



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

M&E CONSULTANT FOR CAST CAMBODIA FFPr18-RFP-01-2023

I. ISSUANCE DATE

June 30th, 2023

II. PROJECT OVERVIEW

The purpose of this RFP is to solicit applications from companies and/or individuals to manage the data analysis and reporting for ASA/WISHH's CAST project in Cambodia. CAST is an ongoing project with well-established M&E systems and trained personnel using those systems and tools designed by CAST for regular monitoring and reporting to both ASA Headquarters and the donor, USDA. The current end date for the CAST project is September 30, 2025.

Commercialization of Aquaculture for Sustainable Trade (CAST) Cambodia will increase domestic aquaculture productivity and capacity to build domestic demand and capture at least 25% of growth for Cambodia-grown, quality-assured fish that achieve price premiums in the marketplace. This foundation will catalyze Cambodian aquaculture on a path toward larger market share capture in existing and future domestic and regional premium markets that will increase net incomes for sector stakeholders throughout the value chain. CAST's theory of change is premised on the idea that aquaculture SMEs are best placed to drive commercial growth in the aquaculture sector – both to produce a consistent supply of quality fish and to drive market demand for quality-assured inputs and support services. CAST's ten activities will address five overarching challenges: (1) low productivity of commercial aquaculture operations; (2) lack of high-quality inputs (such as feed and seed) in the marketplace; (3) weak market linkages for quality Cambodian-sourced fish; (4) underdeveloped small and medium enterprises in aquaculture and supporting industries; and (5) weak supporting policy environment. The activity design reflects a facilitative approach and four key levers of change: (1) improved market linkages for accessible affordable inputs and better access to premium markets, (2) knowledge platforms to improve access to information and support decisions throughout the value chain, (3) collective action to improve transactional efficiencies and market access, and, (4) improved enabling environments via a strong private sector-driven approach that leverages public-private partnerships. CAST is led by the American Soybean Association's (ASA) World Initiative for Soy in Human Health program (WISHH) in partnership with Auburn University, Kansas State University and World Vision.

The Period of Performance of this contract is expected to fall between July and November 2023. The anticipated award date for this contract is July 28th, 2023. The possibility of a 12-month extension will be considered and discussed with the consultant.

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 M&E Consultant is responsible for providing technical expertise for CAST's M&E systems, processes, analysis, and reporting. They will work with the Director M&E, DCOP, and M&E Senior Officer to develop and administer data collection instruments and maintain the data management systems used to track M&E indicators. The M&E Consultant will contribute to staff training and mentoring in the areas of evaluation, data collection and analysis and other project-level M&E related deliverables. The M&E Consultant will work closely with the staff and partners in the field.

The M&E Consultant will be supervised by and work in close coordination with ASA/WISHH's Director of M&E and under the overarching leadership of CAST's Chief of Party and Deputy Chief of Party (DCOP) Program Operations Lead. The Director of M&E is based at ASA/WISHH's headquarters in St. Louis, MO and the COP and DCOP are based in Phnom Penh. The M&E Consultant will receive overall directives from and report directly to the Director of M&E. The DCOP will oversee the administrative duties (e.g., trip reports, leave requests, office hours) and daily M&E implementation efforts of the M&E Consultant and, with guidance from the Director of M&E, provide assistance and support in operationalizing CAST's Performance Monitoring Plan (PMP) and administering the CAST's monthly M&E work plan.

The M&E Consultant will have the following responsibilities and qualifications:

Responsibilities

1. Guide the project's overall monitoring and evaluation framework and assist with the implementation of project-specific activities.
2. Closely communicate with all parties involved in the M&E design, implementation and coordination, project and partner M&E staff, representatives from primary stakeholder groups, external consultants, and project leadership at ASA/WISHH.
3. Regularly monitor the degree to which project results have been achieved, utilizing the project's Performance Monitoring Plan, program indicators and other documents/systems.
4. Help the DCOP support the project's Senior M&E Officer, FMOs, M&E Assistant, and ensure that assigned activities (including data collection, entry, processing, and reporting) are completed in accordance to strict deadlines and in compliance with USDA and ASA/WISHH regulations.
5. Assist with the on-going development and refinement of the project's M&E system and tools to help enable staff and partners to collect, aggregate, and analyze data.

