



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

### **I. DATE**

August 26, 2020

### **II. PROJECT OBJECTIVE**

The purpose of this request for proposals is to solicit a contractor to create a video documentary that serves as a model to inform and inspire strategic partnerships that encourage the consumption and use of U.S. soy in nutritious and quality foods as well as poultry and livestock feeds. The video should feature the role of soy in the business growth and resilience of Yedent Agro Group, located in Sunyani, Ghana, and the value of Yedent's collaboration with the ASA/WISHH's U.S. Department of Agriculture (USDA)-funded programming for both human food and livestock feeds that contain soy. The final video to be suitable for ASA/WISHH distribution via virtual and in-person educational forums and trade shows as well as posting on YouTube and ASA/WISHH website. The video must be appropriate for international as well as U.S. audiences.

### **III. ORGANIZATON BACKGROUND**

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 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. 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.

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

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

WISHH received funds from the USDA Agriculture Trade Promotion program. Under the project *Ghana Poultry Industry Free Trade Support*, this funding seeks to conduct marketing and promotion activities as well as activities designed to overcome market constraints to improve U.S. soybean and soybean meal access and exports to the feed sector in Ghana. This project covers the entire poultry value chain in Ghana and builds on four years of work performed under a USDA Food for Progress program, AMPLIFIES. The AMPLIFIES project has been focused on improving the poultry value chain in Ghana. This ATP program offers WISHH the ability to expand upon the activities and objectives of the AMPLIFIES project.

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

1. Work with ASA/WISHH to develop creative concept and storyboard for the video shoot at least 7 days in advance of the filming;
2. Work with WISHH and Yedent to confirm a date for the video filming at Yedent Agro Group in Sunyani, Ghana. Video shoot to occur in September 2020 and is expected to require one day of filming;
3. Video crew to follow government COVID social distancing and other applicable health and food safety requirements;
4. Videographer to use quality video camera, sound equipment, light kits for indoor as well as outdoor filming and other technical equipment required to interview Yedent CEO and key employees as well as show the manufacturing and testing of soy-containing foods and feeds;
5. Provide Skype, Facetime or other visual access for ASA/WISHH to remotely join (from the United States) the on-site video shoot to provide direction for visuals as well as interviews;
6. Ensure that ASA/WISHH's interview questions are presented to interviewees;
7. Attain signatures on ASA/WISHH photo/video release forms and provide WISHH with scanned copies via email within five days of completion of filming;
8. Within five days of completion of filming, provide a transcript with timecodes to ASA/WISHH to allow WISHH to collaborate on development of a draft video;
9. Recommend and secure narration talent and music for WISHH approval;
10. Conduct post-production work, including editing, toning, sound dubbing and music overlay and incorporate logos and visuals provided by ASA/WISHH;
11. Provide two rounds of revisions to video;
12. Acquire and provide WISHH with any necessary licenses relative to selected music or other third-party assets;
13. Final universal MP4 encode video to be completed by October 15, 2020 and provided to ASA/WISHH via Dropbox along with all raw footage that will be the property of ASA/WISHH;
14. Ensure that all activities meet the compliance standards of the USDA's ATP and the WISHH program, including brand guide.

The desired candidate should have:

1. At least 5 years of videography, both production and post-production, experience in Ghana;
2. Excellent communication skills in both verbal and written English;
3. The ability to convey information accurately and clearly, to personnel and clients with different backgrounds or levels of business competency;
4. Video literacy and knowledgeable in the use of software as well as in use of the internet;
5. Passion for people and the strengthening of private business capacity;
6. Tolerance for stress;
7. Proven intercultural communication skills;

8. Ability to be flexible and meet strict deadlines.

## V. TIMING

All activities must be completed by October 15, 2020

Intent to Bid (Fore Q&A Dissemination)	August 26, 2020
Bids due to ASA/WISHH	September 9, 2020
Contract awarded	September 14, 2020
Contract signed and activities begin	September 17, 2020
Development of Materials	September/October 2020
Final deliverables due	October 15, 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 interviewing, video production and editing.
2. Detailed budget on production, travel and editing costs
3. Checklist of items that must be submitted:
  - Attachment A Proposal Authorization Cover Page Completed and Signed
  - 100-word executive summary of the proposal
  - Full detailed proposal
  - Proposal detailed budget
  - WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 4:00 PM CDT on Wednesday, September 9, 2020. To be considered for award, proposals must be submitted by e-mail to the following: Gena Perry at [gperry@soy.org](mailto:gperry@soy.org). Ms. Perry 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 Gena Perry. No questions will be answered over the phone or in person.

*This is an all-inclusive contract which includes individual's or firm's time and materials. Travel costs will be reimbursed separately. No further funds will be allocated for this activity.*

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 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.

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

## 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: \_\_\_\_\_