



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

**MIDTERM EVALUATION (MTE) FOR CAST CAMBODIA
FFPr18-RFP-01-2020**

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 Midterm Evaluation (MTE), under the Food for Progress (FFPr) 2018 Project funded by the United States Department for Agriculture (USDA) and Implemented by the Commercialization of Aquaculture for Sustainable Trade (CAST) project in Cambodia.

I. ISSUANCE DATE

November 9th, 2020

II. PROJECT OVERVIEW

The purpose of this RFP is to solicit applications from companies and/or individuals to conduct a Midterm Evaluation (MTE) for ASA/WISHH's CAST project in Cambodia. CAST is a five-year USDA-funded project that was awarded in September 2018.

The MTE will provide CAST with meaningful feedback about what progress has been made towards reaching performance indicator targets. Additionally, this exercise should assess the relevance of the intervention, provide some insight about the effectiveness of the project, document lessons learned, assess sustainability, and discuss and recommend course corrections. The external evaluator conducting this evaluation should highlight the strengths and weaknesses of the project and make justifiable recommendations for next steps. **A data quality assessment (DQA) will also be conducted at this time to evaluate key M&E functional areas (e.g., data entry protocols, indicator definitions, reporting tools) and provide the project with a better sense of where improvements could be made (e.g., filing practices, reporting timelines, data verification).**

The MTE 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., ASA/WISHH's Director of M&E based in St. Louis, Missouri, CAST's Chief of Party and Monitoring, Evaluation & Learning (MEL) Manager based in Cambodia, and CAST's implementing partners in Cambodia (i.e., World Vision, KSU/CE SAIN, Auburn University).

The Period of Performance of this contract is expected to fall between January and June 2021. The anticipated award date for this contract is January 4th, 2021. The final report should be submitted to ASA/WISHH on or before June 28th, 2020.

III. ORGANIZATION 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 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, 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.

For more information about ASA/WISHH, please visit wishh.org.

IV. PROJECT DESCRIPTION

CAST Cambodia is a five-year program financed by the USDA and implemented by ASA/WISHH signed by both parties on September 27th, 2018. CAST's operational budget consists of \$15.55 million in monetization proceeds plus \$1.62 million in CCC funds. The M&E budget for this program is \$2.08 million or 12.1% of the total project budget. 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. CAST will enroll and provide training and technical assistance to 900 aquaculture producers working at 600 businesses across seven Cambodian provinces (i.e., Siem Reap, Battambang, Pursat, Kampong Thom, Kampong Cham, Kandal, Phnom Penh). The project also plans to work with 14 hatcheries/nurseries, 12 feed distributors, and five feed mills and will provide business development training and financing support to 117 post-production actors.

The two main objectives of CAST Cambodia are:

1. Increase agricultural productivity in the freshwater aquaculture industry through improved inputs and practices; and
2. Increase trade in Cambodian aquaculture, by volume and value.

These objectives will be supported by the following activities:

Activity #1: Capacity Building: Agricultural extension agents/services

ASA/WISHH will build the capacity of Cambodian aquaculture education and extension systems through the transfer of U.S. agricultural research and extension methodologies. ASA/WISHH will conduct needs assessments with stakeholder groups to determine technology gaps and develop training agendas for conducting capacity building activities. ASA/WISHH will also support the establishment of an aquaculture professional course and certification for university students and professionals and will institute an internship/mentorship program to pair aquaculture students with industry professionals.

Furthermore, ASA/WISHH will support the Center of Excellence for Sustainable Agricultural Intensification and Nutrition (CE SAIN) to establish aquaculture training and feed demonstration facilities.

