



**REQUEST FOR
PROPOSAL FROM THE
WORLD INITIATIVE FOR SOY IN HUMAN
HEALTH (WISHH)
A Program of the American Soybean Association**

I. DATE

August 26, 2021

II. PROJECT OBJECTIVE

This request for proposal (RFP) will identify a **Senior Advisor – Education & Outreach communication expert** consultant as part of a comprehensive outreach, education and communication approach utilized by the American Soybean Association’s (ASA) World Initiative for Soy in Human Health (WISHH) Program. The desired Senior Advisor would have a decade or more of experience working directly in the intersection of U.S. agricultural trade and international development. Experience needed in public relations, legislative and U.S. agricultural partnerships, and active in the international development community with an extensive network of contacts and memberships in relative groups to bring new information and initiatives to the WISHH program. The Senior Advisor’s experience should be able to assist in maintaining and strengthening current ASA/WISHH relationships with current partners, funders and stakeholders as well as identify new opportunities for additional partnerships. The Senior Advisor would have international agricultural development experience combined with international and U.S. communications expertise to increase awareness and support of U.S. high-protein soy’s value in long-term markets for U.S. soy. The work would require coordination with ASA & WISHH staff and a variety of soy organizations, and governing body members. Communications would involve using and abiding by the branding guides for WISHH and WISHH projects that include graphics and other visuals. Story telling writing as well as economic development experience required for funder and partner communications and outreach through social media platforms such as Facebook, and LinkedIn in addition to having the ability to capture analytics for all social media outreach.

The deliverables from this agreement will be used to inform and proactively engage with key audiences about: 1) soy’s role in global health and global food security; and 2) long-term market development in developing and emerging economies. The purpose is to provide key leaders in the global food security conversation, both domestically and internationally, information about the value of U.S. soy (nutrition, sustainability, quality, etc.), and to highlight ASA/WISHH’s work in developing and emerging markets while showcasing U.S. soy’s commitment to global food

security. In addition, outreach and engagement targeting state soybean organizations will help equip state staff and grower leaders with the knowledge and tools to specifically amplify these messages and priorities on the state level. This focused and issue-oriented education of key audiences and state soybean organizations will help increase profit opportunities for soy growers and help lift the U.S. soybean industry to a higher level of global competitiveness.

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) Program 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 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). 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 provide higher economic returns to U.S. soybean producers.

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

IV. SCOPE OF WORK

WISHH seeks to highlight U.S. soy's role in global food security. Engagement in global food security conversations is a win-win for U.S. soybean farmers and the developing and emerging economies in which WISHH works. Work to increase local protein availability (via new soy-based food products, eggs, chicken, fish, etc.) improves access to food and has beneficial effects on soybean prices.

The role of the consultant will be to identify and open doors to relationships that benefit WISHH, monitor opportunity and obstacles related to WISHH's work, participate in WISHH meetings to develop and deliver content for WISHH's diverse stakeholders, represent WISHH at predesignated meetings in the D.C. area, and design and create communications materials to distill WISHH messaging around key areas such as grower leader education, engagement, and global food security in a way that assists WISHH in meeting its goals and objectives under its new strategic plan.

This RFP includes the following deliverables:

Responsibilities

- Provide strategic counsel to WISHH and the ASA to contribute to WISHH achieving its new strategic plan and increasing support of U.S. high-protein products in developing country value chains and diets, including communicating scientific and competitive benefits of soy;
- Liaise with USDA and other funders and partners to WISHH projects
- Participate in the communication of program results, news items and other matters of interest to meet the needs of targeted funders, especially Qualified State Soybean Boards;
- Document successes of services provided, including beneficiary feedback;

- Coordinate regularly with ASA's communications team in both D.C. and St. Louis on WISHH communication needs and opportunities. Provide regular content for WISHH Communications i.e. Ebean, quarterly magazine, press releases, etc.
- Have ongoing discussions with staff at Qualified State Soybean Boards to identify opportunities and fulfill requests for outreach materials that are of particular interest to respective states;
- Work with Qualified State Soybean Boards with a monthly/quarterly magazine that provide \$100,000 or more in support to include an article related to WISHH activities/success stories.
- Provide input regarding ongoing opportunities to continue branding of the WISHH program;
- Work with WISHH to implement the current five-year strategic plan that supports and expands the mission and vision of the organization.
- Work with WISHH team and partners to increase use of high-quality digital photos and videos in outreach materials;
- Promote opportunities for WISHH stakeholders to witness WISHH activities firsthand, and then report their findings to the media and other WISHH audiences;
- Promote U.S. sustainable soybean production through responsible stewardship while acknowledging global market needs;
- Represent WISHH at appropriate activities and events;
- Provide proactive recommendations on how WISHH and the U.S. Soybean Export Council can coordinate messaging and communications to clarify the difference between the organizations and capitalize on potential synergies;
- Assist WISHH in developing messages supporting agricultural development;
- Provide counsel to WISHH regarding opportunities to maintain and expand its website, especially with fresh content;
- Assist WISHH in outreach strategy and public relations activities for overall program especially QSSBs;
- Assist WISHH in outreach strategy on Feed the Future, ASA/WISHH's ag development agenda and other initiatives;

- Assist WISHH in identifying opportunities to conduct a high-level protein nutrition optimization conference.

