



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

I. DATE

September 8, 2022

II. PROJECT OBJECTIVE

The purpose of this project is to assist WISHH in their efforts to conduct a comprehensive analysis of the oilseed complex focused on soybean with supplementary information on sunflower in Zambia. This includes sourcing of seed for on-farm production, the marketing/processing of oil and seed cake, feed-milling, and utilization in the animal sector, primarily focused on poultry and aquaculture.

The goal of the project is to collect new information and identify strategies and activities to strengthen the targeted value chain with an emphasis on sound economics. The study will provide insight on future capacity building activities, technical assistance opportunities, the status of the targeted value chains, export and import opportunities, and an overall market assessment. The information gathered will be used to promote inclusive and climate-smart agricultural growth built around sound economics to generate benefits for partners. The information should provide new insights and combine a literature review with key informant interviews and other primary research methodologies.

The potential contractor will be required to collect qualitative and quantitative data using desk research, interviews, focus groups, and survey tools, incorporating input from a variety of stakeholders including USDA and ASA/WISHH.

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, 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.

Project Partners:

- Millennium Challenge Corporation (MCC): The Millennium Challenge Corporation (MCC) is an innovative and independent U.S. foreign assistance agency that is helping lead the fight against global poverty. Created by the U.S. Congress in January 2004 with strong bipartisan support, MCC has changed the conversation on how best to deliver smart U.S. foreign assistance by focusing on good policies, country ownership, and

results. MCC provides time-limited grants promoting economic growth, reducing poverty, and strengthening institutions. These investments not only support stability and prosperity in partner countries but also enhance American interests. With cost-effective projects, a lean staff, and an evidence-based approach, MCC is a good investment for the American people.

- USSEC: USSEC works globally and allocates its resources regionally and country by country, using an intricate market allocation plan and input from needed stakeholders. Each project varies in dollar value, based on the market allocation assessment and other market intelligence. In 2022 USSEC has total program allocation levels at approximately \$81 million. 29% of its program allocation went to emerging markets, while 39% was allocated to expansion markets. The emerging market space is dedicated to those parts of the world where large areas are classified as protein deficient, such as Sub-Saharan Africa (SSA) and Middle East North Africa (MENA). A great deal of USSEC's programming is designed to build the protein value chain and grow and strengthen local partnerships. The client base for USSEC programs spans the protein value chain, with emphasis on improving soy crush efficiency, and includes poultry, aquaculture, and swine production enhancements as well as human food. The primary funding source for USSEC programs are the U.S. soybean farmers through the United Soybean Board and state soybean organizations, taxpayers via USDA Foreign Agriculture Service (FAS), and membership fees.

IV. SCOPE OF WORK

ASA/WISHH seeks the services of a company to provide unique and strategic insight into the following questions and topics. This study will focus on the oilseed complex with primary attention paid to the soybean value chain, and secondary focus addressing the sunflower value chain. The second and third sections of the report will cover the poultry and aquaculture value chains. Based on the information and data collected, the report should include recommendations for interventions to be conducted to strengthen the targeted value chains. The recommendations will be used to promote inclusive and climate-smart agricultural growth built around sound economics to generate benefits for its partner countries and constituents. Therefore, the market analysis must include perspective on inclusive and climate-smart agricultural growth.

1. Soybean and Sunflower Supply and Demand – The purpose of this section is to present an overview of the current production, processing and end use trends. This includes an examination of local, regional and international export opportunities for Zambia.
 - A. Local production of soybeans and sunflower seeds
 - a. Seed sourcing and availability, description of domestic production and related trends, analysis of available harvest and yield data and insight into downstream utilization channels
 - B. Analysis of post-harvest handling dynamics and infrastructure with a specific focus on transportation and storage capabilities; description and analysis of any geographic considerations associated with the value chain dynamic
 - C. Description of domestic consumption and utilization of soy and sunflower products

- D. Distribution channels for domestic and imported products with a focus on opportunities and constraints within the supply chain
 - E. Analysis of supply and demand trends over the last decade
 - F. Overview of primary market opportunities
 - a. Imports and exports of soybean and sunflower products
 - b. Characteristics of imports and exports (quality, price, perceptions, market share, origin, quantity, value, end use)
 - c. Description of local, regional, and international soy and sunflower product flows
 - d. Outline recommendations to develop increasing market share locally, regionally, and internationally for domestically produced products.
 - e. Identification and description of trade agreements or other obligations directly impacting the focus value chains
 - f. Outlook for future Zambian trade in soy and sunflower
 - G. Identification of challenges and key constraints prohibiting the growth of the domestic industry
 - H. Government and NGO interventions that support/inhibit the growth of the domestic value chains
 - I. Outlook for future production
 - J. Key contacts in this area
2. Soybean and Sunflower Processing – This section should include an overview of the local processing industry and address the key points identified below.
 - A. Identification of local processors (name, location, processing capacity, processing utilization, areas of focus)
 - B. Overview of domestic animal feed utilization with a focus on poultry and aquaculture feeds
 - C. Overview of market for oil and seed cake
 - D. Challenges facing the domestic processing sector
 - E. Government and NGO interventions that support/inhibit the growth of the domestic value chains
 - F. Opportunities to expand the domestic processing sector
 - G. Key contacts in this area
 3. Market Access Issues Related to Soy and Sunflower Trade
 - A. Identification of relevant regulations that may inhibit Zambia’s ability to export or import the desired quantities of soy and sunflower. For example:
 - a. Tariffs and quotas on imports and exports
 - b. Labeling and certification requirements
 - c. Maximum residue levels
 - B. Outlook for changes in regulations/policy environment
 - C. Government and NGO interventions that support/inhibit the growth of the domestic value chains
 4. Poultry value chain
 - A. Overview of Zambian poultry production including meat and eggs