Activity #2: Inputs: Develop agrodealers and/or other input suppliers

ASA/WISHH will increase supply and improved access to quality, domestically-produced aquaculture inputs by providing targeted technical assistance to private hatcheries and nurseries. ASA/WISHH will work to develop aquaculture small to medium-sized enterprises (SME), including seed, feed, and veterinary supplies. ASA/WISHH will conduct an assessment of the seed value chain to assess technical needs, supply chain challenges, and barriers to capacity extension. Through this assessment, ASA/WISHH will provide technical assistance to private hatcheries and feed mills, develop a local aquaculture feed database, and support the development of aquaculture feed formulations. Furthermore, ASA/WISHH will work on the development of aquaculture feed standards in collaboration with the Ministry of Agriculture, Forestry and Fisheries, and support participation of freshwater aquaculture actors in local trade promotional events.

Activity #3: Training: Improved farm management

ASA/WISHH will work with large and medium-sized intensified pond and cage operations in order to increase their productivity and profitability by addressing issues related to technical knowledge and access to quality inputs, including feed and seed and aquaculture infrastructure. ASA/WISHH will provide technical assistance to SME aquaculture producers and link input supplies to potential buyers.

Activity #4: Training: Demonstration plots

ASA/WISHH will establish model aquaculture and training hubs. These research demonstration sites will serve as hubs for expertise on freshwater aquaculture information, training and applied research in aquaculture. ASA/WISHH will work with key stakeholders to develop technology park facilities into primary locations for showcasing proven aquaculture research and training.

Activity #5: Training: Sanitary and phytosanitary standards (SPS)

ASA/WISHH will support private sector actors to develop voluntary standards based on the Government of Cambodia's proposed sanitary-phytosanitary (SPS) framework and will help facilitate the transition to the government's final standards. ASA/WISHH will engage with the Government of Cambodia to facilitate standards and measures adopted by the private sector. ASA/WISHH will develop a communications campaign among value chain actors and consumers to disseminate the benefits of SPS standards to the public. ASA/WISHH will engage with the Department of Fisheries Post-Harvest Technologies and Quality Control to train private sector actors on voluntary industry SPS standards.

Activity #6: Capacity Building

ASA/WISHH will strengthen the business management capacity of aquaculture enterprises, input and service providers, and other value chain stakeholders. ASA/WISHH will provide technical assistance and support identified stakeholders to develop and implement business plans. ASA/WISHH will provide financial support through cost-sharing capital investments to improve market position. Furthermore, ASA/WISHH will establish a technical assistance loan facility to provide revolving loans to SMEs seeking technical assistance.

Activity #7: Capacity Building: Producer groups/cooperatives

ASA/WISHH will organize aquaculture stakeholders, including producers, aggregators, wholesalers, and input suppliers at local and national levels to address issues of common interest, including public policy, development of voluntary standards, information sharing, and general promotion of Cambodian aquaculture to consumers.

ASA/WISHH will facilitate the creation of a Cambodian national aquaculture association. ASA/WISHH will conduct outreach to promote the association, solicit feedback on association services, and identify potential members. ASA/WISHH will facilitate the selection of association leadership and support members to develop the association mission, services, and sustainability strategies. Once formed, ASA/WISHH will facilitate recruitment via member outreach and promotion, and support participation from project stakeholders. Furthermore, ASA/WISHH will train association leadership and staff in marketing and advocacy strategies, and policy analysis.

Activity #8: Training: Improved marketing and branding

ASH/WISHH will raise consumer awareness of high-quality, Cambodian-grown, freshwater aquaculture fish and strengthen buyer-seller linkages along the value chain. ASA/WISHH will organize and launch a consumer awareness and branding campaign targeting consumers, consumer facing companies, and exporters. ASA/WISHH will conduct a market survey on consumers' current perceptions, preferences, purchasing considerations, and identify media contact points. ASA/WISHH will facilitate the identification and prioritization of consumer perceptions, development of behavior change messaging, identification and selection of media, and design of a marketing and branding strategy.

ASA/WISHH will support producers, wholesalers, distributors, and retailers to build a sustainable supply chain for locally-sourced quality Cambodian fish. ASA/WISHH will promote value-chain linkages and branding techniques for advocating locally produced fish. ASA/WISHH will link high-volume domestic buyers and industries with local producers. ASA/WISHH will also identify regional market opportunities for export and assist exporters in finding reliable supply chains of quality fish. ASA/WISHH will facilitate marketing events, including trade shows and discussion panels to support buyer-seller relationships and promote local aquaculture.

