



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

### **BASELINE STUDY FOR THE REGIONAL AGRICULTURAL PROMOTION PROGRAM USDA–FAS–RAPP–2026**

**1. We would appreciate clarification on which specific countries in Africa are targeted for the baseline assessment under this RFP.**

Cote d'Ivoire, Ghana, Kenya, Nigeria, Rwanda, Senegal, Tanzania, and Uganda

**2. As an individual consultant licensed to work in my home country, would I be considered eligible to submit a proposal, or is registration as a legal entity required?**

You would have to be registered as a legal entity in your home country.

**3. Are there any minimum expectations regarding the number or types of stakeholder interviews or surveys to be conducted per country or region?**

There are no minimum expectations at this point. This could change through ongoing discussion and narrowing of the scope of work as the process moves forward.

**4. Will ASA/WISHH assist in facilitating introductions to key stakeholders (e.g., importer associations, processors, government partners) in the target regions?**

Yes, when possible but we prefer consultants have some level of regional contacts and accessibility to facilitate most interactions themselves.

**5. The RFP mentions collecting field data and notes target regions. However, there is no clear definition in terms of where the anticipated fieldwork would take place. As this has a significant impact on budget and resourcing, could ASA/WISHH please clarify what are the countries where fieldwork needs to take place in the context of this baseline study?**

Fieldwork can be a combination of virtual and in person, completely virtual, or completely in person. It is up to the consultant to propose a strategy that works best for them.

**6. What is the typology of project or programming being evaluated and what is the beneficiary/buyer/user cohort to properly calculate the sample sizing.**

It is a market systems and value chain development project that focuses on expanding US exports of agricultural commodities. This is a baseline evaluation, and the main beneficiaries would be actors along the soy value chain; producers, farmer organizations, processors, aggregators, and exporters.

**7. What is the approximate budget range for this study? 4. The RFP mentions that “currently, the organization collects quantitative and qualitative data.” Can any of this data and/or reporting be shared?**

The budget range for this project is \$50,000 to \$75,000 .

**8. The Scope of Work requires the consultant to analyze "WISHH's 4 internal KPI's." Could you please share and define these four Key Performance Indicators?**

WISHH measures the adoption of technical training and soy inclusion in products. The final KPI's will be shared with the winning consultants.

**9. The consultant is asked to analyze the "4 stages of the Market Development Continuum." Could you please provide documentation defining this model or clarify if it is a proprietary ASA/WISHH framework?**

[WISHH-24-Market-Development-Continuum-12-03-24-v4.indd](#)

**10. For the primary data collection (structured surveys, KIIs, retail audits, FGDs), do you have an expected number of interviews, surveys, or focus groups to be conducted per country?**

No, this should be proposed by consultant.

**11. Page 1 lists the anticipated award date as November 30, 2025, while the timeline on Page 5 lists it as November 14, 2025. Could you please clarify the correct date?**

We will aim to notify the consultant of the awarded contract by November 14 and hope to have an orientation call by Nov 30.

**12. To improve cost estimate accuracy, and also to offer better comparability across proposal respondents, can ASA furnish the list of countries for purposes of the baseline assessment under this RFP?**

Cote d'Ivoire,  
Ghana, Kenya, Nigeria, Rwanda, Senegal, Tanzania, and Uganda, Costa Rica, El Salvador, Guatemala,  
India, S  
Korea, Pakistan, Cambodia, Nepal, Sri Lanka, Kazakhstan, Uzbekistan, Laos, Tajikistan

**13. Does ASA have a preference for the structure of the cost proposal? For example, is there a preference for a fixed-price deliverables based structure vs. a cost reimbursable structure (since either is allowable under USDA RAPP grants)? Or does ASA prefer that the bidders propose their preferred cost structure?**

ASA has a preference of a fixed price deliverables-based cost structure.

**14. Does ASA have a preference on a page or word limit for proposal submissions?**

No

**15. Will the selected contractor be expected to source their own market participants for interviews or will this be done in collaboration with ASA/WISHH and its existing contacts?**

Yes when possible, we prefer consultants have some level of regional contacts and accessibility to facilitate most interactions themselves but will provide support when available.

**16. Beyond soy and its direct derivatives, are there other target commodities of interest to ASA/WISHH for this study (poultry, fish, etc.)?**

While the primary focus of the RAPP program is the soy value chain, the study should also consider key downstream sectors that utilize soy and soy-derived products, including poultry, aquaculture (fish), and livestock feed. These sectors are relevant as major end users of soy and contribute to regional demand. Data collection and analysis should focus on how these sectors interact with, and drive demand for, soy, rather than treating them as independent commodity value chains

**17. Can ASA/WISHH clarify what date the final report is due by? Or will this be decided in the initial inception report?**

It will be decided at a later date.

