

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

I. DATE

April 22, 2025

II. PROJECT OBJECTIVE

The purpose of this request for proposals is to solicit a contractor to serve as an In-Country Representative and Project Manager for the American Soybean Association's WISHH program efforts to increase the availability of US soy in Ghanaian aquaculture production. ASA/WISHH has received funding to support aquaculture development activities in Nigeria, Ghana and Senegal through the United States Department of Agriculture (USDA). These programs will seek to identify constraints within the aquaculture value chain of all three countries, propose solutions and interventions, and implement programming based on those conclusions as funding allows.

Fish products are an important source of food for the people of sub-Saharan Africa, traditionally from wild catch from both marine and freshwater sources. The growing number of people on the sub-continent now located in urban areas along with the decline in available wild catch has created both an economic opportunity and environmental need for the expansion of responsible and sustainable aquaculture production.

These projects are designed to address multiple issues related to the economic viability of the production of aquaculture species for local market consumption. Basic management of a variety of aquaculture systems, improved feed inputs and pathogenic diagnosis, containment and treatment are the major focus of the program. Improved management techniques, including oxygen level maintenance through proper aeration, pond construction, etc. allow for the best possible feed conversions and limited feed waste yielding the most efficient grow out periods with a maximum return on investment for business growth.

The purpose of these projects are to convince and encourage African aquaculture producers, feed millers, and/or importers of raw materials for the production of feeds in Ghana, Nigeria and Senegal to incorporate soybean meal into the rations they feed. WISHH will target production companies across the three countries and 75 small holders over three years.

Through improved production practices, farmers will be able to increase their total production, so the volume of soybean meal demanded will continue to increase as both fish feed consumption grows and consumer fish consumption increases.

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

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 over six years of 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 an expert technical consultant to serve as an In-Country Representative and Project Manager to increase the footprint of US soy in Ghanaian aquaculture. The duration of the contract is from June 1, 2025 to December 31, 2025. The contractor should be able to develop a strategy for accomplishing the following:

1. Support local partners by providing technical advice and assistance either in person or electronically.
 - A. Assist with the planning of trials
 - B. Regular visits to farm sites to participate in sampling and to assure proper data collection
 - C. Regular conversations with aquaculture project leader to update on any problems or progress.

2. Participate in and provide support for vaccination trials to assist with the development of an effective protocol for administering a newly created vaccine for the ISKNV virus found in tilapia. The contracted individual will be responsible for the following duties:
 - A. Assist in selection of trial farms
 - B. Train trial farm personnel on the administration of vaccinations and following of the established vaccination protocols.
 - C. Regular monitoring of trial sites to participate in sampling and to ensure proper data collection methodologies. This should be done electronically through email and WhatsApp. And in person when approved by ASA/WISHH.
 - D. Regular conversations with aquaculture project leader to update on any problems or progress.
 - E. Help write up reports on each trial

3. Representation:
 - A. Participate in conference calls and webinars, address telephone and e-mail communication throughout the year with the WISHH team and potential partners (Businesses, PVOs, USDA, USAID, etc.) as necessary.
 - B. Maintain contact and relationships with in-country partners. The consultant should represent the interests of ASA/WISHH and the US soybean industry and promote the use of US soy when relevant.
 - C. Assist in developing, deploying, and maintaining an online farm data reporting platform to improve aquaculture data collection and reporting in Ghana for proper assessment and planning within the aquaculture sector.
 - D. Conduct regular email and telephone correspondence with fish farmers in Ghana to collect information on the problems they are facing, water quality parameters on their farms, parasite checks, and disease checks.
 - E. Identify and recommend attendees for virtual trainings and seminars.
 - F. Participate in online trainings and seminars to expand knowledge of the WISHH program and improve the ability to represent the interests of US soy farmers to aquaculture industry stakeholders in sub-Saharan Africa.
 - G. Adequately complete and submit quarterly reports using the quarterly report format. Reports that are not adequately completed (as determined by WISHH HQ) will be returned for revisions. Include high resolution photos in submitted reports.
 - H. When appropriate and pending approval from WISHH, provide travel support to WISHH team, contractors, trade delegations, and WISHH partners.

4. Increase technical knowledge of soy uses among targeted feed processors and improve the technical capacity of targeted fish producers using email and WhatsApp (and other communication platforms), and in person consultations when appropriate.
 - A. In person and virtual technical assistance.

- B. Liaise with stakeholders, including targeted businesses receiving technical assistance (e.g., catfish and tilapia farmers), WISHH staff, USDA, USAID, multi-lateral agencies, and private companies and consultants that WISHH may be contracting with.
- C. Availability to travel within the country.

5. The consultant will utilize an oxygen logger to collect water quality data to identify pond conditions that may predispose fish populations to risks associated with adequate oxygen levels.

- D. Collect, organize, analyze and share data.
- E. Regular communication with data collection sites
- F. Regular conversations with aquaculture leader to update on any problems or progress.
- G. Train farm workers on collection and analysis techniques.

6. Assist with communications materials as needed.

V. TIMING

All activities must be completed by December 31, 2025 and final report submitted January 10, 2026

Questions due to ASA/WISHH	May 2, 2025
Answers posted	May 7, 2025
Proposals due to ASA/WISHH	May 16, 2025
Contract awarded	May 23, 2025
Contract signed	May 27, 2025
Activities begin	July 1, 2025
Final deliverables due	January 10, 2026

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	50%
Consultant skills/experience	35%
Cost	15%
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:
 - a. Proposal executive summary
 - b. Proposed action plan for the completed scope of work
 - 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 May 15, 2025. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slemp (cslemp@soy.org) and Josh Neiderman (jneiderman@soy.org). Mr. Slemp 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) **no later than 5pm CST on May 2, 2025**. All questions and responses will be available on the WISHH [website](#) on or shortly after May 7, 2025. 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: Technical Proposal Submission Sheet Cover Page



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 _____