Activity #9: Market Access: Facilitate a traceability system for domestic aquaculture

ASA/WISHH will support selected distributors and export companies to pilot a traceability system to support compliance with production and sanitary and phytosanitary standards. ASA/WISHH will identify a cost-effective technology platform and support industry stakeholders to establish effective, business-friendly protocols to be integrated into a traceability software program. Once protocols are established, ASA/WISHH will train stakeholders on traceability protocols and the use of software and equipment. ASA/WISHH will ensure that marketing materials, consumer awareness/branding campaigns, and export promotion initiatives incorporate information about the benefits of traceability to ensure sanitary and phytosanitary standard compliance. ASA/WISHH will co-invest in the operational costs of the traceability system, and train selected participants on operations management and reporting requirements.

Activity #10: Financial Services: Provide SME finance, technical assistance loans and grants

ASA/WISHH will commission and publish a study outlining the business environment, growth potential, and market opportunities in the aquaculture sector, as well as recommendations for financial institutions, the private sector, and other stakeholders and aquaculture initiatives. ASA/WISHH will conduct project seminars, farmer-field days, agricultural exhibitions and other project activities with representatives from key agricultural financing institutions to build relationships with sector stakeholders and leaders.

ASA/WISHH will provide co-investment opportunities in promising aquaculture value chain enterprises. ASA/WISHH will identify a local financial institution to manage co-investment capital, including joint development of investment criteria, return-on-investment hurdles, and sub-sector prioritization. ASA/WISHH will also establish a separate no-interest revolving technical assistance loan fund. Technical assistance loans will enable the provision of technical and business development services needed to grow and expand SMEs.

ASA/WISHH will support a private agricultural insurance provider to collect quality data related to pond and cage production. Additionally, ASA/WISHH will facilitate the insurance product's introduction to the aquaculture value chain via farm visits, access to information including production models, and meetings with stakeholders. ASA/WISHH will work with the private sector to test new insurance products via simulations with a representative sample of producers to improve the design and reach a final product that can be taken to market. By the end of the project period, it is expected that ASA/WISHH will have facilitated the first underwritten insurance policies for the aquaculture farmers in Cambodia, which will lay the groundwork for expansion and growth to further reduce the risk in commercial aquaculture.

V. SCOPE OF WORK

MTE Objectives

ASA/WISHH is seeking the services of a third-party consultant or team of consultants to carry out a Midterm Evaluation (MTE) for CAST Cambodia in accordance with the terms of reference (TOR) herein.

The MTE is meant to serve the following purposes:

1. To determine the extent to which the project is on track to achieving stated goals and objectives,
2. To highlight major achievements, strengths, and weaknesses of the project including factors influencing project achievements, and
3. To provide recommendations for mid-course corrections and strategic programmatic adjustments

The MTE will also seek to identify key lessons learned and best practices that can be capitalized on in the second-phase of implementation to accelerate achievement of the project's stated objectives.

The performance evaluation will be conducted using the Relevance, Effectiveness, Efficiency, Management (Planning, Monitoring and Controlling), Coordination and Partnership, Lessons Learned and Best Practices criteria. This will include an assessment of the project management strategies and coordination mechanisms among key partners and their implications for sustaining project gains.

While designing the study and creating the methodology for data collection, the Consultant should consider CAST's Project-Level Results Framework(s) (Attachment B).

Research Questions

The Consultant should propose a detailed and reproducible strategy for answering the following research questions:

Relevance

- To what extent is the project aligned with national policies and strategies for aquaculture and feed production?
- How relevant is the project to the stated and immediate needs of stakeholders and beneficiaries?

Effectiveness

- To what extent is the program producing worthwhile results (outputs, outcomes) and/or meeting each of its objectives?
- What, if any, unintended consequences to the aquaculture sector can be attributed to the project?

