



REQUEST FOR PROPOSALS (RFP) to implement soy promotion campaign in Ghana

RFP NUMBER: MAP19-RFP-Africa-04.2-2019
Title: Soy promotion campaign in Ghana
Program: World Initiative for Soy in Human Health
Organization: American Soybean Association
Project Duration: Promotion campaign should be completed by November 30, 2019
Proposal Due: May 15, 2019

1. Purpose

The purpose of this request for proposals is to solicit a contractor to implement a soy promotion campaign that will encourage the consumption and use of U.S. soy food ingredients and processed foods containing U.S. soy food ingredients. The campaign should focus on promoting the nutritive benefits of soy to the general population, educating people on how to utilize the products, and familiarizing the public with the taste of the product. The overall goal of the campaign is to increase sales in the targeted market.

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

WISHH received funds from the United States Department of Agriculture's Market Access Program (MAP) to implement soy promotion campaigns in Ghana.

WISHH employs a supply chain partner (SCP) strategy in Ghana to help with the promotion of U.S. soy. The SCP strategy involves the development of a partnership between WISHH and a local business that has the ability, interest, and vision to sell a line of products that utilize U.S. soy. This strategy may look differently depending on the country. For instance, in Uganda there is a SCP that is importing U.S. soy food ingredients and using them to manufacture processed soy foods, while a SCP in Nigeria is serving more of a distribution role. Depending on the needs of the market, WISHH will identify companies that can successfully lead soy food businesses and introduce new products to their region.

This campaign will be conducted in Ghana and should involve strategic locations where customers may be likely to purchase soy foods and soy food ingredients. The proposal should include proposed activities for promoting soy foods and soy food ingredients, and should discuss the benefits that these promotions will have for the U.S. soy industry. This promotion campaign should focus on promoting defatted soy flour and textured soy protein.

4. Scope of Work

ASA/WISHH seeks to retain a consultant to complete the following scope of work:

1. Design and implement a soy promotion campaign in accordance with the timeline outlined in the approved proposal.
2. Work with the local supply chain partner and WISHH staff to ensure that promotion activities are appropriate for the market.
3. Provide quarterly invoices and reports to WISHH staff. Reports should, at a minimum, include narratives of activities, tracking of key performance indicators, recommendations, and challenges.

4. Ensure that all activities meet the compliance standards of the USDA's Market Access Program and the WISHH program.

Deliverables:

1. Quarterly reports and invoices
2. Required backup documents as specified by the WISHH Manager of Program Operations for compliance purposes.

5. Deliverables for RFP

1. Proposals must contain at a minimum a plan for addressing the specific criteria requested in the RFP scope of work.
2. Proposals should include a budget and narrative of activities to be implemented and timeframe for implementing activities.
3. Proposals should be submitted no later than 5:00 pm CST on Wednesday, May 15. To be considered for the award, proposals must be submitted by email to Chris Slempe (cslempe@soy.org).
4. 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 marketing experience in the implementing country.
- Excellent communication skills in both verbal and written English.
- Experience with USDA market development programs and a firm understanding of the compliance requirements of these programs.
- A familiarity with soy foods and soy food ingredients.
- 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.
- The ability to network and identify new companies for participation in WISHH programs.
- Computer literacy and knowledgeable in the use of word processing software as well as in use of the internet.
- Willingness to travel within 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.

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Chris Slempe at cslsmep@soy.org (cc: jneiderman@soy.org) **no later than 5pm CST on Tuesday, May 7, 2019**. A copy of all written questions and responses will be provided to all interested organizations by email request on or shortly Friday, May 10, 2019. No questions will be answered over the phone or in person; all questions must be in writing and sent via email.

Guiding Principles: Consultants must conduct all activities in an ethical manner. Information campaign activities should appropriately balance the desired impact with the protection of human subjects, including safeguarding the dignity, rights, safety, and privacy of participants. Implementers are responsible for applying ethical principles in all stages of the campaign, and for raising and clarifying ethical matters with stakeholders during the course of the activity.