



# Assisting in the Management of Poultry and Layer Industries with Feed Improvement and Efficiency Strategies (AMPLIFIES)

Request for Proposals (RFP) to Conduct a Final Evaluation for  
ASA/WISHH's Food for Progress (FFPr) Program in Ghana

## Overview

RFP NUMBER: FFPR15-RFP-01-2020

RFP ISSUANCE DATE: January 22<sup>nd</sup>, 2020

QUESTIONS DUE: February 5<sup>th</sup>, 2020 – 5:00 PM CST

PROPOSALS DUE: February 20<sup>th</sup>, 2020 – 5:00 PM CST

The American Soybean Association's (ASA) World Initiative for Soy in Human Health (WISHH) program is posting this Request for Proposals (RFP) for a consultant to conduct the Evaluation under the Food for Progress (FFPr) 2015 Project funded by the United States Department for Agriculture (USDA) and Implemented by the Assisting in the Management of Poultry and Layer Industries with Feed Improvement and Efficiency Strategies (AMPLIFIES) project in Ghana.

ASA/WISHH invites proposals to be submitted electronically on or before the date and time specified above. Submissions should be sent via email to James Bernhardt at [jbernhardt@soy.org](mailto:jbernhardt@soy.org) (cc: [tfang@soy.org](mailto:tfang@soy.org)).

All submissions should identify the RFP number: FFPR15-RFP-01-2020 and the name of your organization in the subject line.

## RFP Conditions

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.

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to James Bernhardt at [jbernhardt@soy.org](mailto:jbernhardt@soy.org) (cc: [tfang@soy.org](mailto:tfang@soy.org)) **no later than 5pm CST on Wednesday, February 5<sup>th</sup>, 2020**. A copy of all written questions and responses will be provided to all interested organizations by email request on or shortly after Monday, February 10<sup>th</sup>, 2020. 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 for the Final Evaluation in an ethical manner. Evaluation activities should appropriately balance the desired creation of evidence with the protection of human subjects, including safeguarding the dignity, rights, safety, and privacy of participants. Evaluators are responsible for applying ethical principles in all stages of the Final Evaluation, and for raising and clarifying ethical matters with stakeholders during the course of the Final Evaluation.

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: ASA/WISHH prohibits discrimination 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.

# Table of Contents

Table of Contents.....	3
Acronyms and Abbreviations .....	4
List of Tables .....	4
Section 1: Supplies or Services and Prices/Costs .....	5
1.1 Purpose .....	5
1.2 Period of Performance .....	5
Section 2: Background.....	5
2.1 About the Organization .....	5
2.2 Project Description .....	6
2.3 Relevant Program Documents.....	7
Section 3: Statement of Work .....	7
3.1 Final Evaluation Objectives .....	7
3.2 Final Evaluation Questions.....	8
3.3 Approach and Methodology.....	8
3.4 Deliverables .....	10
Implementation Plan and Descriptive Report.....	10
Data Analysis Plan.....	11
Final Evaluation Report and Primary Data.....	11
3.5 Research Team.....	12
3.6 Proposal Guidelines and Selection Criteria .....	13

## Acronyms and Abbreviations

ACDI-VOCA	Agricultural Cooperative Development International/ Volunteers in Overseas Cooperative Assistance
ADRA	Adventist Development Relief Services
AMPLIFIES	Assisting in the Management of Poultry and Layer Industries with Feed Improvement and Efficiency Strategies
ARS	Annual Results Survey
ASA	American Soybean Association
FAS	Foreign Agricultural Service
FBO	Farmer Based Organization
FFPr	Food for Progress
GNAPF	Ghana National Association of Poultry Farmers
GPP	Ghana Poultry Project
KSU	Kansas State University
M&E	Monitoring and Evaluation
MES	Monitoring and Evaluation Staff
MoFA	Ministry of Food and Agriculture
ODK	Open Data Kit
QSSB	Qualified State Soybean Board
RFP	Request for Proposals
SSA	Sub-Saharan Africa
SCM	Success Case Method
TOR	Terms of reference
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USG	United States Government
WISHH	World Initiative for Soy in Human Health

