



REQUEST FOR PROPOSAL

RFP Title: Latin American regional representative for U.S. Soy Value-Added Soy Proteins in Emerging Markets

RFP Contact: Marypat Corbett

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Proposal Due: March 26, 2019; 17:00 CDT

Organization Background & Project Purpose:

The American Soybean Association (ASA) was founded in 1920 by soybean farmers and extension workers looking to promote the crop for high protein applications in developmental settings. Overseas activities began in the mid-1950s and to date, ASA has served in more than eighty countries globally. In 2000, ASA expanded and focused its international role and founded the World Initiative for Soy in Human Health (WISHH) whose mission is to create sustainable solutions for the protein demands of people in developing countries through the introduction and use of soy products. Since its creation, ASA/WISHH has been enhancing the protein intake of many nations through market development, education and research.

Today, ASA/WISHH works in both the feed and food sectors, providing a multitude of services to support its international market development activities. This is accomplished through working exclusively in partnership with host country and international community stakeholders and drawing upon the resources and experience of the commercial sector, Private Voluntary Organizations, host country and U.S. governments, international donors, academia, as well as the services of a cadre of ASA/WISHH professionals with technical expertise in the agricultural, international and commercial development spheres.

As a standard business practice, the ASA/WISHH program periodically seeks proposals to provide international, in-country or regional representation. The purpose of this RFP is to ensure ASA/WISHH captures a fair market value for the work to be performed and allows ASA/WISHH the opportunity to evaluate various proposals and select the best qualified contractor for the job based on areas of expertise on the market segments, knowledge of U.S. soy Value-Added Soy Proteins (VASPs), professional network reach, approach, and cost. ASA/WISHH is seeking a part-time, in-region contractor to represent and promote the use of U.S. VASPs in Latin America. This contracted position will support an ASA/WISHH USDA/FAS Market Access Program funding various Latin American activities targeting the food and beverage manufacturing and associated stakeholders.



Target Audience: Leading food and beverage manufacturers and the associated industry and government stakeholders in Guatemala, El Salvador, Nicaragua, Dominican Republic, Costa Rica, and Honduras.

Scope of Work:

As the part-time, in-region contractor, you will be responsible for relationship building, activity implementation, and report writing. You will travel within the region and interact with key targeted food and beverage manufacturers and influencers in the food industry, including stakeholders and government contacts. This ongoing presence in the region stabilizes relationships and helps build new connections for U.S. VASPs usage; gathers market intelligence; identifies and recruits appropriate individuals and companies for event/trade mission participation and will complete all associated paperwork. International travel outside the region may also be involved.

You will be expected to augment the current targeted contact list with those of leading food and beverage manufacturers and associated industry and government stakeholders who currently have or hold a high prospect for utilizing U.S. VASPs ingredients in their formulations. You will initiate/maintain business relationships with key accounts with an outcome focused on growing U.S. VASPs exports to the region. Through interactions with the key contacts ascertain the key contact's need for and propose what technical assistance/education it may take to put U.S. VASPs functionality/nutritional benefits on their organizations' purview; propose an appropriate event to attend and/or manage on behalf of ASA/WISHH. Other project activities could be site visits with a technical consultant, trade team, competitive intelligence gathering, attending a trade show, or suggesting/providing industry appropriate social media or other communication content (verbiage, photos, video).

You will be responsible for working within the approved budget and being familiar with the ASA/WISHH mission statement; role in the U.S. soy export family; and able to represent ASA/WISHH to partners in Latin America. You will participate in periodic phone/skype calls with the Latin America Program Specialist.

Additional Qualifications:

Proposal submitter must have the following technology and competency utilizing: an international mobile phone plan, Skype account, reliable internet access, internet Explorer (version 11 or greater), and Microsoft Office Suite (2013, 2016 or 365), which includes, Outlook, Excel, Word, and Powerpoint.

**Deliverables:**

Completion Date	Description of Deliverables
Three quarterly Reports	Template provided. Due by the 5 th day of the every third month.
Invoices	Due every three months. Must be accompanied by corresponding quarterly report.
Project Final Report	A final report using the provided template submitted to ASA/WISHH

Project Timing: The project will run from 4/1/19 to 12/31/2019.

RFP Schedule:

- RFP Posted: March 13, 2019
- Questions accepted through March 19, 2019; 17:00 CDT
- Answers to questions will be emailed by March 21, 2019
- Proposals Due: March 26, 2019; 17:00 CDT
- Decision made by March 27, 2019
- Contractor Notification by March 27, 2019

Organization website: <http://www.wishh.org/>

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.

Contact Information

For additional information, please contact:

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