Deliverables

- Produce and distribute at least 4 WISHH results or other announcements to contacts in WISHH's Constant Contact database as well as assist WISHH in expanding, updating and segmenting distributions to lists maintained through WISHH's Constant Contact subscription;
- Develop 8 pieces of content for and maintain WISHH's new LinkedIn account.
- Provide articles and/or press releases and/or videos and/or photos and/or social media content to QSSBs following grower leader significant events, such as elections or trips or international travel;
- Monitor and measure WISHH social media, including LinkedIn
- Provide content for weekly Market Monday posts – typically pulling from that week's ebean article(s);
- Produce 5 short videos throughout the year;
- Revise the WISHH Capability Statement;
- Assist with the design and content development of the WISHH 1-pager regional marketing tools;
- Coordinate with WISHH marketing, branding and promotion sub-committee, partners and donors to identify and execute public relations programs that heighten awareness of WISHH results;
- Participate in a weekly phone call or meeting with the WISHH staff regarding projects and partnerships;
- Monitor announcements and news related to WISHH activities and regularly distribute to WISHH staff;
- Provide recommendations for WISHH website content;
- Submit quarterly reports of up to one page in length, cataloguing actions and accomplishments including communications prepared for QSSB distribution;
- Submit a final report of not more than one page per tactical initiative outlined in the scope of work cited above, plus an executive summary; deadline will be 45 days from the end of the fiscal year;

- Track non-checkoff sponsored media for WISHH Stories;
- Provide examples/options for a new WISHH logo when and if that process begins during this fiscal year;
- Participate in conference planning calls and task force planning calls;
- Update the WISHH Communications plan for FY21-22
- Update the CAST Communications plan for FY21-22
- Update WISHH boilerplate language for press releases, etc.
- Update the WISHH brand guide
- Update CAST brand guide and support CAST staff in implementation
- Provide prep and follow-up on World Food Prize with/for WISHH Executive Director;
- Attend D.C. meetings as appropriate;
- Attend 1 WISHH international trip.

The developed materials will remain the property of WISHH, may be posted on the WISHH website and will be available for future use.

V. TIMING

All activities must be completed by September 30, 2022

Questions due to ASA/WISHH	September 13, 2021
Answers posted by ASA/WISHH	September 15, 2021
Bids due to ASA/WISHH	September 27, 2021
Contract awarded	September 28, 2021
Contract signed and activities begin	October 1, 2021

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%
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).

VII. INSTRUCTIONS TO BIDDERS

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

1. A capability statement highlighting the bidder's skills, resources, and experience. Please include your expertise in communication campaign development, written and video content production and work with U.S. soy community organizations. Identify the qualifications that make the consultant an expert in communicating high level outcomes and successes from entrepreneurs from developing and emerging countries.
2. Detailed budget on developing the communications materials and campaign including the costs broken down for each of the categories in the deliverables. A detailed budget will be requested at the time of award.
3. Checklist of items that must be submitted:
 - Attachment A Proposal Authorization Cover Page Completed and Signed
 - A description of the bidder's capabilities and experience (Can be submitted as a CV or capability statement)
 - A proposal that includes the following sections (6 pages maximum):
 - Proposal executive summary (approximately 100 words or less)
 - Proposal
 - Proposed budget (maximum budget of \$85,000 including travel expenses)
 - WMOSB Proof of Certification (if applicable)

Proposal Submission: Proposals should be submitted no later than 4:30 PM CST on Tuesday, September 27, 2021. To be considered for award, proposals must be submitted by e-mail with the to the following: Gena Perry at gperry@soy.org with a **Senior Advisor Proposal in the subject line of the email**. Include a cc: to Sarah Wimmer at swimmer@soy.org and Vickie Wilks at vwilks@soy.org. Ms. Wimmer will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Submission of questions: All questions regarding the RFP must be submitted in writing (by e-mail) to Gena Perry **no later than 5pm CST on September 13, 2021**. All questions and responses will be available on the WISHH website (<https://wishh.org/requests-for-proposals-employment-opportunities/>). No questions will be answered over the phone or in person; all questions must be in writing and sent via email.

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. 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: _____

Name:

Position: _____

Date: _____

Authorized for and on behalf of:

(DD/MM/YY)

Company: _____

Address: _____

DUNS No: _____

Business Registration Number: _____