Efficiency

- To what extent is the relationship between inputs and outputs timely, cost-effective and to the expected standards?
- To what extent has the project been efficiently implemented and managed (including financial review and audit information), as appropriate?

Impact

- Has the project contributed to short- and medium-term socioeconomic improvements for aquaculture producers, hatcheries and nurseries, and feed mills?
- What difference has the project made in the lives of beneficiaries?

Sustainability

- To what extent has the project fostered ownership by local and regional partners (e.g., CE SAIN, CTU)?
- To what extent has the project established/enhanced capacity, processes and local systems that are likely to be sustained?

It is also expected that the Consultant will work with ASA/WISHH staff to further develop these questions. The Consultant will use a combination of primary and secondary data to answer these questions. CAST's Monitoring,

Evaluation, and Learning (MEL) Manager will provide the Consultant access to the project's performance monitoring data.

The following is a preliminary list of standard indicators that the Consultant will need to consider for the performance evaluation:

- Number of hectares under improved management practices or technologies that promote improved climate risk reduction and/or natural resources management;
- Number of hectares under improved management practices or technologies;
- Number of individuals in the agriculture system who have applied improved management practices or technologies;
- Yield of targeted agricultural commodities;
- Value of annual sales of farms and firms;
- Volume of commodities (metric tons) sold by farms and firms.

The following is a preliminary list of custom indicators that will need to be considered for the performance evaluation:

- Number of private enterprises, producer organizations, water user associations, women's groups, trade and business associations, trade and business associations, and community-based organizations (CBOs) who received short-term agricultural sector productivity, food security or other training as a result of USDA assistance;
- Area of ponds (cubic meters) under improved management practices or techniques with USDA assistance;
- Number of market actors selling fish who are compliant with national SPS standards or are using an independent quality seal;
- Number of farms that increased the number, size, or amount of ponds, cages, or equipment with USDA assistance

This information will also help the project to conduct proper and accurate monitoring of the program performance and results. Where applicable, the standard and customs indicators should be disaggregated as specified in CAST's PMP.

Approach and Methodology

The MTE should apply a mixed-methods approach with both quantitative and qualitative measures and tools appropriate to the stated research questions. It is expected that both quantitative and qualitative data is provided to support findings. Additionally, even if/when secondary data are available for the Consultant to build on, attempts should be made to obtain primary data with reliable methods to ensure data integrity.

ASA/WISHH expects that the Consultant will collect data from the following partners, stakeholders, and beneficiaries:

- World Vision, Kansas State University (KSU)'s Feed the Future for Sustainable Intensification Innovation Laboratory (SIIL), Center for Excellence on Sustainable Agricultural Intensification and Nutrition (CE SAIN), Auburn University, Can Tho University (CTU)
- Fisheries Administration (FiA) at the Cambodian Ministry of Agriculture, Forestry and Fisheries (MAFF), and the various Cambodian Government offices working in Aquaculture as well as members of EU-CAPFISH led aquaculture sub-working group

- Feed mills (e.g., AgriMaster/Medivet), aquaculture producers, hatcheries and nurseries, fish processors and buyers, financial institutions
- Middlemen/services providers, retailers/supermarkets, transporters, distributors

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

Document review: The Consultant will find it useful to reference a broad range of background documents related to the aquaculture sector in Cambodia apart from project documents provided by ASA/WISHH. The Consultant will also review the project's Baseline Study Report, Semiannual Reports (SAR), Plan of Operations, Annual Work Plan, and several M&E tools and materials (e.g., Data Collection Manual, Performance Monitoring Plan, Indicator Performance Tracking Table).

On-site data verification: A visit to the project sites will be conducted to; 1) conduct a systems assessment to ascertain the robustness of data collection and reporting processes; and 2) verify the data sources and ascertain the authenticity of data reported to USDA. Where sub-grantees are involved, field visits to their sites of operation will be organized as well. **Data quality will be assessed using the five USDA DQA criteria of Validity, Precision, Reliability, Timeliness, and Integrity.** CAST will provide the Consultant with USAID's Data Quality Checklist and, if necessary, provide additional information about how this tool should be administered.

