



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

### **I. DATE**

Posted: November 16, 2021

### **II. PROJECT OBJECTIVE & BACKGROUND**

The purpose of this Request for Proposals (RFP) is to identify and engage a technical expert to work directly with soybean value chain associative bodies in Ghana. The American Soybean Association's WISHH Program (ASA/WISHH) seeks an expert in the field of association development to design and implement a program to build representative capacity in a phase one effort specific to the Women in Poultry Value Chain – Ghana (WIPVaC-Apex) and the Ghana Aquaculture Association.

Associative bodies leverage the interests of many individuals into one voice to advocate and promote those interests to the general public, government and various other groups. The American Soybean Association acts as such a body for the soybean producers of the United States and believes in the transformative power of the collective voice within agricultural value chains. Within the poultry and aquaculture value chains of Ghana, producers often struggle to have their voices heard on an individual basis and often lack the advocacy needed at the grassroots level to participate in the conversations that lead to positive and substantive policy formation and implementation. Further, in many cases associations suffer from a weak participatory culture and often fail to secure the resources necessary to provide services to existing members, thereby weakening incentives and perpetuating disinterest.

This project requires an expert with significant experience in association development, preferably within the context of West African markets. The expert will demonstrate knowledge, skills and abilities associated with macro and micro level organizational development and leadership, including demonstrated success in transferring the requisite knowledge, skills and abilities to the target groups. The ultimate goal of ASA/WISHH through this program is to strengthen the capacity of individual soybean utilizers to collectively improve profitability and resilience within the value chain, resulting in greater domestic food security through the production of affordable and available poultry and fish products within the local market.

### **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., 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.

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**

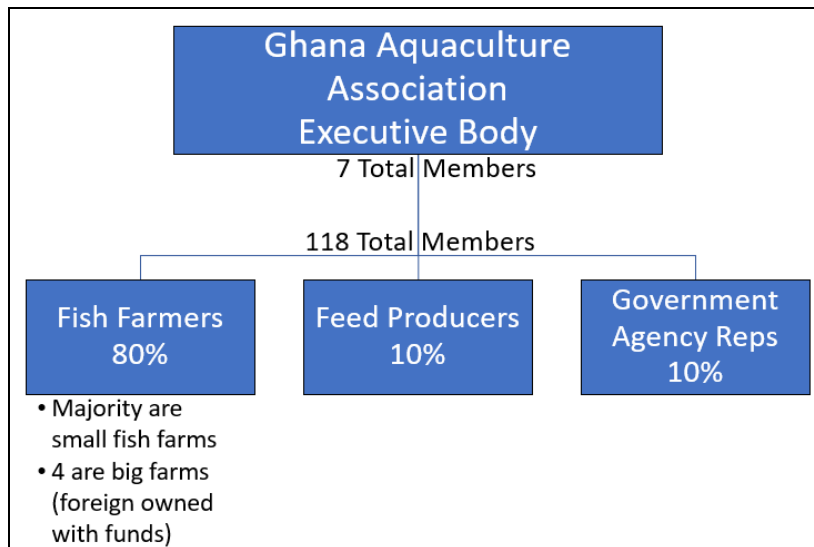
ASA/WISHH seeks the services of a consultant with technical expertise in association development for the poultry and aquaculture producer value chains of Ghana. In addition to

the expertise possessed by the consultant, ASA/WISHH has developed an organizational development and management [toolkit](#) that is available to partners and stakeholders through WISHH's online resource center. The selected technical expert will assist ASA/WISHH in building and strengthening two organizations. Through several conversations WISHH has identified possible intervention areas. However, the contractor will be required to hold separate meetings to determine specific training topics. Below are organizational overviews and potential training topics with final topics to be discussed with the associations and approved by WISHH.

### ***Aquaculture (Ghana Aquaculture Association)***

#### ***Training date: TBD***

The Ghana Aquaculture Association (GAA) was established to help build commerce and has developed a constitution in alignment with that purpose. The association has quarterly meetings for both the Executive Body as well as the general membership. The association provides communications to members on relevant topics such as disease, mortality, feed costs, fry and fingerlings, and management issues. The body leadership helps members by influencing governmental policies to assist and promote the industry.



