



## **REQUEST FOR PROPOSAL FROM THE WORLD INITIATIVE FOR SOY IN HUMAN HEALTH (WISHH)**

### **I. DATE**

August 14, 2020

### **II. PROJECT OBJECTIVE**

The purpose of this request for proposal (RFP) is to receive proposals to analyze the market, surrounding industry and institutions engaged in the import and/or trade of soybeans, soybean meal and value-added soy products (soy flour, isolates, concentrates and identity preserved soybeans) in the manufacturing of human foods and animal feed in **Kazakhstan**. The animal feed demand sectors include swine, poultry, dairy, and aquaculture.

The final market assessment report will contain contact information for organizations and commercial businesses engaged in the oilseed processing, feed manufacturing and animal production (swine, poultry, dairy and aquaculture), human food manufacturing and recommend future activities to promote U.S. soy.

### **III. ORGANIZATION BACKGROUND**

The American Soybean Association's World Initiative for Soy in Human Health (WISHH) program connects trade and development across global market systems, improving food security. Knowing that protein plays an essential role in human nutrition, visionary U.S. soybean growers founded WISHH in 2000 to serve as a catalyst in developing and emerging markets. WISHH brings the power of strategic partnerships to our unique market-systems approach. Local business leaders, governmental and non-governmental organizations as well as academic institutions join us in increasing demand and fueling economic growth for the sustained availability of nutritious and affordable human foods and livestock feeds.

For more information about ASA/WISHH, please visit [wishh.org](http://wishh.org).

### **IV. SCOPE OF WORK**

Conduct a market assessment to provide details surrounding industries and institutions engaged in soybeans, value-added soy products, animal feed, human foods and animal agriculture, including the import and/or trade of whole soybeans, soybean meal and value-added soy products for use in the animal feed and human food industries.

With the recent economic growth and a growing animal production sector, there appears to be a demand for high-quality U.S. soy products.

The purpose of this assessment is three-fold: 1) to give ASA/WISHH a complete understanding of which companies (local and regional) are utilizing soy products in their human food production lines and feed rations (swine, dairy, poultry and aquaculture), or are selling soy products; 2) to give ASA/WISHH a better understanding of buyer demographics, consumer markets, feed preferences and purchasing power and 3) make recommendations on activities to increase the volume of U.S. soy in both the human foods and animal feed industries.

The final market assessment report will contain detailed information from the sectors listed above as well as contact information (contact name, email, address and phone number) for organizations and commercial businesses engaged in human foods and animal feed production.

ASA/WISHH will use the final market assessment report to move forward with detailed and strategic activities to increase the demand and consumption of U.S. soy protein for use in the manufacturing animal feeds and human foods.

**V. TIMING**

All activities must be completed by December 18, 2020

Bids due to ASA/WISHH	September 3, 2020
Contract awarded	September 18, 2020
Contract signed and activities begin	September 25, 2020
Mid-contract progress call	Week of November 2, 2020
Rough draft due	November 24, 2020
Final Market Assessment report due	December 18, 2020

**VI. SELECTION CRITERIA AND CRITERIA WEIGHTS**

Proposals submitted will be evaluated according to the following criteria:

Consultant skills/ experience	35%
Comprehensiveness	30%
Cost	20%
Timing	15%
<b>TOTAL</b>	<b>100%</b>

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) entities with SBA certification (proof of certification must be provided at time of submission).

**VII. INSTRUCTIONS TO BIDDERS**

Proposals must contain at a minimum the specific criteria requested in the Request for Proposal:

1. A description of the bidder's capabilities, resources, and experience. Please include your expertise in assessing the animal feed, human foods and market environment of other countries. Identify the qualifications that make the proposed assessor an expert in assessing the animal feed and human food markets in Kazakhstan.

2. Goals and measurable objectives for the activity must be included.
3. A line-item budget, detailing each activity cost, must be included. Any travel expenses need to be included in the RFP line-item budget.
4. Checklist of items that must be completed:
  - Attachment A Proposal Authorization Cover Page Completed and Signed
  - 100-word executive summary of the proposal
  - Full detailed proposal
  - Proposal budget detail
  - WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 4:00 PM CDT on Thursday, September 3, 2020. To be considered for award, proposals must be submitted by e-mail to the following: Alan F. Pooock at apooock@soy.org. Mr. Pooock will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Questions regarding the RFP may be directed by e-mail to Mr. Pooock. No questions will be answered over the phone or in person.

*ASA/WISHH will consider proposals with a maximum budget no greater than \$50,000. This is an all-inclusive contract which includes the assessor's travel costs, etc. – no further funds will be allocated to the assessor to complete the assessment.*

If your proposal is not authorized by signature on Attachment A Proposal Authorization Cover Page, it may not be considered and may be rejected.

**Non-Discrimination Statement** In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

The firm or individual selected will be required to sign the ASA/WISHH code of conduct and conflict of interest statement.

