



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

I. DATE

September 27, 2021

II. PROJECT OBJECTIVE

The purpose of this request for proposals is to solicit proposals for the implementation of an egg promotion campaign to encourage the consumption and use of eggs across Ghana. The campaign should focus on promoting the nutritive and functional benefits of eggs to the general population and educating people on how to utilize the product. The campaign must be implemented with the strategic goal of promoting the poultry sector and egg consumption in general, excluding reference to any specific brands or supplier companies. The maximum value of the award is \$75,000 USD.

Existing strategic partnerships with local Ghanaian egg producers from ASA/WISHH's USDA-funded AMPLIFIES (Assist in the Management of Poultry and Layer Industries with Feed Improvement and Efficiency Strategies) program laid the foundation for Ghanaian stakeholders to create a National Egg Secretariat Association that focuses on promoting the benefits of eggs. The Ghana National Egg Campaign Secretariat (GNECS) continues to share ASA/WISHH's sustainability strategy to increase education on the health and economic benefits of eggs. GNECS's mission is built on the belief that the quality and consistency of the food supply will increase by improving marketing opportunities and reliability of products and services through capacity and reputation-building activities of value chain stakeholders. As a result, Ghanaians gain access to affordable protein-rich nutrition for health. As demand grows for eggs, demand rises for soy as an important poultry feed ingredient.

This campaign will be focused on Ghana and should focus on reaching customers across all regions through promotional outreach initiatives, implementation of egg consumption in institutional settings, and Edible Egg-In-Shell Standards training. The campaign implementer will be required to coordinate with a GNECS representative 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 any specific brand or supplier as it is not allowed under U.S. Government Regulations. ASA/WISHH would ideally like to see the campaign implementer and GNECS liaise with one another in the development of the communications campaign activities.

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, Agricultural Trade Promotion Program, 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 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 an egg promotion campaign in Ghana. The desired outcome of the campaign is to increase the consumption of eggs. This outcome will benefit local and international feed producers and create new opportunities for U.S. soy exports for use in animal feeds. The company should be able to develop a strategy for accomplishing the following:

1. Design and implement an egg promotion campaign in accordance with the timeline outlined in the approved proposal. Must be completed prior to December 31, 2022. Desired activities include:
 - a. Conduct promotional outreach initiatives and demonstrations. A targeted list will be provided to focus the campaign.
 - b. Promote adoption of egg consumption in institutional feeding programs (schools, churches, hospitals, prisons)
 - c. Organize events to train stakeholders along the poultry value chain on the Ghana Standard Authority's Edible Egg-In-Shell Standards
 - d. Participation in industry events to conduct networking and promotional activities (specific event to be identified in coordination with GNECS representative). Possible events include Agri House Agricultural Women Market Place, World Egg Day, Pre-Harvest Conference, Miss Agriculture, Egg Food Bazaar, and National Farmers Day.
 - e. Implementation of promotional activities during the Christmas Holiday.
 - f. TV and radio commercials and promotional activities through various media outlets.
 - g. WISHH requests that the company propose additional promotional activities for consideration.
2. Work closely with the GNECS representative to ensure that campaign activities are aligned with the goals of the organization.
3. Work with local poultry producers and beneficiaries and WISHH staff to ensure that promotion activities are appropriate for the market and in compliance with USDA regulations.
4. Provide quarterly invoices, reports, and progress towards 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.
5. 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.

6. Ensure that all activities meet the compliance standards of the USDA’s Agricultural Trade Promotion 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, 2022.

Questions due to ASA/WISHH	October 8, 2021
Questions posted on WISHH website	October 13, 2021
Proposals due to ASA/WISHH	October 22, 2021
Contract awarded	October 29, 2021
Contract signed and activities approved to begin	November 15, 2021
Final deliverables due	December 31, 2022

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	50%
Consultant skills/experience	35%
Cost	10%
Timing	5%
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 October 22, 2021**. To be considered for award, proposals must be submitted by e-mail to the following: Theresa Fang (tfang@soy.org) and Chris Slemple (cslemple@soy.org). Ms. Fang 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 Theresa Fang at tfang@soy.org (cc: Chris Slemple cslemple@soy.org) **no later than 5pm CST on October 8, 2021**. All questions and responses will be available on the WISHH [website](#) on or shortly after October 13, 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 _____