- B. Overview of local and export demand
 - C. Overview of industry constraints
 - D. Government and NGO interventions that support/inhibit the growth of the industry
 - E. Outlook for future production
 - F. Key contacts in this area
5. Aquaculture value chain
- A. Overview of Zambian aquaculture production
 - B. Overview of local and export demand
 - C. Overview of industry constraints
 - D. Government and NGO interventions that support/inhibit the growth of the industry
 - E. Outlook for future production
 - F. Key contacts in this area
6. Overview of local, regional, and international trade policies that impact poultry and aquaculture export opportunities
- A. Discussion of policies impacting the export of Zambian poultry and aquaculture products
7. Opportunities and needs for technical assistance and capacity building for poultry, aquaculture, and feed manufacturing
- A. Highlight specific opportunities for addressing needs related to all aspects of the poultry, aquaculture, and animal feed value chains (e.g., cold chain, grades and standards system, agricultural extension, and feed production)
8. Recommendations for the development of the soybean and sunflower value chains. Industry needs should be prioritized and include specific action recommendations.
- A. Measures needed to enhance agribusiness systems and develop markets for soy and sunflower
 - B. Assess specific challenges and determine if any policy or procedural change could favorably address them
 - C. Advise on which value chain groups to target to meet the stated objectives of the project stakeholders
 - D. Identify primary markets, whether local, regional, or international, and outline steps to their expansion.
 - E. Make recommendations on opportunities for private sector-led technological innovations along the value chain.
 - F. Recommend key accounts that should be engaged for future programming opportunities.
9. Recommendations for the development of the poultry and aquaculture value chains. Industry needs should be prioritized and include specific action recommendations.
- A. Assess specific challenges and determine if any policy or procedural change could favorably address them
 - B. Advise on which value chain groups to target to meet the stated objectives of the project stakeholders

- C. Identify primary markets, whether local, regional, or international, and outline steps to their expansion.
- D. Make recommendations on opportunities for private sector-led technological innovations along the value chain.
- E. Recommend key accounts that should be engaged for future programming opportunities.

The following is a list of proposed methodologies and research tools expected to be utilized by the award recipient:

1. **Planning group:** Develop a project planning team consisting of the relevant stakeholders to provide input during planning meetings. Input will include identification of goals and objectives, discussion of methodologies (including survey and other data collection/organization tools), review of expected timelines, and overview of stakeholder expectations.
2. **Desk research:** Conduct review and analysis of available data and literature including trade databases, related market studies, and other relevant resources. Be sure to note instances where data is unavailable or unreliable, and make plans to fill these gaps. The WISHH team recognizes that much of the data available through desk research is unreliable, inconsistent, and difficult to base conclusions on. Therefore, it will be essential to note these shortcomings and devise a plan for obtaining quality data through interview and focus group techniques.
3. **Data collection tools:** Work with project stakeholders to develop data collection tools to collect quantitative and qualitative data. Data collection should be conducted in person when appropriate.
 - a. Data collection will focus growers, traders, processors, end users and other critical value chain stakeholders.
4. **Data analysis:** Review and analyze data.
5. **Final report writing:** The final report should address the issues highlighted in the SOW. If the company is not sure how to format the report WISHH will provide guidance and recommendations.

Project Deliverables:

1. One market research report addressing key questions and topics highlighted in the RFP
2. Works cited
3. Trip reports for all travel
4. A list of companies and individuals that contributed information and their contact information for follow-up
5. Surveys, questionnaires, and other data collection tools as well as the responses
6. Presentation of final report and Q & A session (to be done virtually)

V. TIMING

The award recipient must be able to complete the project by December 31, 2022

Questions due to ASA/WISHH	September 13, 2022
Answers posted by ASA/WISHH	September 15, 2022
Bids due to ASA/WISHH	September 23, 2022
Contract awarded	September 26, 2022
Contract signed and activities begin	September 27, 2022
Final deliverables due	December 31, 2022

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Consultant skills/experience	25%
Comprehensiveness	25%
Cost	25%
Timing	25%
TOTAL	100%

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) 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 (not to exceed 10 pages):
 - i. Proposal executive summary
 - ii. Proposed action plan for the completed scope of work
 - iii. Proposed methodology
3. Checklist of additional items that must be submitted:

Attachment A Proposal Authorization Cover Page Completed and Signed
100-word executive summary of the proposal
Full detailed proposal
Proposal detailed budget
WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 5:00 PM CT on September 23, 2022. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slem (cslemp@soy.org), Josh Neiderman (jneiderman@soy.org) . Mr. Slem 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 Slemple at cslemple@soy.org and Austin Leefers at aleefers@soy.org (cc: jneiderman@soy.org) **no later than 5pm CST on September 13, 2022.** All questions and responses will be available on the WISHH website (<https://www.wishh.org/requests-for-proposals-employment-opportunities/>) on or shortly after September 15, 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 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 _____