### ***Key Objectives***

1. Assess the association's stated purpose, vision and mission to make clarifications and/or adjustments with an overall goal of increased clarity to both internal and external audiences:
  - a. Define specific and measurable goals for the association through the Executive Body
  - b. Define values and goals for the association and its members
  - c. Create Executive Body roles and expectations
  - d. Define membership roles and expectations
  - e. Clearly define benefits for members within the organization and to external stakeholders
2. Address financial limitations by developing solutions to fund operational expenses for both short-term and long-term goals:

- a. Explore mechanisms needed to allow the association to pursue funding from various sources, including grants, membership dues, etc.
3. Address challenges to the dissemination of relevant information to categories of association members:
  - a. Members within the group represent production capacities that fall between either 2-20 MT or 1000+ MT; develop a strategy to develop targeted communications that are relevant to each group on equal footing.
4. Develop a growth model that allows the association to adapt to a rapidly building industry, with a focus on strategies for members to address access to raw material inputs on both a long-term and short-term basis.
5. Develop reporting systems and member capabilities for data collection activities necessary for future planning:
  - a. Assist the GAA to build reporting systems that mitigate confusion and promote accuracy among members and enumerators, including reporting standards that promote the collection of reliable and verifiable data.
6. Assist in the development of a 3–5-year strategic plan for the association.

***Poultry (WIPVaC-Apex)***

***Training dates: One group will be trained the week of February 21, 2022 in Kumasi, Ghana; The second group will be trained the week of March 1, 2022 in Accra, Ghana***

The Apex Body of Women in Poultry Value Chain is a National Umbrella Corporate Organization of women organizations along the poultry value chain. It comprises:

- Aggregators of maize and soybeans
- Day old chick suppliers
- Poultry input suppliers, including fishmeal, concentrates, poultry drugs and poultry feeds
- Poultry farmers
- Egg sellers
- Distributors of local chicken, guinea fowl and chicken products

The association has over 300 members in ten regions of Ghana with the stated goal of creating new opportunities for women along the poultry value chain to stimulate development for the benefit of society. The objectives of the organization include:

- To be the mouthpiece of all women in the poultry value chain for the improvement of their businesses
- To promote and protect the economic interest of members along the poultry value chain
- To fulfil a dynamic capacity building and advocacy role to mobilize resources from various government and development partners for the improvement of the poultry industry
- To facilitate access to inputs, finance information and market information

- To support the sustainability of government and international agency projects within the value chain even after the project is over
- To promote sound welfare and healthy relationships among members which will lead to profitable business along the poultry value chain

The training for WIPVAC would be provided to the national and regional leadership teams and split into two groups of approximately 33 individuals. One training would take place in Accra and one in Kumasi. National and regional leadership roles include president, vice president, secretary, vice secretary, treasurer, financial secretary, and organizer. It is preferred that the trainings take place February 21 – March 4, 2022. Trainings will be done in person.

### ***Key Objectives***

1. Strategic Planning
  - a. Although WIPVaC currently possesses an organizational strategic plan, the group has identified a need for further refinement as it moves into its fifth year of operation. The consultant will review the existing strategic plan and help the organization identify the desired changes to established goals, mission and strategies. Additional strategic planning assistance is required by the regional leadership teams.
2. Communications
  - a. Develop the capacity of members to communicate the association’s goals, mission and strategies to external audiences
  - b. Develop strategies for creating digital and print media for external communications
  - c. Understand the value of different forms of media and how to communicate stories to external audiences
3. Develop capacity for interface between government and industry
  - a. Influencing government decision makers
  - b. Developing sound policy positions based on member input and concerns
  - c. Communicating policy positions to external audiences
  - d. Strategies for accomplishing the Strategic Plan through government and association interface
4. Understanding the association and its value
  - a. Strategies for delivering value to association members
  - b. Strategies for developing services or products
  - c. Strategies for association influence over key groups
  - d. Building capacity to act as industry influencers
5. Developing strategies to increase capacities of association members to interface with U.S. soy suppliers

### **V. TIMING**

Questions due to ASA/WISHH  
Answers posted

November 30, 2021  
December 3, 2021

Proposals due to ASA/WISHH	December 17, 2021
Contract awarded	December 22, 2021
Contract signed	January 5, 2022
Activities begin	January 5, 2022
Stakeholder call	January 10, 2022
WIPVAC training	February 21- March 4, 2022
Ghana Aquaculture Association training	TBD based on scheduling
Final deliverables due	May 31, 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 (10 pages maximum):
  - a. Proposal executive summary
  - b. Action plan
  - c. Proposed budget
    - i. Please include travel
    - ii. Please split expenses by required budget for each association.
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 December 17, 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 Slemp at [cslemp@soy.org](mailto:cslemp@soy.org) (cc: [jneiderman@soy.org](mailto:jneiderman@soy.org), [tfang@soy.org](mailto:tfang@soy.org)) **no later than 5pm CST on November 30, 2021**. All questions and responses will be available on the WISHH [website](#) on or shortly after December 3, 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: 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  
 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 \_\_\_\_\_