**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.

Offerors submitting proposals must (1) be officially licensed to do such business in the country of operation, (2) be able to receive USDA funds, (3) not have been identified as a terrorist, and (4) be registered in the SAM.gov database prior to being awarded a contract. In addition, Offeror may be required to provide the following information prior to awarding of the contract:

- Documentation to verify licensure (i.e. tax id, registration certificate, etc.)
- Code of Conduct
- Conflict of Interest

#### **VIII. Attachments**

- Attachment A: Technical Proposal Submission Sheet Cover Page
- Attachment B: Federal Terms & Conditions

#### **IX. TEMPLATE FOR MARKET ASSESSMENT**

The following template must be followed and the questions below answered within the market assessment.

**Description of Assessor:** Include a description of the assessor's expertise in assessing the feed and human food market environments of other countries. Identify the qualifications that make the assessor an expert in assessing both the animal feed and human food markets.

**How did you conduct the assessment?** What methodology did you use to conduct the assessment? Briefly describe where you went, the people you met with, what you did to complete the assessment?

**What is the assessment of the animal feed and human food industries in Kazakhstan?** Include an executive summary of the project. Also include what makes this market attractive for U.S. exporters? Describe what you found out about the market (needs): the existing constraints (what may prevent or hinder increased imports from the United States); the nature of the competition, such as European, Southeast Asian or Argentinean soybean meal; describe any trade policy factors (preferred trade agreements) that affect the market; potential impact if the current tariff structure changes; provide data on the existing trade situation; what is the distribution chain; what sectors should be targeted for market development opportunities and why? Provide information on logistics capacity as a result of recent investments in structural improvements. Summarize the specifics (beliefs and attitudes) gathered (market intelligence) that should be used by the industry to establish a baseline and evaluate the effectiveness of future marketing activities. Also, discuss how the U.S. industry could utilize these needs and overcome constraints to expand exports. If appropriate, identify what constraints prevent or hinder market development for the U.S. soy industry. Report should include detailed information on the import and trade of whole soybeans, soybean meal and value-added soy products.

**What are the opportunities in the market?** Where do you see opportunities to enhance the effectiveness of the animal feed and human food industries? Describe projects that may enhance the effectiveness in these two industries? Determine whether Kazakhstan is a whole bean or soybean meal market for animal feed? For each opportunity identified, describe the baseline and measurements that will be used to evaluate the effectiveness of future marketing activities of the U.S. soy industry.

**What are the recommendations or measures necessary to enhance the animal feed and human food needs and that will also develop these two sectors for U.S. soybean products?** What would you, propose to do, based on your market assessment, in-country interviews and desk research, to grow U.S. exports of soy and enhance the animal feed and human food industries? Are there follow up technical assistance and/or capacity building activities that you would propose? What are these? For each opportunity identified describe the recommended specific, logical and appropriate marketing or technical assistance activities and expected results for expanding exports from the United States soy industry, specifically taking into account ASA/WISHH expertise and activities.

## Attachment A: Technical Proposal Submission Sheet

(Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.)

Date of Technical Proposal:	
RFP Number:	
RFP Title:	

We offer to provide the goods/services described in the Scope of Work, in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is \_\_\_\_days/weeks/months from the time and date of the submission deadline.

### Type of Business/Institution (Check all that apply)

Offeror certifies that it is:     Non U.S. Owned/Operated             Government Owned/Operated  
(If Non U.S. Owned/Operated is selected, continue to Anti-Terrorism Certification)

#### **OR FOR US ORGANIZATIONS ONLY:**

Nonprofit                                     For-Profit                                     Government Owned/Operated  
 Large Business                                 Small Business                                 College or University  
 Women Owned                                     Small and Disadvantaged Business

### Anti-Terrorism Certification

The Offeror, to the best of its current knowledge, did not provide, within the previous 10 years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts.

The Offeror also verifies that it does not appear on 1) the website of the Excluded Party List: <https://www.sam.gov>; or 2) the website of the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee"): <http://www.un.org/Docs/sc/committees/1267/consolist.shtml>.

The undersigned declares s/he is authorized to sign on behalf of the company listed below and to bind the company to all conditions and provisions stated in the original RFP document including attachments from ASA/WISHH.

### **Proposal Authorized By:**

Signature: \_\_\_\_\_ Name: \_\_\_\_\_  
Position: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized for and on behalf of: \_\_\_\_\_ (DD/MM/YY)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

DUNS No: \_\_\_\_\_

Business Registration Number: \_\_\_\_\_

## Attachment B

### FEDERAL TERMS AND CONDITIONS

This agreement is issued under a U.S. Government Prime Contract. Applicable clauses set forth below are incorporated by reference into this agreement with the same force and effect as if they were set forth in full. A full copy of each clause may be obtained from the ACDI/VOCA Compliance Department. The term FAR means Federal Acquisition Regulation, effective as of January 1, 2014. The terms, "Contractor," "Government" and "Contracting Officer" as used in these clauses shall refer to the Vendor, ACDI/VOCA, and the ACDI/VOCA Compliance Administrator, respectively. This agreement is between Vendor and ACDI/VOCA only and shall not be construed in any way to create a contractual relationship between Vendor and the U.S. Government. The Vendor shall not appeal directly to the U.S. Government without the written consent/concurrence of the ACDI/VOCA Contract Administrator.

