



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

I. DATE

April 5, 2021

II. PROJECT OBJECTIVE

The purpose of this request for proposals is to solicit a contractor to implement a soy promotion campaign that will encourage the consumption and use of soy food ingredients and processed foods containing soy food ingredients. The campaign should focus on promoting the nutritive and functional benefits of textured soy protein to the general population and stakeholders associated with the Ghana National School Feeding Program, and educating people on how to utilize the product. The overall goal of the campaign is to increase sales of domestically produced textured soy protein within Ghana through promotion of the product domestically. The campaign must be implemented with the strategic goal of promoting textured soy protein (TSP) in general, excluding reference to any specific brands or supplier companies. The focus of the campaign should be on textured soy protein and its uses, especially institutional feeding applications. Consumers should be informed of where the product is available to be purchased at. The maximum value of the award is \$75,000 USD.

WISHH employs a supply chain partner (SCP) strategy in Ghana to help build demand for U.S. soy. The SCP strategy involves the development of a partnership between WISHH and a local business that has the ability, interest, and vision to sell a line of products that utilize U.S. soy. This strategy may look different depending on the country and market opportunity. Depending on the market situation, WISHH will identify companies that can successfully lead soy food businesses and introduce new products to their region.

This campaign will be focused on Ghana, and will target 10-15 school feeding officials in several regions, including regional and zonal leadership, desk officers and select caterers. In addition, basic retail outlet trainings will be implemented in a consumer test setting in key markets, as well as select supermarkets in Accra. A majority of the trainings will be implemented virtually, with prerecorded demonstration videos on TSP utilization distributed across various digital platforms common within the market, including WhatsApp and Facebook. The demonstration videos will also be utilized during monthly and quarterly meetings with caterers and cooks involved in the Ghana School Feeding Program (GSFP) in multiple regions and districts. The virtual demonstrations will be pre-recorded in a test kitchen setting.

A limited number of live demonstrations are planned in person with GSFP representatives at both regional and district levels. The campaign implementer will liaise with GSFP officials and the SCP to determine venues and settings for the in-person trainings. Caterer trainings will serve as refresher courses as a follow up to an earlier 7 region effort implemented in 2018-2019; trainings in 3 additional regions will serve as initial efforts.

An additional set of trainings utilizing the aforementioned strategies will target secondary school level matrons. These trainings will occur in the individual school kitchens as identified and recommended by the Association of School Matrons. Demonstration videos will subsequently be distributed amongst matrons and head teachers through the association.

Public demonstrations should be conducted in retail settings at key markets and supermarkets in Accra using TSP. The demonstrations should highlight the use of TSP in common Ghanaian meals, and provide consumers with the opportunity to sample products.

The proposal should include activities for promoting soy foods and soy food ingredients that are generic in nature. The campaign implementer will be required to communicate with the Ghanaian SCP to gain background information and current trends within the local market; however, the implementer will take care to not directly promote the specific product lines of the SCP. ASA/WISHH would ideally like to see the campaign implementer and SCP liaise with one another in the development of the communications campaign activities so that the SCP may develop independent strategies to leverage the generic promotion campaign. The primary product to be promoted in this program will be textured soy protein, and the primary market segments for promotion will include schools and caterers involved in the GSFP and basic retail outlets. The ultimate goal of the program is to promote the usage of TSP through the GSFP as well as everyday Ghanaian meals prepared by regular consumers.

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 offers over six years of proven feed sector capacity and decades of accumulated knowledge from ASA programs. Principal approaches include market and economic assessments, technical assistance and capacity building, food and feed trials and demonstrations, farmer field days, youth mentorship programs, food and feed value chain development, and market linkages.

ASA/WISHH achieves its mission by working in close partnership with: (1) the public sector (e.g., USDA, USAID, U.S. land grant universities, and host country governments), (2) the private sector (e.g., trade associations: Qualified State Soybean Boards and U.S. Soybean Export Council), and (3) private voluntary organizations. The Program draws upon the resources and experience of these partners and the services of a cadre of ASA/WISHH consultants with technical expertise in agricultural, international and commercial development spheres. ASA/WISHH relies on decades of experience in food commercial development and agricultural development programming. The Program takes pride in its growing portfolio of success with U.S. government-funded projects, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, and Quality Samples Program) and USAID funding in both prime and sub-recipient capacities. ASA/WISHH has also attracted both private sector and other complementary funding sources from various donors to build on and leverage core funding from Qualified State Soybean Boards.