## List of Tables

Table 1: Sample Size by Beneficiary Type and Region

Table 2: Timeline for Final Evaluation

Table 3: Final Evaluation Report Requirements

## **Section 1: Supplies or Services and Prices/Costs**

### ***1.1 Purpose***

The purpose of this RFP is to solicit applications from companies and/or individuals to conduct a Final Evaluation for ASA/WISHH's AMPLIFIES project in Ghana. AMPLIFIES is a five-year project funded by the United States Department of Agriculture (USDA) that was awarded in September 2015. The Final Evaluation will help the project to better understand what attributed and contributed to beneficiary outcomes and develop a list of recommended next steps for USDA and the poultry value chain.

The Final Evaluation team will be comprised of the lead consultant and his/her assistants and shall work in cooperation with USDA's Monitoring and Evaluation Staff (MES) in Washington, D.C. and ASA/WISHH's Director of Monitoring & Evaluation (M&E) and based in St. Louis, Missouri.

### ***1.2 Period of Performance***

The Period of Performance of this contract is expected to fall between March and June 2020. The anticipated award date for this contract is March 2<sup>nd</sup>, 2020. The final report should be submitted to ASA/WISHH on or before June 26<sup>th</sup>, 2020. Please see Table #2 for more details about the proposed timeline for the Final Evaluation.

## **Section 2: Background**

### ***2.1 About the Organization***

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 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 poultry production 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 (SSA), Asia and Central America.

ASA/WISHH has supported market and economic development activities in the human food sector since its inception in 2000 and works to increase the use of quality soy protein ingredients and

products in food for human consumption through commercial development and nutrition programming. 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, United States Agency for International Development (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 (FFPr), 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 (QSSB).

## ***2.2 Project Description***

AMPLIFIES Ghana is a five-year program financed by the USDA and implemented by ASA/WISHH. The project supports the USDA FFPr objectives of increased agricultural production and trade by increasing the use of improved agricultural techniques and technologies among target populations and improving linkages between buyers and sellers. Additionally, the project aims to build downstream value chain capacity for Ghana's agriculture industry, specifically strengthening the market linkages for locally produced maize and soy commodities utilized in feed and poultry production.

The three main objectives of AMPLIFIES Ghana are:

- Increase agricultural productivity in the poultry value chain by increasing the quantity and lowering the cost of poultry feed through the reduction of post-harvest loss and procurement inefficiencies of primary feed ingredients;
- Increase agricultural productivity in the poultry sector by improving poultry feed quality through the improvement of feed testing capacity and the demonstration of the benefits of quality feed;
- Increase trade of eggs through awareness campaigns and the trade of commercialized poultry feed through improved distribution networks and marketing.

These objectives are to be achieved via a logically sequenced and mutually reinforcing series of 10 activities implemented by expert partners and AMPLIFIES staff in Brong Ahafo, Greater Accra, Ashanti and Northern Region(s).

1. Adoption of Improved Poultry Feed
2. Capacity Building: Improvements in Quality and Consistency of Feed Formulations

3. Capacity Building: Increased Feed Testing Capacity
4. Capacity Building: Increased Efficiency in Feed Processing
5. Capacity Building: Increased Efficiency in the Procurement of Feed Ingredients
6. Financial Services: Loans for Investments in Feed Processing
7. Infrastructure: Post-harvest Storage and Aggregation of Feed Inputs
8. Marketing: Expansion of Poultry Feed Distribution Network
9. Organize National Awareness Campaign to Promote Egg Consumption
10. Training: Harvesting, Post-harvest Handling and Storage of Feed Inputs

AMPLIFIES has been implemented in collaboration with the Adventist Development and Relief Agency (ADRA) and a consortium of universities led by Kansas State University (KSU). ASA/WISHH has led implementation efforts for the project in collaboration with other key stakeholders such as the Ghana National Association of Poultry Farmers (GNAPF), the Ministry of Agriculture (MoFA), the Ministry of Health and a host of other organizations. AMPLIFIES also collaborates with the Agricultural Cooperative Development International/Volunteers in Overseas Cooperative Assistance (ACDI-VOCA) implemented Ghana Poultry Project (GPP) with the two projects forming USDA's current FFPr program in Ghana.