**18. May offerors exclude travel costs from the initial budget proposal and finalize those later once target countries and fieldwork requirements are confirmed?**

It is preferred to include estimated travel costs into your budget, but the approach mentioned will not be penalized.

**19. The RFP Qualifications suggest that the researcher should have an “Undergraduate degree in international development, economics, agricultural or other relevant discipline required, with a graduate degree preferred.” Does this imply that the research is expected to be conducted by an individual consultant or small team of individuals?**

The research is expected to be carried out by a team of individuals. The qualifications are on an individual basis for each member of your team.

**20. The RFP notes four regions of research; Africa, South Asia, Southeast Asia and Latin America. Could you clarify whether individuals could submit a proposal for one or multiple regions? Or, will you ONLY consider proposals that cover all regions?**

We will only consider proposals that cover all regions at this time. There is a possibility depending on the proposals received we could consider other options at a later time.

**21. Under what conditions would you be open to commissioning a consulting firm over an individual or team of individuals?**

We generally commission a consulting firm when the scope of work requires broader institutional capacity, for example if the assignment involves multiple countries, large scale data collection, or a mix of technical skills that would benefit from a coordinated team under one structure. On the other hand, where deep technical expertise in a specialized area is needed, we would lean more towards engaging an individual consultant or a small team of experts.

**22. Can you confirm that this baseline evaluation of WISHH RAPP programs is being funded under RAPP funds?**

**a. Is funding contingent on any subsequent approvals for budget?**

Yes, this will be funded under RAPP. The budget for this assignment is accounted for and will not need subsequent approval.

**23. The RPF notes that all data collected must adhere to ethical research standards. Are there specific research standards or ethical approvals required, or is ESOMAR membership sufficient?**

If your firm adheres to ESOMAR, OECD, or an equivalent research code of conduct, than that should meet the requirements. I would also familiarize myself with USDA Standards of Ethical Conduct.

**24. Could you share how you will evaluate ‘Financial competitiveness’ (10% of total evaluation criteria)? Will this be based on a comparison against the lowest-cost technically acceptable bid, a comparison of consultant individual or blended rates, or general value for money?**

It will be based on a value for money structure where the total proposed budget will be considered in relation to the proposed level of effort, technical approach, and team composition.

**25. Will payment be invoiced based on submission of deliverables, or invoiced monthly based on work conducted?**

We prefer a deliverable-based cost structure.

**26. Will proposals that go above the budget threshold be considered for evaluation? If not, can you share the expected budget threshold? If the selected proposal exceeds the allocated budget, how would this be handled by WISHH?**

All proposals received will be considered regardless of budget. The anticipated range for this assignment is \$50,000 to \$75,000.

**27. The RFP does not detail specific countries, programs, types of activities, or the number of stakeholders engaged. Could you kindly explain further:**

Each region has a specific list of countries. The winning consultant will coordinate with Regional Directors and the Monitoring and Evaluation Manager to derive a final list.

**28. How many countries should the consultant conduct research in, irrespective of whether travel is required to those countries?**

Each region has a specific list of countries. The winning consultant will coordinate with Regional Directors and the Monitoring and Evaluation Manager to derive a final list.

**29. How many countries should the consultant be expected to travel to, for the purpose of conducting this research?**

This should be proposed by the consultant.

**30. Does WISHH have an expectation in terms of the number of buyers, importers, distributors, and retailers that WISSH has impacted?**

No

**31. What is the expectation for the number of buyers, importers, distributors, and retailers WISHH would expect the consultant to interview as a part of this engagement?**

The winning consultant will coordinate with Regional Directors and the Monitoring and Evaluation Manager to derive a final list.

**32. If WISHH is unable to disclose details on the above, and given the short turnaround time between proposal submission and decision, it may be challenging to fully align on all tasks prior to starting the engagement. If this is the case, can the consultant provide a proposal based on tasks required, and rates for each task, to allow for further clarification and discussion on the scope during the engagement?**

Yes, this is possible.

**33. How should budgets be outlined in the financial proposal? Can these be a mix of hourly fees and estimates, and ‘reimbursable’ expenses such as travel or survey costs?**

Fixed deliverable-based cost structure.

**34. Could you confirm whether all four regions (Africa, South Asia, SE Asia, Latin America) are expected to be covered equally or whether work should be weighted by trade significance or other factors? If so, which factors?**

Weight should be weighted based on the work of each region and where they are on the market development continuum. Each region is unique in its approach and the work they do because each country is diverse in its current use and awareness of US soy.

**35. Does WISHH expect the consultant(s) to engage with beneficiaries entirely independent of WISHH, or will WISHH provide the consultant(s) with a list of contacts and/or facilitate introductions?**

WISHH will help to furnish a list of contacts and facilitate introductions whenever possible, but the consultant should be prepared to engage in countries where we do not have an existing in-country presence.