



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

### **I. DATE**

March 12, 2024

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

The purpose of this request for proposals is to identify a contractor to support the efforts of the American Soybean Association's WISHH program's (ASA/WISHH) to increase the availability of U.S. soy in African and Asian animal feed production. This strategic investment will expand poultry, swine and dairy production in developing and emerging markets in sub-Saharan Africa and Asia. These expansion efforts present a significant long-term soy sales opportunity for U.S. soybean farmers. The purpose of this project is to broaden investment into areas that will support the growth of the regions' animal feed production.

Growing animal feed industries in developing and emerging markets are a major part of ASA/WISHH's global market development strategy and offer significant long-term potential for future U.S. soy trade. The ASA/WISHH team is currently engaged in efforts in the targeted markets to improve local animal and feed production capacities. The ASA/WISHH team desires the assistance of an organization to produce a market development strategy that will guide future efforts and investment decisions.

This project requires the expertise of an experienced market development strategist as well as a thorough understanding of animal and feed trends in the targeted markets. The contractor will identify new opportunities to improve value chains and drive demand for U.S. soy in these markets. The contractor will advise on WISHH's global animal feed program strategy to maximize the return on investment for projects funded under United Soybean Board (USB), Qualified State Soybean Boards (QSSB), and United States Department of Agriculture (USDA). The strategy will be used to guide investment decisions and allocate resources according to market prioritization. The developed strategy will be used by ASA/WISHH to develop and implement its animal feed program starting in 2025.

### **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.

The WISHH program receives funding from the United States Department of Agriculture (USDA) through the Emerging Markets Program (EMP), Market Access Program (MAP), Foreign Market Development Program (FMD), Agriculture Trade Promotion Program (ATP) and the Global Broad-Based Initiative (GBI). 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 market development strategy to advise on the expansion of WISHH’s global animal feed program, focusing on markets in sub-Saharan Africa and Asia.

The contractor will develop an animal feed strategic plan that will guide future activities and investment decisions in the targeted markets. The plan will guide future funding opportunities, investment, partnerships, and priorities. The targeted countries in Asia include Cambodia, Kazakhstan and Uzbekistan. Targeted countries in Africa are Ghana, Nigeria, Senegal, Cote d’Ivoire, Uganda, Kenya, Tanzania, and Ethiopia. WISHH has had various levels of engagement in each of the markets and will share intelligence and resources with the consultant to ensure they have access to the best quality information.

The award recipient will have the opportunity to work with key ASA/WISHH partners and contractors. Currently, ASA/WISHH has a team of experienced in-country representatives in Ghana, Nigeria, Kazakhstan and Cambodia. This should be a coordinated effort with WISHH’s technical team, which will help the contractor understand some of the key issues in each of the markets.

Through the writing of a strategic plan the consultant will help ASA/WISHH accomplish the following:

1. Help ASA/WISHH allocate resources and prioritize markets in terms of growth potential and return on investment for the U.S. soy industry.
2. Develop a resource allocation tool to guide investment decisions.
3. Review and refine existing market development tools for future use.
4. Write a market development strategy for the targeted countries under this program and provide suggestions for future markets to target. A five-year market development strategy is desired. Five-year plans should provide insight into market priorities and opportunities, suggestions for new and improved technologies, partnerships, targeted stakeholders, budget requirements, recommended activities, staffing and resource needs, new markets and other relevant resources and activities. Constraints should also be highlighted to show the primary areas needing to be addressed. This will be a plan for future market development activities in the targeted countries. The market development strategy should include a logical framework for growing demand and utilization of soy and building viable export opportunities. Recommendations for monitoring and evaluation activities are desired to ensure that market development activities are on track.

Project Deliverables:

1. Strategic plan for targeted countries
2. Resource allocation tool
3. Market prioritization tool

## **V. TIMING**

All activities must be completed by September 15, 2024

RFP posted	March 12, 2024
Questions due to ASA/WISHH	March 19, 2024

Answers posted to WISHH Website	March 21, 2024
Proposals due to ASA/WISHH	April 3, 2024
Contract awarded	April 5, 2024
Contract signed	April 10, 2024
Activities begin	April 10, 2024
Stakeholder calls	Every two weeks until project completion
Final deliverables and invoice due	September 15, 2024

## VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	40%
Consultant skills/experience	35%
Cost	20%
Timing	5%
<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 (edited for repost)

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, including potential travel
  - c. Proposed budget (maximum budget of \$150,000 not including travel)
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 April 3, 2024. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slempe (cslempe@soy.org) and Josh Neiderman (jneiderman@soy.org). Mr. Slempe 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), [apooock@soy.org](mailto:apooock@soy.org)) **no later than 5pm CST on March 19, 2024**. All questions and responses will be available on the WISHH [website](#) on or shortly after March 21, 2024. 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 \_\_\_\_\_