6. Work with staff to ensure that data collection tools are collecting all the necessary information to respond to standard performance indicators.
7. Support the review and completion process for all project documents.
8. Help DCOP and Senior M&E Officer maintain all M&E files and substantiating information on the project's shared drive and ensure that key documents can be easily accessible by team members, external evaluators, and auditor.
9. Help the M&E team, DCOP and Senior M&E Officer collect and compile information on annual and life of project indicators and ensure that all M&E staff and partners understand the connection between routine and non-routine monitoring efforts and the project's output and outcome indicators.
10. Along with the Director of M&E, coach, train, and mentor Senior M&E Officer, FMOs, M&E Assistant, and World Vision's M&E staff with the aim of strengthening their technical capacity and project management skills.
11. Utilize technology to increase M&E efficiency and accuracy, building partner capacity for technology as needed.
12. Identify strengths and weaknesses in existing data collection and management systems and propose solutions.
13. Organize and conduct field visits to ensure the quality of data collected by staff and partners and to oversee the process of data verification tasks.
14. Assess the organizational and performance gaps within the different programs and recommend course corrections to be taken by program staff.
15. Ensure that monitoring data collected at the field level is regularly and accurately verified before reporting and uploading performance indicator data into FAIS.
16. Seek opportunities to collaborate on, develop and integrate innovative technology solutions for program M&E and implementation.
17. Consolidate, critically analyze and report on program data to support internal learning and improvement.
18. Facilitate the process of extracting and consolidating evidence and learning from routine performance monitoring and external evaluations
19. Perform other duties as necessary to support the implementation of activities.
20. Other relevant tasks as assigned by the Director of M&E.

Qualifications

1. Undergraduate degree in international development, economics, agriculture, or other relevant discipline required. Graduate degree preferred.
2. Minimum 8 years of M&E, project management or program evaluation experience.
3. Experience using SPSS, STATA, ODK Collect, qualitative data analysis (QDA) software (e.g., ATLAS.ti, NVivo, Dedoose), and ArcGIS or similar is preferred.
4. Ability to develop and maintain effective relationships with internal and external staff and stakeholders.
5. Strong leadership skills and the ability to motivate others to meet and exceed expectations.
6. Experience developing and managing relational databases (e.g., MySQL) and proficiency using cloud computing services (e.g., Amazon Web Services, Google Cloud Console) is preferred.
7. Previous experience training and leading data collection staff is preferred.

8. Demonstrated ability to work with large quantities of data and convert it into understandable results.
9. High level of proficiency in Microsoft Suite (e.g., Word, Excel, PowerPoint).
10. An understanding of the aquaculture sector in Cambodia is preferred.
11. Strong knowledge of data quality assurance, analysis and reporting.
12. Fluency in spoken and written English is required.

V. TIMING

Questions due to ASA/WISHH	July 7, 2023
Questions to be posted to WISHH Website	July 10, 2023
Proposals due to ASA/WISHH	July 19, 2023
Virtual Interviews start	July 21, 2023
Contract awarded	July 26, 2023
Contract signed	July 28, 2023
Orientation call	July 31, 2023

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Soundness of proposal	40%
Skills and past experience	30%
Past aquaculture experience in Cambodia	10%
Quality control methods	10%
Financial competitiveness	10%
TOTAL	100%

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) entities with SBA certification (proof of certification must be provided at time of submission).

VII. INSTRUCTIONS TO BIDDERS

Proposals should be submitted **no later than 4:00 PM CDT on July 19, 2023**. To be considered for award, proposals must be submitted by e-mail to Vickie Wilks at vwilks@soy.org. Ms. Wilks 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 Vickie Wilks at vwilks@soy.org **no later than 4pm CDT on**

July 7, 2023. All questions and responses will be available on the WISHH [website](#) on or shortly after July 10, 2023. 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 Large Business
 For-Profit Small Business
 Government Owned/Operated 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 _____