



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

DATE

December 2nd, 2024

I. PROJECT OBJECTIVE

The "Soy Mentorship Program for University Educators" focuses on enriching the curriculum in Central American universities with comprehensive soy education. The multi-year program addresses the current gap in awareness and understanding of soy's functional, nutritional, and economic benefits within the food and health industries. This initiative targets department heads and instructors in food science, nutrition, and human health programs, in selected universities in the region, with the ultimate goal of integrating the advantages of soy, especially U.S. soy, into their educational content. The program's implementation plan involves engaging, through various means, two educators from each selected university to participate in interactive experiences in the U.S. and expert-led webinars, as well as supported attendance to international industry conferences. By establishing strategic partnerships with key universities, the program aims to embed a deep understanding and appreciation of U.S. soy's benefits in academic curriculums and thereby influencing future generations of professionals in the region's food and health industries. Included in this program is a series of activities, each tailored to provide the selected educators with the knowledge, resources, and practical experience necessary to appreciate and advocate for U.S. soy in their teaching and research.

II. 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.

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. WISHH builds opportunities for long-term trade by improving agricultural value chains, human and animal nutrition, and farmer net incomes. WISHH initiatives broadly fit in two areas: (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.

WISHH has food and feed sector value chain building expertise accumulated from decades of international program implementation. Principal approaches include market and economic assessments, technical assistance and capacity building, food industry consulting, feed trials and demonstrations, farmer field days, youth mentorship programs, and market linkages.

WISHH achieves its mission by working in close partnership with: (1) the public sector (e.g., USDA, U.S. land grant universities, and host country governments), (2) the private sector (e.g., industry, 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 WISHH consultants with technical expertise in agricultural, international, and commercial development. The Program takes pride in its growing portfolio of successes with U.S. government-funded projects, including USDA Food for Progress, McGovern-Dole, Foreign Market Development, Market Access Program, Emerging Markets Program, and Quality Samples Program funding in both prime and sub-recipient capacities. 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), and Regional Agricultural Promotion Program (RAPP), 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 soy and higher economic returns to U.S. soybean producers.

III. SCOPE OF WORK

WISHH is seeking a contractor to serve as the WISHH Central America RAPP Regional Program Implementation Manager, a part time role of approximately 510 days over the program years of 2026-2028, who, among other responsibilities, will:

- Identify, establish and nurture relationships with the program's selected Central American university educator participants and their university key contacts.
- Ensure that each selected educator receives the guidance and technical services necessary to successfully integrate U.S. soy proteins into their university curriculum and leverage the benefits of U.S. soy.
- When needed and in coordination with WISHH Latin America Division headquarters staff plan and conduct webinars and manage the production of workshops for educators focusing on the science, theory, and practical applications of soy in food and nutrition.
- In coordination with WISHH Latin America Division headquarters staff, plan, manage, and escort trade missions of selected Central America university educators to U.S. land-grant universities and other educational workshops, U.S. soybean farms, hands-on experiences in pilot labs, U.S. based and overseas conferences on human health and nutrition, food industry innovation, and food science/technology. U.S.

farmers will join the international conference trade missions. Complete and submit Advance Notifications of Travel document and all other supporting WISHH documents related to trade teams. Conduct pre-trip briefings with participants prior to each trade mission. Post activity, send out and secure participant activity survey responses.

- As needed throughout the years, update the WISHH Zoho Customer Relationship Management software to ensure efficient account management, and utilize the WISHH Zoho Project Management software for all activities.
- Collect feedback and evaluate the activity’s impact, summarizing the results achieved in quarterly reports.
- Produce the required RAPP activities and manage each activity’s line-item budget to maximize the allocation. On behalf of WISHH negotiate and secure service details, such as for seminar venues, speakers, streaming, interpretation. Provide required information to the WISHH Latin America Regional Director and Program Manager, and Director of Operations, that enable WISHH headquarters staff to create service contracts, finalize workshop and conference registrations, and travel arrangements. If the contractor anticipates an activity has the likelihood of coming in over budget, he/she will proactively and promptly alert the WISHH Latin America Regional Director and Program Manager and discuss possible solutions.
- Participate in regional planning and coordination meetings, travel coordination, and communication throughout the years with the WISHH Latin America Regional Director, Program Manager, and other WISHH team members.

You will be responsible for working within the approved budget and being familiar with the WISHH mission statement; WISHH’s role in the U.S. soy export family; and able to effectively represent WISHH to partners in Central America. You will participate in periodic phone/virtual meetings with the WISHH Latin America headquarters team.

Additional Qualifications

Proposal submitter must have excellent business acumen as well as communications, negotiations, and organizational skills; a deep and practical knowledge of the region’s food industry; a solid track record of commodity promotion experience and prospective customer/key account relationship building; established relationships with U.S. Department of Agriculture/Foreign Agricultural Service personnel; significant marketing experience in the region; an established and robust network within the region; and the following technology and competencies - utilizing online platforms, various communications apps such as WhatsApp, and business software such as MS Word, Excel, and PowerPoint. Previous experience with CRM is preferred as utilizing the WISHH CRM will be a requirement of the WISHH regional representative.

IV. DELIVERABLES

Completion Date	Description of Deliverables
Three quarterly Reports per Program Year	Template provided. Due by the 10 th day of every third month.
Invoices	Due every three months. Must be accompanied by corresponding quarterly report.
Project Program Year Final Report & Final	A annual program year final report using the provided template submitted to WISHH

Invoice for each Program Year	
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V. TIMING

The contract start date will be October 1, 2025, and end date is September 30,2028.

Hours will be approximately as follows:

- PY 1 October 1, 2025- September 30,2026 – 90 hours
- PY 2 October 1, 2026- September 30, 2027 – 213 hours
- PY 3 October 1, 2027- September 30, 2028 – 207 hours

RFP posted	December 2, 2024
Questions due to WISHH	December 8, 2024
Questions & Answers posted to WISHH Website	December 10, 2024
Proposals due to WISHH	December 17, 2024
Contract awarded	December 19, 2024
Fully executed contract (with start date of 10/1/25)	December 30,2024

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%
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

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 and market development plan
 - c. Proposed 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 December 17th, 2024.

To be considered for award, proposals must be submitted by e-mail to the following: Marypat Corbett (mcorbett@soy.org). Ms. Corbett 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 Marypat Corbett at mcorbett@soy.org **no later than 5pm CST on December 8th, 2024. All questions and responses will be available on the WISHH [website](#) on or shortly after December 10th, 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. WISHH is an equal opportunity provider and employer.

The firm or individual selected will be required to sign the WISHH code of conduct and conflict of interest statement.

Award: This RFP does not commit 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 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 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 WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the 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

VIII. 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 _____