



## **REQUEST FOR PROPOSALS (RFP) to Conduct Market Research in Burkina Faso**

RFP NUMBER: ATP19-RFP-Africa-05-2019  
Title: Assessing the potential to build demand for U.S. soy exports via market linkages between Burkina Faso and the West Africa feed industry  
Program: World Initiative for Soy in Human Health  
Organization: American Soybean Association  
Project Duration: Assessments should be completed prior to August 31, 2019  
Proposal Due: May 31, 2019

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

Burkina Faso imports small amounts of soy, but there may be significant opportunity to build demand for U.S. soy by creating indirect trade opportunities of finished feeds manufactured in neighboring West African countries. The current tariff structure is believed to be cost prohibitive to the Burkinabe importing soy directly from the U.S. Burkina Faso's animal and fish feed demand is likely met through trade with nearby partners, either through the purchase of finished feeds or feed ingredients. WISHH desires to improve its understanding of the animal feed industry in Burkina Faso and identify new opportunities and strategies for improving access to U.S. soy products.

The purpose of this RFP is to solicit applications from companies and/or individuals to conduct a market assessment on the business opportunities for U.S. soy in Burkina Faso, specifically those companies that are interested in utilizing soy as an ingredient in animal and aquaculture feeds. Information on the demand and supply of feeds, the level of sophistication of the local feed industry, barriers to regional trade, and the most suitable strategy for U.S. soy to enter the Burkinabe market are all of interest to WISHH. The results of this study will guide future market development initiatives in Burkina Faso.

### ***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***

The need for this market assessment is based on WISHH's recent experience exporting samples of U.S. soybean meal to Burkina Faso. It was determined that direct exports to Burkina Faso were not likely to be cost effective due to the need to pay import tariffs when passing the product through Ghanaian and Burkinabe customs. Experience in Ghana suggests that there may be an opportunity for U.S. soy exports to enter the Burkinabe feed market if the product is first imported by a Ghanaian intermediary company that can add value locally by producing a finished feed product that can be sold to Burkina Faso poultry and fish farmers. Significant trade to Burkina Faso also flows through Togo, where the port of Lome is currently outpacing Lagos in terms of container traffic. Togo's recent infrastructure investments and its status as a free trade zone and export processing zone are all enticing to foreign investors. It is possible that a Togolese company may be able to conduct value addition before sending product to the Burkinabe market. Another alternative is for an Ivoirian company to import product through the port of Abidjan and do similar value addition. This market assessment should explore these types of indirect trade routes that will provide access to the Burkinabe market and identify the linkages required to facilitate such transactions.

Additionally, this market assessment will be conducted to obtain information on key accounts in the feed industry in Burkina Faso, provide general background on the Burkina Faso feed and animal production industries, and identify the most suitable methods for market entry. Information on key

accounts will allow WISHH to identify the most suitable companies to target for future activities, the types of market development activities that will be most effective in influencing local preference for U.S. soy, and develop mutually beneficial relationships. WISHH will gain knowledge of the local businesses and institutions engaged in the import and trade of soy for use in animal and fish feeds in Burkina Faso. Overall WISHH seeks to improve its understanding of the feed value chain in Burkina Faso, identify the best strategies for U.S. soy to enter the country, and develop key contacts that will be involved in future market development activities. Key to this analysis is the indication of whether WISHH should invest additional market development resources into Burkina Faso.

Market conditions are constantly changing in sub-Saharan Africa, with growth and development in specific sectors occurring in a relatively short time frame, creating new opportunities. Under this program, ASA/WISHH will investigate current market conditions in Burkina Faso to determine the opportunity for U.S. soy to enter the market.

Expected outputs/deliverables:

1. One market assessment addressing key questions and topics highlighted in Section 4.
  - a. Since Appendix A for a suggested report outline. Changes should be made where necessary.
  - b. The final report that will be used to develop a strategy for increasing U.S. soybean exports to West Africa, and increasing utilization of U.S. soybeans by the Burkinabe animal and fish feed industries.
  - c. The market analysis is to be based on primary and secondary data collection.
2. A descriptive list of stakeholders involved in the Burkina Faso feed industry
  - a. To follow outline provided in Appendix B
3. The measurable goals and objectives of the proposal are the following:
  - a. Conduct at least 15-25 interviews (in country and by phone), including key informants such as FAS, feed processors, importers, and farmers
  - b. Complete and submit all deliverables and activities proposed within the specified timeline

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

As a part of this program, ASA/WISHH seeks to retain a consultant to address the following questions and topics:

1. Provide an overview on feed use, production, import, and distribution
  - a. Information on the producer, yearly production, and feed type
2. Information on finished feed imports
  - a. Where is the majority of finished feed coming from?
  - b. Which companies are importing?
  - c. What types of feeds are being imported?
  - d. The quantity imported per year
3. Information on feed ingredient imports
  - a. Where are feed ingredients coming from?
  - b. Which companies are importing?
  - c. Which ingredients are being imported?
  - d. The quantity imported per year.
4. What is the perception of imported and locally produced feeds?
  - a. Is there a preference for imported or locally produced feeds?
5. What government policies hurt/help the feed industry? What policies hurt/help the animal and aquaculture industries?