### ***2.3 Relevant Program Documents***

The Consultant will be expected to utilize available documents applicable to AMPLIFIES Ghana and display a good understanding for USDA's M&E Policy and Indicator Handbook. The Consultant will find it useful to reference a broad range of background documents related to the poultry sector in Ghana as well as documents provided by ASA/WISHH (e.g., Plan of Operations, Midterm Evaluation Report, Semiannual Report).

## **Section 3: Statement of Work**

### ***3.1 Final Evaluation Objectives***

ASA/WISHH is seeking the services of a third-party consultant or team of consultants to carry out a Final Evaluation for AMPLIFIES Ghana in accordance with the terms of reference (TOR) herein. ASA/WISHH anticipates that this assessment will include beneficiaries from each of the regions described above and that the Consultants will collect data from a sample of beneficiaries in each of these areas.

The Final Evaluation is meant to serve the following purposes:

1. To provide a better understanding about the perceived benefits and shortcomings of AMPLIFIES Ghana
2. To develop additional knowledge about the confounding variables that influenced beneficiary outcomes
3. To identify strategies for further advancing the poultry value chain and develop recommendations for future programming

The Final Evaluation will also provide information about how to develop more sustainable practices, must also provide reliable background information and analysis related to the current conditions and realities in the poultry sector.

This will necessitate a quasi-experimental design that uses both quantitative and qualitative methods for collecting data. ASA/WISHH expects that the Consultant will collect data from crop farmers, poultry farmers, feed millers, and people in government.

### ***3.2 Final Evaluation Questions***

The Consultant will collect and analyze the data necessary to answer the following research questions:

1. What aspects of the program attributed to the positive and/or negative outcomes experienced by beneficiaries?
2. What external factors contributed to the level of success achieved by beneficiaries?
3. What, if any, recommendations do beneficiaries have for future programs and what else needs to happen to further advance the poultry value chain?

The following are a list of primary performance indicators to be assessed by the Consultant:

- Number of individuals who have applied new techniques or technologies as a result of USDA assistance
- Number of individuals who have applied improved farm management practices (i.e., governance, administration, or financial management) as a result of USDA assistance
- Number of individuals receiving financial services as a result of USDA assistance
- Number of loans disbursed as a result of USDA assistance
- Value of loans provided as a result of USDA assistance
- Value of sales by project beneficiaries
- Volume of commodities (metric tons) sold by project beneficiaries

The Consultant will also collect and analyze a select number of standard and/or custom indicators not included above. These secondary indicators are included in the data collection tools described below and described in detail in USDA's Indicator Handbook.

### ***3.3 Approach and Methodology***

This assessment will consist of a mix of quantitative and qualitative methods and utilize already tested data collection tools and implementation strategies. This summative evaluation will utilize Brinkerhoff's Success Case Method (SCM) to closely study the experience of individuals and farmer-based organizations (FBO) who are considered to be the project's most and least successful cases. The Consultant should be well-versed in the discipline of outcome harvesting and prepared to conduct phone interviews with poultry farmers and input suppliers in Brong Ahafo, Ashanti and Greater Accra Regions. The Consultant will also be expected to facilitate 24-30 focus groups with crop farmers in Brong Ahafo, Ashanti and Northern Regions. The unit of analysis for poultry farmers and input suppliers will be the individual while the unit of analysis for crop farmers will be the FBO. ASA/WISHH will determine which individuals and FBOs will be included in the Final Evaluation based on past performance in the program. The most and least successful 10% of individual beneficiaries and FBOs will be included in this assessment. Additionally, the Consultant will conduct 18-24 in person interviews with People in Government and Credit Facility Providers.



