



Q1: Regarding the deliverable ‘‘description of the bidder's capabilities and experience’’ – is there a separate format and length for this? If there is no specific format, can the deliverable be included in the proposal, and to what extent can the proposal limit (10 pages) be exceeded once these descriptions are included?

A1: This can be submitted separately from the proposal as an attachment. Please do not exceed the 10-page proposal limit. If you do, we may not be able to complete an entire review of the proposal and your final score will be impacted by your inability to follow RFP directions.

Q2: On the criteria for evaluation:

- a. What factors go into evaluating the ‘‘timing’’ of a bidder’s methodology in the proposal?
- b. What factors go into determining a bidder’s ‘‘comprehensiveness’’?

A2: Timing will be primarily evaluated based on your proposed project implementation timeline. Comprehensiveness will be evaluated based on factors such as whether the proposal details address the requirements outlined in the RFP, whether proposed activities are appropriate, soundness of the proposed methodology, and whether the proposed activities will allow us to meet the project objectives.

Q3: What, if any, are the guidelines on the length/format of the final project deliverables?

A3: There are no guidelines on this.

Q4: What qualifications/requirements would constitute a strong team for this project's scope of work?

A4: Qualifications that demonstrate experience in data collection, extensive knowledge of agriculture sectors in sub-Saharan Africa, and an understanding of Ghana’s poultry industry.

Q5: Are we allowed to include an appendix with additional details?

A5: Yes, but please note that this should be limited. Proposals that far exceed page limits will be penalized. There is no guarantee that WISHH will have time to review substantial appendices.

Q6: How does ASA/WISHH typically work to support the growth of smallholder farmers in developing countries?

A6: Please review the WISHH website for further information on our work in sub-Saharan Africa. You can also find more information by watching videos on our YouTube channel [here](#), [here](#), and [here](#).

Q7: What is the proposed budget for this project’s scope of work?

A7: There is not a proposed budget for this project.

Q8: Can you please elaborate on the objective of doing this study? How will the findings be used by ASA team and how will you benefit from it?

- a. The decision around whether the focus should be on broilers, brooders or layers will depend on the broader objective. E.g., 80% of poultry meat demand is import dependent in Ghana – is the objective of this study to reduce country’s import dependency? In the case of layers, the industry is dominated by small-scale



producers who earn thin profits – are you looking at improving the livelihoods / poverty reduction as the end-goal of this study?

A8: The information gained from this study will be used to implement a strategy that will transition small holder poultry farmers to medium scale poultry farmers. The study will inform which poultry farmers we should focus on working with. The long-term objective of the study is to increase demand for soy as an input for the poultry industry and create export opportunities for the U.S. soy industry. Poverty reduction is not the end-goal of the study.

Q9: In what capacity is ASA looking to help farmers – financial grants or via specially curated programs or something else? Or is this an outcome you expect from us?

A9: We don't have funding to provide grants, and that is not a typical WISHH strategy. WISHH has an extensive network of industry professionals that will be leveraged to implement capacity building initiatives to further develop the Ghanaian poultry value chain. The study should include specific recommendations for how to transition small holder poultry farmers into medium scale poultry farmers.

Q10: Part 2: recommendations and strategies for farmers to make measurable steps towards scaling their production

- b. Can you elaborate on this? What do you exactly expect as deliverables here?
- c. How are you going to use these recommendations and strategies?

A10: After identifying the constraints you should identify specific recommendations for addressing the constraints, especially those that are impairing the growth of the industry. For example, if you determine that access to financing is a constraint there should be a detailed plan on how to address this constraint based on the specific market conditions and available resources. WISHH will implement the recommended activities as a follow up to this project.

Q11: Part 2: partner organizations will be identified to create an ecosystem of growth for African poultry

- d. What will be the role of these partner organizations?
- e. Please describe the characteristics / profile of such a partner organization

A11: Partners are identified based on need. If it is determined that the availability of affordable, quality feeds is an issue, then there could be partnerships with feed mills, feed associations, lab testing, and other relevant organizations and associations that have an interest in the development of the feed sector. There is also an interest in identifying organizations that are implementing projects to address similar issues. Such organizations would be potential partners as well. [Here](#) is more information about WISHH's partners.

Q12: Part 3: A guide will be created to assess the poultry industry in developing and emerging markets

- f. Can you elaborate on what kind of guide are you looking for? Any perspectives on the ingredients of this guide (i.e., examples) will be helpful.
- g. What kind of decisions are going to be made using this guide?
- h. Will the scope of this guide be limited to countries within the African region or expand to other regions as well?



A12: This guide will be used as an assessment tool for understanding the current state of a country's poultry industry. One example of the tool format is a grid that covers the various sector components and classifies them based on their level of development. The WISHH team will work with the contracted company to develop this concept further. This guide will be used to assess the status of the sector, and guide future investment decisions into the market sector. The guide is intended for use only in Africa.

Q12: Does ASA/WISHH plan on making an in-market visit to Ghana (assuming that the data is encouraging)?

A12: Yes, the ASA/WISHH team travels to Ghana several times a year and has in-country staff.

Q13: WISHH will leverage connections with the public and private sectors to support the success of this project - can you explain what type of assistance WISHH will be able to provide?

A13: If necessary WISHH will assist with making introductions to key industry stakeholders.