6. Who are the major stakeholders in terms of livestock, poultry and fish production; feed production; feed import; major international organizations working in the sector; NGOs, and other important members of the feed value chain?
7. Information on the projects being implemented by NGOs, government initiatives, and other activities aimed at improving the aquaculture, poultry and livestock industries.
8. Duty/tariff structures on imported feed materials (ingredients or finished products)
9. Assessment on barriers and limiting factors to growth of the feed industry
10. Examine the impact of international trade policy on trade relations between the U.S. and Burkina Faso
  - a. Identify the impact that the U.S./China trade war has had on trade with Burkina Faso and other West African markets.
  - b. The positive and negative effects should be examined
11. Regional trade structures and relationships
  - a. This should include looking at the opportunities presented by ECOWAS, African Continental Free Trade Agreement, and other agreements that may facilitate cost effective trade between the U.S. and Burkina Faso, either directly or indirectly.
12. What would be the most cost-effective way for a Burkinabe company to gain access to U.S. soybeans or products containing U.S. soybeans (e.g., finished fish feeds and poultry feeds)?
  - a. Include a cost comparison of importing from different ports (i.e., Togo, Abidjan, Tema).
13. What is the processing capacity and feed production capacity in countries of entry?
  - a. Togo
  - b. Ghana
  - c. Cote d'Ivoire
  - d. Others not mentioned here
14. Conduct a cost comparison between imported poultry meat and locally produced poultry meat

Below is an example of how a company may conduct the requested assessment:

Phase 1: Desk research to address topics and questions above. Some points may be answered through online research and phone calls.

Phase 2: Conduct field research to provide further analysis on the above questions and topics. At this time, key informant interviews could be conducted with industry experts. These interviews could serve as an opportunity to introduce stakeholders to the WISHH program and prepare them for future participation in WISHH programs. This will involve in country travel. Appendix A is the suggested outline for the report. Changes should be made where necessary.

Phase 3: Develop a list of industry stakeholders and key accounts. These individuals may include feed millers, ingredient and feed importers, animal and fish farmers, government officials, NGO representatives, and others that may have expert knowledge of the Burkinabe feed value chain. Information on these individuals may be collected during Phase 2. Information in Appendix B will help WISHH staff identify future program participants.

**Deliverables:**

1. Market assessment report completed similar to the outline provided in Appendix A
2. At least one trip to Burkina Faso to meet with industry stakeholders
3. Detailed list of industry stakeholders including the information provided in Appendix B

## **5. Deliverables for RFP**

1. Proposals must contain at a minimum the specific criteria requested in the RFP scope of work. The proposal should include the following sections:
  - a. Company background and relevant experience
  - b. Proposal summary
  - c. Proposed action plan for the completed scope of work
  - d. Proposed budget including materials, service fees, and travel
  - e. Proposed timeline for completing the assessment
2. Proposals should be submitted no later than 5:00 pm CST on Friday, May 31. To be considered for the award, proposals must be submitted by email to Chris Slempe ([cslempe@soy.org](mailto:cslempe@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 market research experience in the agriculture industry, preferably in Africa.
- Excellent communication skills in both verbal and written English and an ability to communicate in French.
- Experience in study design and data collection and analysis of quantitative and qualitative data and supervisory capabilities of each of these areas.
- 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 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 Slemper at [cslemper@soy.org](mailto:cslemper@soy.org).

## Appendix A: Market assessment report outline

- I. Executive Summary
- II. Methodology
- III. Basic Market Information
- IV. Supply Situation
- IV. Demand Situation
- V. Trade Situation
- VI. Regulatory/Market Access Issues
- VII. Recommendations

## Appendix B: Key account summary

Please provide the following information for key accounts so we may build a database of the key players in the poultry feed value chain. You may add others that you were unable to meet with during this contract.

1. Company/organization name
2. Contact (name, phone number, and email)
3. Address
4. GPS coordinates of the facility (if available)
5. Brief description of the company (include core competencies, primary customers, product information and other relevant information)
6. Sector (Poultry/processing/importer/exporter/feed miller).
7. If an importer, what products are they importing, what is their yearly import volume, and where do they source their products from?
8. If a processor what products are they processing and what is their yearly processing capacity?
9. If a farmer what is their yearly feed demand?
10. If a feed miller, what types of feeds and what is the quantity produced per year?
11. If a feed importer, where do they obtain their product from?
12. What equipment does the company use for soybean value addition?
13. Comments and other suggestions