The methods and tools used in the study should include a combination of the following:

**Annual Results Survey:** The Consultant will administer an amended version of the project's Annual Results Survey (ARS) to beneficiaries in Greater Accra, Brong Ahafo, Ashanti and Northern Regions. This instrument takes 30-45 minutes to administer and includes questions about a number of important topic areas (e.g., training attendance, adoption, farm operations, productivity, financial services). ASA/WISHH will be adding a select number of open-ended items to the end of this instrument to better answer the research questions identified for the Final Evaluation. ASA/WISHH has used the Open Data Kit (ODK) Collect to house this survey and the Consultant will be expected to use KoboToolbox for the Final Evaluation. ASA/WISHH will provide the Consultant with hard and soft copies of the ARS and source code to assist with the assembly of the tool.

<b>Table 1: Sample Size by Beneficiary Type and Region</b>			
<b>Type of Beneficiary</b>	<b>Region</b>	<b>Number of Beneficiaries</b>	<b>Sample Size</b>
Poultry Farmers/Producers	Ashanti	495	100
	Brong Ahafo	590	118
	Greater Accra	206	42
Feed Processor/Millers	Brong Ahafo	30	30
	Ashanti	22	22
	Greater Accra	26	26
People in Government	Brong Ahafo	6	6
	Ashanti	5	5
	Greater Accra	5	5
Credit Facility Providers	Brong Ahafo	2	2
	Ashanti	4	4
	Northern	2	2
<b>TOTAL</b>		<b>1,393</b>	<b>362</b>

**Focus Groups:** AMPLIFIES provided services to 3,586 crop farmers during the project's implementation period (i.e., 1,954 from Northern Region, 837 from Brong Ahafo Region, and 795 from Ashanti Region) and provided support to 126 FBOs. The Consultant is expected to facilitate 24-30 focus groups with FBOs in the Northern Region, Brong Ahafo Region, and Ashanti Region). ASA/WISHH will provide a semi-structured interview guide for this exercise. The Consultant will be responsible for operationalizing this document and developing a notetaking strategy that meets the specifications of ASA/WISHH (e.g., free-listing method). The Consultant must have at least one notetaker accompany the facilitator for each of the focus groups. ASA/WISHH will determine which FBOs meet the criteria for inclusion and share this information with the Consultant. ASA/WISHH will also provide the Consultant with the name and contact information for beneficiaries and assist with community entry if/when needed.

**Key Informant Interviews:** The Consultant will also facilitate 18-24 key informant interviews (KIIs) with People in Government and Credit Facility Providers. ASA/WISHH will provide a semi-structured interview guide for this exercise. The Consultant will be responsible for operationalizing this document and developing a notetaking strategy that meets the specifications of ASA/WISHH

(e.g., free-listing method). It is recommended that a notetaker accompany the facilitator during these interviews, but this is not a requirement.

### **3.4 Deliverables**

The Consultant is expected to provide the following deliverables to ASA/WISHH:

#### **Implementation Plan and Descriptive Report**

The Consultant will submit a draft of their implementation plan on or before the 13<sup>th</sup> of March. This document should include the evaluation approach, methods for data collection, overview about data processing and analysis, list of team members' roles and responsibilities, and planned schedule of activities. The final implementation plan should be submitted on or before the 27<sup>th</sup> of March and include a step-by-step account of how data will be collected and managed during this exercise. This document should also include a detailed schedule of activities and data collection instruments, tools, and guidelines. The Consultant will submit a Data Analysis Plan by April 3<sup>rd</sup>. It is expected that data collection will commence on or around April 6<sup>th</sup> and be completed within six weeks or by May 15<sup>th</sup>.