The ASA/WISHH program receives funding from the United States Department of Agriculture (USDA) through the Emerging Markets Program (EMP), Market Access Program (MAP), Foreign Market Development Program (FMD), Agriculture Trade Promotion Program (ATP) and the Global Broad-Based Initiative (GBI). ASA/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.

IV. SCOPE OF WORK

ASA/WISHH seeks the services of a company to design and implement a generic soy promotion campaign in Ghana. The company should be able to develop a strategy for accomplishing the following:

1. Design and implement a generic soy promotion campaign in accordance with the timeline outlined in the approved proposal. Must be completed prior to December 31, 2021.
Desired activities include:
 - a. Increase utilization of textured soy protein among stakeholders within the Ghana National School Feed Program as well as the general public through retail outlets.

Strategies will be developed in conjunction with the local supply chain partner and are expected to include promotional outreach initiatives and practical demonstrations.

- b. Participation in industry events to conduct networking and promotional activities
 - c. Historically, TV, newspaper, and radio communications have been important methods of communication and experience with both is preferred.
 - d. WISHH requests that the company propose additional promotional activities for consideration.
2. Work with the local supply chain partner and WISHH staff to ensure that promotion activities are appropriate for the market and in compliance with USDA regulations.
 3. Provide quarterly invoices, reports and key performance indicators (KPI) to WISHH staff. Reports should follow the requested format and at a minimum, include narratives of activities, tracking of key performance indicators, recommendations, and challenges.
 4. Submit required backup documents verifying activities as outlined in approved proposal for compliance purposes. The deliverables will be based on the nature of the activities conducted.
 5. Develop a monitoring and evaluation plan for assessing the impact of the campaign, and providing recommendations for future campaign activities.
 6. Ensure that all activities meet the compliance standards of the USDA's Market Access Program and the WISHH program. The implementer should be aware that donor compliance standards are non-negotiable. Deliverables must be satisfied fully in order to submit invoice for payment. For more information on compliance and regulations please click [here](#)

V. TIMING

All activities must be completed by December 31, 2021

Questions due to ASA/WISHH	April 16, 2021
Answers posted to ASA/WISHH website	April 19, 2021
Proposals due to ASA/WISHH	April 23, 2021
Contract awarded	April 28, 2021
Contract signed and activities approved to begin	May 10, 2021
Final deliverables due	December 31, 2021

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	55%
Consultant skills/experience	35%
Cost	10%
TOTAL	100%

Special consideration will be given to Women or Minority Owned Small Business (WMOSB) entities with SBA certifications (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 and experience
2. A proposal that includes the following sections:
 - a. Proposal executive summary
 - b. Proposed action plan for the completed scope of work
 - c. Proposed methodology for information collection
 - d. Proposed budget including materials, service fees, and travel
 - e. Proposed timeline for completing the campaign
3. Checklist of additional items that must be submitted:
 - Attachment A Technical Proposal Authorization Cover Page Completed and Signed
 - 100-word executive summary of the proposal
 - Full detailed proposal
 - Proposal detailed budget
 - WMOSB Proof of Certification (if applicable)

Proposals should be submitted no later than 5:00 PM CDT on April 23, 2021. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slempp (cslempp@soy.org) and Josh Neiderman (jneiderman@soy.org). Mr. Slempp will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

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

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Chris Slempp at cslempp@soy.org (cc: jneiderman@soy.org) **no later than 5pm CST on April 16, 2021**. All questions and responses will be available on the WISHH [website](#) on or shortly after April 19, 2021. No questions will be answered over the phone or in person; all questions must be in writing and sent via email.

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
- Equal Opportunity

X. ATTACHMENTS

Attachment A: Technical Proposal Submission Sheet Cover Page

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
 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: _____ Position: _____

Name: _____ Date: _____

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

Company: _____

Address: _____

Business Registration Number _____