#### THESE CLAUSES AND STANDARD BUSINESS TERMS AND CONDITIONS APPLY TO ALL CONTRACTS

CLAUSE TITLE	FAR CITE	CLAUSE TITLE	FAR CITE
Definitions	52.202-1	Combatting Trafficking in Persons	52.222-50
Restriction on Subcontractor Sales to the Government	52.203-6	Privacy Act Notification	52.224-1
Anti-Kickback Procedures 52.203-7	52.203-	Restrictions on Certain Foreign Purchases	52.225-13
Taxpayer Identification	52.204-3		
Data Universal Numbering System (DUNS)	52.204-6		
Annual Representations & Certifications	52.204-8	Patent Rights – Acquisition by the Government	52.227-13
Protecting Government's Interest When Subcontracting	52.209-6	Rights in Data – Special Works	52.227-17
with Contracts Debarred, Suspended or Proposed for Debarment		Payments Under Time & Materials/Labor Hour Contracts	52.232-7
Material Requirements	52.211-5	Disputes, Alternate I	52.233-1
Liquidated Damages (1% of Contract Value/Day)	52.211-11	Restrictions on Severance Payments to Foreign Nationals	52.237-8
Terms and Conditions – Simplified Acquisition (Other Than Commercial Items)	52.213-4	Stop Work Order, Alternate I	52.242-15
Order of Precedence	52.215-8	Government Delay of Work	52.242-17
Convict Labor (U.S. POs only)	52.222-3	Changes-Fixed Price	52.243-1
Child Labor- Cooperation With Authorities and Remedies Walsh-Healy Act	52.222-19	Subcontracts	52.244-2
Prohibition of Segregated Facilities	52.222-21	Inspection of Supplies – Fixed Price	52.246-2
Affirmative Action Compliance	52.222-25	Contractor Liability for Personal Injury and/or Property Damage (applies only to POs for transportation services)	52.247-21
Equal Opportunity	52.222-26	Contract Not Affected By Oral Agreement	52.247-27
Equal Opportunity for Special Disabled Veterans and Veterans of the Vietnam Era and Other Eligible Veterans (for POs over \$100,000 only)	52.222-35	Preference for U.S.-Flag Air Carriers	52.247-63
Affirmative Action for Workers With Disabilities	52.222-36	Preference for Privately Owned U.S.-Flag Commercial Vessels	52.247-64
Employment Reports on Disabled Veterans and Veterans of the Vietnam Era	52.222-37	Termination For Convenience of the Government (Fixed Price)	52.249-2
		Termination (Cost Reimbursement) (for any cost reimbursable elements)	52.249-6

#### THESE CLAUSES APPLY TO CONTRACTS FOR SERVICES

CLAUSE TITLE	FAR CITE	CLAUSE TITLE	FAR CITE
Service Contract Act	52.222-41	Inspection of Services – Fixed Price	52.246-4
Changes – Fixed Price Services, Alternate II	52.243-1	Inspection – Time & Materials/Labor Hours	52.246-6
Changes – Time & Materials/Labor Hours	52.243-3	HBCU and Minority Institution Representations	52.226-2

#### THESE FAR CLAUSES APPLY TO CONTRACTS \$150,000 AND ABOVE

CLAUSE TITLE	FAR CITE	CLAUSE TITLE	FAR CITE
Certificate of Independent Price Determination	52.203-2	Payment for Overtime Premiums	52.222-2
Gratuities	52.203-3	Drug-Free Workplace	52.223-6
Cancellation, Rescission, and Recovery of Funds for Illegal or Improper Activities	52.203-8	Authorization and Consent	52.227-1
Price or Fee Adjustment for Illegal or Improper Activity	52.203-10	Notice and Assistance Regarding Patent & Copyright Infringement	52.227-2
Certification and Disclosure Regarding Payment to Influence Certain Federal Transactions	52.203-11	Federal, State, and Local Taxes	52.229-3
Limitation on Payments to Influence Certain Federal Transactions	52.203-12	Federal, State, and Local Taxes	52.229-6
Printed or Copied Double-Sided on Recycled Paper	52.204-4	Interest	52.232-17
Certification Regarding Debarment, Suspension, Proposed Debarment, and Other Responsibility Matters	52.209-5	Stop-Work Order	52.242-15
Responsibility Matters	52.209-7	Competition in Subcontracting	52.244-5
Updates of Information Regarding Responsibility Matters	52.209-9	Contractor Inspection Requirements	52.246-1
Audit and Records – Negotiation	52.215-2	Limitation of Liability	52.246-23
Integrity of Unit Prices	52.215-14	Limitation of Liability – Services	52.246-25
Price Re-determination – Retroactive	52.216-6	Termination of Convenience for the Government (Fixed Price-SF)	52.249-1
		Default (Fixed-Price Supply and Service)	52.249-8