The Consultant will complete a desktop review of all data and share a Descriptive Report with ASA/WISHH on or before May 22<sup>nd</sup>. Data analysis should be completed by May 29<sup>th</sup> and the first draft of the Final Evaluation Report should be submitted to ASA/WISHH on or before June 12<sup>th</sup>. ASA/WISHH will provide feedback on this report and the Consultant should submit an updated version of this document and all associated materials (e.g., audio files, raw data, codebook) by June 26<sup>th</sup>.

The following table includes important dates for the Final Evaluation:

<b>Table 2: Timeline for Final Evaluation</b>	
<b>Item</b>	<b>Deadline</b>
First draft of implementation plan	Friday, March 13 <sup>th</sup> , 2020
Final implementation plan with schedule of activities and data collection instruments, tools, and guidelines	Friday, March 27 <sup>th</sup> , 2020
Data Analysis Plan	Friday, April 3 <sup>rd</sup> , 2020
Data Collection Phase	Monday, April 6 <sup>th</sup> – Friday, May 15 <sup>th</sup> , 2020
Conduct desktop review and submit Descriptive Report	Friday, May 22 <sup>nd</sup> , 2020
Complete data analysis	Friday, May 29 <sup>th</sup> , 2020
Submit first draft of Final Evaluation Report	Friday, June 12 <sup>th</sup> , 2020
Submit updated version of Final Evaluation Report and associated materials	Friday, June 26 <sup>th</sup> , 2020

## Data Analysis Plan

The Consultant will submit a Data Analysis Plan that clearly describes the sampling strategy to be used for the Final Evaluation and which includes an overview of how data will be analyzed. This document should be submitted to ASA/WISHH on or before April 3<sup>rd</sup>. The Data Analysis Plan should describe what procedures will be used to analyze quantitative data and how the Consultant will integrate qualitative data from focus groups into the Final Evaluation Report.

## Final Evaluation Report and Primary Data

The Final Evaluation Report, not to exceed 30 pages (not including annexes), should be concise and to the point, utilizing charts, graphs and diagrams where appropriate. The Consultant will be required to describe methods used for data collection in enough detail so that the results reported are reproducible. This document should make clear linkages between the data collected and analyzed to key findings reported in the results section of the report.

The following table displays requirements for the final report:

<b>Table 3: Final Evaluation Report Requirements</b>	
<i>Language</i>	ENGLISH
<i>Report Length</i>	<i>Maximum of 30 pages, excluding the Table of Contents and Annexes</i>
Executive Summary	Include an Executive Summary that provides a brief overview of the study's purpose, project background, methods, findings, and lessons learned from the study.
Methods	<ul style="list-style-type: none"><li>• Explain study methodology in detail.</li><li>• Disclose limitations, especially those associated with the methodology (e.g. selection bias, recall bias).</li></ul> NOTE: A summary of methodology can be included in the body of the report, with the full description provided as an annex.
General overview and Final Evaluation Questions	Provide a general overview and analysis of the current status in the poultry sector in the target areas. Provide answers to the research questions.
Findings and data	Present findings and Final Evaluation data as analyzed facts, evidence and supported by strong quantitative or qualitative evidence and not anecdotes, hearsay or peoples' opinions.
Recommendations	If available, provide recommendations for the project's M&E staff on effective data collection and monitoring of the program, lessons learned during the assessment, best tools and methodologies to be applied.

Annexes	<p>Include the following as annexes, at minimum:</p> <ul style="list-style-type: none"> <li>• Terms of Reference.</li> <li>• Full description of Final Evaluation methods.</li> <li>• All Final Evaluation tools (e.g., questionnaires, checklists, discussion guides, surveys).</li> <li>• A list of sources of information (e.g., FBO membership records, list of documents reviewed, overview of other data sources).</li> </ul> <p>Only if applicable, include as an annex Statement(s) of Differences regarding any significant unresolved differences of opinion on the part of funders, implementers, and/or members of the research team.</p>
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The Consultant will also be expected to provide ASA/WISHH with access to all primary data collected for the Final Evaluation.