The Consultant will utilize and refine CAST's Baseline Survey and routine monitoring tools (e.g., Full Enrollment Form, Techniques/Technologies Adoption Tracker, Sales Record Form) as needed during this exercise. CAST verifies 5% of records submitted each quarter and expects the Consultant to include a representative sample of beneficiaries in this verification task. The Consultant will be expected to survey 40-50 aquaculture producers, 10+ hatcheries/nurseries, 5-10 feed distributors, 20-25 post-production actors, and staff at one feed mill.

Key Informant Interviews: The Consultant will review the interviewer scripts developed for CAST's Baseline Study and conduct Key Informant Interviews (KIIs) with a select number of ASA/WISHH and partner staff and stakeholders. These interviews will include a select number of financial institutions, FiA representatives at MAFF, fish processors and buyers, and members of the EU-CAPFISH led aquaculture sub-working group.

Data Analysis and Reporting: The Consultant will use an objective criteria for analyzing DQA data. Working sessions will be organized for all technical staff who will take part in the annual reviews to analyze the data obtained from both the document review and the on-site data verification exercises. Findings from the analysis including relevant recommendations will be duly documented.

If requested, ASA/WISHH will assist in making appointments with partners, community members, government officials and other stakeholders.

Deliverables

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

Implementation Plan

The Consultant will submit a draft of their implementation plan on or before the 18th of January. 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 1st of February 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. It is expected that data collection will commence on or around February 22nd and be completed within six weeks or by April 5th.

Data Analysis Plan

The Consultant will submit a Data Analysis Plan that clearly describes the sampling strategy to be used for the MTE and which includes an overview of how data will be analyzed. This document should be submitted to ASA/WISHH on or before February 15th. The Data Analysis Plan should describe what procedures will be used to analyze quantitative data and how the Consultant will triangulate qualitative data. The Consultant will be expected to conduct a theme analysis on this data using approved qualitative data analysis (QDA) software. Each data collection, analysis, and/or presentation tool, including the specific instruments, needs to be approved by ASA/WISHH prior to the start of data collection.

Descriptive Report

The Consultant will complete a desktop review of all data and share a Descriptive Report with ASA/WISHH on or before April 19th. Data analysis should be completed by May 17th and a first draft of the MTE Report should be submitted to ASA/WISHH on or before May 31st. ASA/WISHH will review this report and provide feedback to the Consultant within two weeks. The Consultant will be expected to review these comments and submit a final copy of this report by June 28th, 2020.

MTE Report and MTE Data

The MTE 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. As described, the Consultant will be expected to solicit and incorporate feedback from ASA/WISHH before submitting their final report.

The following table displays requirements for the final report:

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| Language | ENGLISH |
| Report Length | Maximum of 30 pages, excluding the Table of Contents and Annexes |
| Executive Summary | Include a two-page Executive Summary that provides a brief overview of the study's purpose, project background, methods, findings, and lessons learned. |
| Methods | <ul style="list-style-type: none">• Explain study methodology in detail.• Disclose limitations, especially those associated with the methodology (e.g., selection bias, recall bias). <p>NOTE: A summary or methodology can be included in the body of the report, with a full description provided as an annex.</p> |
| General overview and research questions | Provide a general overview and analysis of the current status of the aquaculture sector in target areas. |
| Findings and MTE data | Present findings, data, and supporting documentation supported by strong quantitative and qualitative evidence and not anecdotes or hearsay. |

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| Recommendations | Provide recommendations for the project’s MTE staff on effective data collection and monitoring of the program, lessons learned, and best tools and methodologies to be applied. |
| Annexes | <p>Include the following as annexes, at minimum:</p> <ul style="list-style-type: none"> • Terms of Reference • Full description of the methodology used for the MTE • All MTE tools (e.g., questionnaires, checklists, discussion guides, surveys) • A list of sources of information (e.g., key informants, documents reviewed, other data sources) • Performance indicator table(s) • Conflict of interest forms <p>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> |

The Consultant will be expected to provide ASA/WISHH with access to all primary data collected for the MTE. This should include all cleaned data sets and the raw data collected for this exercise.

