracts for the elements covered by this RFP in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with vendors; and reject proposal of any vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a vendor that, in the opinion of the ASA/WISHH, is not in a position, or is not sufficiently qualified, to perform the contract.

This RFP contains no contractual proposal of any kind, any proposal submitted will be regarded as a proposal by the vendor and not as an acceptance by the vendor of any proposal by the ASA/WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the ASA/WISHH and by the successful vendor(s) chosen by the ASA/WISHH.

**Conflict of Interest:** All team members must provide a signed statement attesting to a lack of conflict of interest, or disclosing any real or potential conflicts of interest.

**Non-Discrimination Statement:** In accordance with Federal Law and U.S. Department of Agriculture (USDA) policy, ASA/WISHH prohibits discrimination in its programs and activities against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation or all or part of an individual's income is derived from any public assistance program or activity conducted. ASA/WISHH is an equal opportunity provider and employer.

**Questions:** All questions should be sent to Chris Slemp at [cslemp@soy.org](mailto:cslemp@soy.org).