### **3.5 Research Team**

The Consultant must have a team comprised of individuals with strong technical skills, experience in quantitative and qualitative research, study design, data collection and analysis, and technical competence in key project activities. In particular, the lead Consultants(s) will have the following qualifications:

- At least ten years of demonstrated experience conducting baseline studies and/or evaluations of agricultural development programs (required) and hold a graduate degree in agriculture, monitoring and evaluation, statistics, economics, or other related field (preferred).
- Experience conducting similar studies in sub-Saharan Africa (SSA) (required) and within Ghana's poultry industry (preferred).
  - Consultants who do not have experience evaluating poultry programs in SSA are strongly encouraged to sub-contract with a technical expert(s) based in country to collect data for the Final Evaluation.
- Experience evaluating USDA, USAID, or other United States Government (USG) projects (required). Preference will be given to those who demonstrate experience with USDA and/or USAID indicators.
- Experience designing tools for focus group discussions and key informant interviews and facilitating these sessions
- Demonstrable knowledge of participatory methods and commitment to best practices.
- Experience and capability in producing survey reports.
- Experience in study design and data collection and analysis of quantitative and qualitative data and supervisory capabilities of each of these areas.
- Fluent in written and spoken English; proficient in written and spoken Twi (preferred).

The assessment will be independent and conducted by a third party. Specifically, the regulations specify that the third party conducting the assessment:

- Is financially and legally separate from the participant's organization;

- Has staff with demonstrated knowledge, analytical capability, language skills and experience in conducting assessments of development programs involving agriculture, education, and nutrition;
- Uses acceptable analytical frameworks such as comparison with non-project areas, surveys, involvement of stakeholders in the assessment, and statistical analyses
- Uses local consultants, as appropriate, to conduct portions of the assessment; and,
- Provides a detailed outline of the evaluation, major tasks, and specific schedules prior to initiating the evaluation.

The Consultant is expected to:

- Develop a comprehensive assessment and data collection methodology (e.g., sample size and sampling methods).
- Conduct/coordinate and supervise quantitative and qualitative data collection.
- Communicate directly and frequently with ASA/WISHH staff (e.g., bi-weekly updates, monthly progress reports)
- Conduct data analysis and generate summary of findings.
- Draft the final report.

ASA/WISHH staff and implementing partners will be available to answer technical questions about program structure and implementation, and to provide guidance/advice on logistics, meeting arrangements, and other matters.

### ***3.6 Proposal Guidelines and Selection Criteria***

The candidate shall submit a full proposal to ASA/WISHH via an electronic submission to James Bernhardt at [jbernhardt@soy.org](mailto:jbernhardt@soy.org) (cc: [tfang@soy.org](mailto:tfang@soy.org)) **no later than Friday, February 20<sup>th</sup>, 2020 at 5pm CST** with the following:

- Curriculum Vitae(s) of the lead consultant and assistants.
- References of similar work conducted by the applicant and recommendations if available.
- A technical proposal not to exceed 10 pages (not including annexes) that includes a clear description of the study's objectives and demonstrating a good understanding of the scope of work, the methodology, and a plan for data collection and analysis.
  - The methodology should include a detailed data collection plan, describing the data collection technique(s) to be used, related data collection sources, and a rationale for reasons the data collection was chosen.
- A line item budget including staff, travel, equipment, supplies, and professional services, if applicable.
- A detailed work plan showing the resources needed, the time anticipated, and the outcomes/deliverables to be reached that includes a timeline of deliverables.

**Proposals and associated documents must be submitted in English.**

The following criteria will be used to review and score candidate proposals:

<b>Table 3: Criteria for Scoring Proposals</b>	
<b>Criteria</b>	<b>Scoring (out of 100)</b>
Soundness of proposed methodology	40 points
Skills and Past Experience	30 points
Past poultry experience in Ghana	10 points
Quality control methods	10 points
Financial Competitiveness	10 points
<b>Total:</b>	<b>100 points</b>