Please note that the final report will be made publicly available. This document should not include any personally identifiable information (PPI) or propriety information. The final report should be accessible to persons with disabilities. For guidance on creating documents accessible to persons with disabilities, please see the following resources:

- <https://www.section508.gov/create/documents>
- <https://www.section508.gov/create/pdfs>

Evaluation Brief

The Consultant will develop a 2-3 page brief that describes the evaluation design, key findings, and other relevant considerations. This document will help to inform any interested stakeholders about the MTE and should be written in language easily understood by the public. It should include tables and graphs where appropriate.

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 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 Southeast Asia (required) and within Cambodia’s aquaculture industry (preferred).

- Consultants who do not have experience evaluating aquaculture programs in Cambodia are strongly encouraged to sub-contract with a technical expert(s) based in country to collect data for the MTE.
- Experience conducting studies for USDA, United States Agency for International Development (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 in quantitative data collection, statistics/econometrics such as quasi-experimental design, propensity score matching, regression, design effects, and questionnaire development.
- 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 Khmer (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 study 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., weekly updates, monthly progress reports) and invite stakeholders to participate in KIIs.
- 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.

VI. TIMING

The Consultant should complete all activities by June 28th, 2021.

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| Intent to Bid (For Q&A Dissemination) | November 23 rd , 2020 |
| Proposals due to ASA/WISHH | December 7 th , 2020 |
| Contract awarded | December 21 st , 2020 |

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| Contract signed and activities begin | January 4 th , 2021 |
| First draft of Implementation Plan | January 18 th , 2021 |
| Final Implementation Plan* | February 1 st , 2021 |
| Data Analysis Plan | February 15 th , 2021 |
| Start primary data collection | February 22 nd , 2021 |
| Finish collecting primary data | April 5 th , 2021 |
| Complete Descriptive Report | April 19 th , 2021 |
| Finish data analysis | May 17 th , 2021 |
| First draft of MTE Report to ASA/WISHH | May 31 st , 2021 |
| Submit draft MTE Report to USDA | June 7 th , 2021 |
| Final draft of MTE Report to ASA/WISHH | June 28 th , 2021 |
| Submit final MTE Report to USDA | June 30 th , 2021 |

* With schedule of activities and data collection instruments, tools, and guidelines

VII. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

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| Soundness of proposed | 40% |
| Skills and past experience | 30% |
| Past aquaculture experience in Cambodia | 10% |
| Quality control methods | 10% |
| Financial competitiveness | 10% |
| TOTAL | 100% |

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).

VIII. INSTRUCTIONS TO BIDDERS

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

The candidate shall submit a full proposal to ASA/WISHH via an electronic submission to James Bernhardt at jbernhardt@soy.org (cc: tfang@soy.org) **no later than Monday, December 7th, 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 (no including annexes) that includes a clear description of the MTE's objectives and demonstrates a good understanding of the scope of work, proposed methodology, and plan for data collection and analysis.
- 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 to be reached that includes a timeline of deliverables.

Proposals and associated materials must be submitted in English.

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 received after 5:00 PM CST on Monday, December 7th, 2020 will not be considered.

ASA/WISHH will consider proposals with a maximum consulting budget and materials no greater than \$150,000. This is an all-inclusive contract which includes individual's or firm's time, materials and all travel related costs. Travel costs will not 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 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. 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 their business operation, (2) be able to receive USDA funds, and (3) not have been identified as a terrorist 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

IX. Attachments

Attachment A: Technical Proposal Submission Sheet Cover Page

Attachment B: Project Level Results Framework(s)

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 the 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 U.S. ORGANIZATIONS ONLY:

- Non profit 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: _____ |
| <i>Authorized for and on behalf of:</i> | <i>(DD/MM/YY)</i> |
| Company: _____ | |
| Address: _____ | |
| Duns No: _____ | Business Registration Number: _____ |

ATTACHMENT B: Project Level Results Framework(s)

