

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

I. DATE

June 25, 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) effort to increase the availability of U.S. soy in select African markets. This project is designed to add further value to the operational and institutional capacity of partner companies on the ground to enhance the ability of each private business serving as an ASA/WISHH supply chain partner to conduct business with the U.S. soy industry. Our partners' ability to operate profitable, efficient, resilient businesses is a necessary part of developing new markets for U.S. soy exports. This effort aims to support these partners and enhance their abilities to sustain themselves as drivers of soy demand, and long-term importers of U.S. commodities.

This program at a minimum will address and strengthen the following areas within the unique market condition, cultural context, and market potential of each supply chain partner business environment:

- Strategic vision
- Economic value proposition
- International business acumen
- Management principles

The result of the program will be stronger supply chain partners for ASA/WISHH and the U.S. soy industry that results in greater opportunities for U.S. soy availability, accessibility and affordability.

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

The contractor will be required to develop and administer a business diagnostics tool to identify key intervention areas for each supply chain partner that is identified to participate in this project. At least one partners will be identified from each of the following countries: Ghana, Nigeria, and Uganda.

Partners may be engaged in a variety of business sectors, including food manufacturing, aquaculture, and poultry. Based on the findings of the business diagnostics tool, the contractor will develop customized 3-5 day training plans for each company. The diagnostics tool should assess business performance factors such as marketing, sales, human resources, strategy, record keeping, leadership, innovation, and systems/processes. Through the administration of the diagnostics tool, the contractor should prioritize areas of intervention and propose a training plans that will be approved by WISHH and the supply chain partners.

The contractor will be responsible for traveling to each company to implement the training for relevant staff and departments. The training plans should be developed in cooperation with the supply chain partner leadership and relevant team members.

Project Deliverables:

1. Results of business diagnostics
2. Customized training for each supply chain partner based on results of business diagnostics tool
3. Training agenda for each supply chain partner training

V. TIMING

All activities must be completed by September 30, 2024

RFP posted	June 25, 2024
Questions due to ASA/WISHH	June 28, 2024
Answers posted to WISHH Website	July 1, 2024
Proposals due to ASA/WISHH	July 12, 2024
Contract awarded	July 15, 2024
Contract signed	July 18, 2024
Activities begin	July 19, 2024
Final deliverables and invoice due	September 30, 2024

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	30%
Consultant skills/experience	30%
Cost	30%
Timing	10%
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 (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 is no longer than 10 pages
3. A detailed project budget
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 July 12, 2024. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slemp (cslemp@soy.org), Peter James (pjames@soy.org), and Josh Neiderman (jneiderman@soy.org). Mr. James 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 (cc: jneiderman@soy.org, pjames@soy.org) **no later than 5pm CST on July 12, 2024**. All questions and responses will be available on the WISHH [website](#) on or shortly after July 1, 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 _____