



REQUEST FOR PROPOSAL FOR WEBSITE MAINTANCE

I. DATE

April 14, 2022

II. PROJECT OBJECTIVE

Individual/Company will update and maintain the website for the World Initiative for Soy in Human Health (WISHH), a program of the American Soybean Association. The website will be kept current providing timely information and creating awareness to the various stakeholders such as the Qualified State Soybean Boards, other industry groups, private voluntary organizations, the media and the community at large. In addition to regular maintenance, Individual/Company will work with the WISHH staff and consultants, including Communications team members.

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

- Work with WISHH Communications Consultant WISHH staff on website maintenance and development and coordination with ASA;
- Optimize large files for web viewing;
- Monitor website regularly for broken links, speed, etc.
- Update website with messages WISHH sends through DotDigital, news releases, news briefs, annual report, videos and photos on the website as needed;
- Update WISHH committee, consultant and staff information as needed;
- Audit website regularly for broken links and other maintenance issues.
- Update/change/add sections as programs require;
- Update WISHH activities in target countries in the Global Outreach section as applicable;
- Create a Global Food Security page within the existing website and update as needed;
- Ensure that the WISHH website meets Section 508 accessibility policies;
- Provide proactive recommendations to increase visitor traffic to website;
- Add content and links provided by WISHH to the Online Resource on the WISHH website
- Ensure external link message is included in new links
- Update a "Meet Our Strategic Partners" feature
- Update the "Strategic Plan" page
- Participate in periodic coordination calls with WISHH Communication Consultant and WISHH staff as needed
- Add video content as needed

- Provide traffic report analysis referencing spikes in website visitors.
- Monitor an archive system within the website for past new stories and other outdated information
- Review website periodically to ensure website is up to date and inform WISHH of any potential updates or security features to ensure that website runs smoothly.

V. TIMING

Questions due to ASA/WISHH	May 6, 2022
Questions posted to ASA/WISHH website	May 13, 2022
Proposals due to ASA/WISHH	May 27, 2022
Contract awarded	June 1, 2022
Contract signed	June 15, 2022
Final deliverables due	October 10, 2022

*Contract is renewable on an annual basis based on performance and funding available.

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%
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:

- A description of the bidder's capabilities and experience (Can be submitted as a CV)

Proposals should be submitted no later than 4:00 PM CST on May 27, 2022. To be considered for award, proposals must be submitted by e-mail to WISHH at wishh@soy.org with Website Maintenance Proposal in the subject line.

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 WISHH at wishh@soy.org **no later than 4pm CDT on May 6, 2022**. All questions and responses will be available on the WISHH [website](#) on or shortly after

May 13, 2022. 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

