



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

### **I. DATE**

October 18, 2021

### **II. PROJECT OBJECTIVE**

The purpose of this Request for Proposal (RFP) is to identify a contractor based in Cambodia to implement three Cambodian aquaculture projects. These projects include In-Pond Raceway (IPRS), a Snakehead feeding activities and pond aeration activities. All three are funded by either the United Soybean Board (USB) or Qualified State Soybean Board (QSSB). The contractor would work with ASA/WISHH St. Louis headquarter staff and the Commercialization of Aquaculture for Sustainable Trade (CAST) program staff in Cambodia to implement these three projects.

### **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 and 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 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., U.S. exporters and 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-funding, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, Agricultural Trade 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.

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**

The selected contractor would work with ASA/WISHH St. Louis headquarter staff and CAST staff to implement the three activities. The selected contractor, required to be based in Cambodia, would hire aquaculture specialists and other individuals to implement the three activities. CAST staff would suggest potential aquaculture farmers, trade team members, provided targeted technical assistance and assist in inviting Farmer Field Day attendees. Project expenses for technical consultants, equipment, travel, training materials and other approved expenses would be reimbursed on actual expenses through the submission of receipts and invoices. The selected contractor would provide quarterly reports which will be used to complete the required donor reports.

ASA/WISHH has identified input suppliers and individuals for the technical extension contractors.

Each activity would have its own timeline due to the funding source's objectives and completion deadlines. The Snakehead completion date is August 31, 2022, with the IPRS and pond aerator project competition date of September 30, 2022.

Below is each activity's summary.

IL Snakehead activity components include:

- Work with a Cambodian hatchery to conduct a Snakehead fingerling production trial aimed at reducing the dependence on imported fingerlings.
- Organize a team to travel to China/Vietnam to see Snakehead hatcheries/nurseries and aquaculture farmers.
- Organize Snakehead feeding demonstration.
- A Farmer Field Day to share the Snakehead feeding demonstration results.

Pond aeration activity components include:

- Work with CAST staff to set up two, locally built, pond aeration system demonstration locations and running species specific, soy-based feeding trials
- CAST staff will provide the technical assistance for the two farms and select the appropriate species.
- Organize Farmer Field Days with CAST staff to share the results of the pond aeration system demonstration

In-Pond Raceway Systems (IPRS) activity components include:

- Install IPRS at 45 aquaculture farms. Farmers and ASA/WISHH would enter into a cost-share arrangement where the farmer would pay for all input costs and a significant portion of the IPRS cage costs. ASA/WISHH would pay for the balance of the IPRS cage cost and provide technical extension support.
- Contract with two technical extension consultants to provide support to the 45 aquaculture farmers
- Train aquaculture farmers on how to operate IPRS
- Provide technical extension support to the 45 aquaculture farmers using IPRS

## V. TIMING

Questions due to ASA/WISHH	October 27, 2021
Questions to be posted to WISHH Website	October 29, 2021
Proposals due to ASA/WISHH	November 10, 2021
Contract awarded	November 15, 2021
Contract signed	November 19, 2021
Activities begin	November 19, 2021
Kick-off call	November 22, 2021
Snakehead activities completed	August 31, 2022
IPRS and Aerator activities completed	September 30, 2022

## VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	35%
Consultant skills/experience	30%
Cost	20%
Timing	15%
<b>TOTAL</b>	<b>100%</b>

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 (Can be submitted as a CV)
2. A proposal that includes the following sections (five pages maximum):
  - Proposal executive summary
  - Action plan to implement the three activities
  - Proposed budget to implement the three activities (maximum budget of \$40,000; do not include technical consultants, equipment, travel, training materials and other approved expenses, which will be reimbursed on actual costs)
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 4:00 PM CST on November 10, 2021. To be considered for award, proposals must be submitted by e-mail to Alan F. Pooch at apooch@soy.org. Mr. Pooch 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 Alan F. Pooch at apooch@soy.org **no later than 4pm CDT on October 27, 2021**. All questions and responses will be available on the WISHH [website](#) on or shortly after October 29, 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 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. 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 ASA/WISHH. 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 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 ASA/WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of ASA/WISHH and by the successful vendor(s) chosen by 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

**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 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: \_\_\_\_\_ Position: \_\_\_\_\_  
Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized for and on behalf of: \_\_\_\_\_ (DD/MM/YY)

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Business Registration Number \_\_\_\_\_