



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

FFPr18-RFP-01-2025

I. ISSUANCE DATE

October 1, 2025

II. PROJECT OVERVIEW

The American Soybean Association's WISHH program (ASA/WISHH) and the Commercialization of Aquaculture for Sustainable Trade (CAST) Cambodia is seeking to assist up to five **high-potential agribusiness SMEs from the Cambodian aquaculture sector** to effectively participate in CAFE25 and build their capacity to make proposals and presentations for increasing their chances of attracting capital by delivering compelling investment pitches, understanding due diligence requirements, and negotiating with investors.

The Cambodia Agriculture Forum & Exhibition 2025 (CAFE25) is an initiative led by the Ministry of Agriculture, Forestry and Fisheries (MAFF) with support from the Food and Agriculture Organization (FAO) to accelerate investment, innovation, and partnerships in Cambodia's agri-food sector by highlighting opportunities and connecting stakeholders. The event provides a platform for policy dialogue, business pitching, investment matching, and networking to drive the transformation of Cambodia's agricultural sector and promote sustainable growth.

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 soy. Trade can improve lives worldwide for both farmers and consumers. 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, U.S. land grant universities, and host country governments), (2) the private sector (e.g., U.S. exporters and 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-funding, including USDA (Food for Progress, Foreign Market Development, Market Access Program, Emerging Markets Program, Agricultural Trade Program, Regional Agricultural Promotion Program, and Food for Progress 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.

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.

IV. SCOPE OF WORK

Phase I Business & Investment Readiness

- Review of each SME's current business model and growth strategy
- Support refining their value proposition and clearly defining their capital needs (amount, purpose, type: equity, debt, blended, etc.)
- Identification of investment gaps and tailoring narratives to investor interests

Phase II Travel to Cambodia to participate in CAFE25

- Pitch Preparation & Deck Development including co-development of a 10–12 slide investor pitch deck for each SME,
- Observations of proceedings at the forum and concurrent exhibition
- Debrief with SMEs individually and collectively with industry stakeholders on CAFE25

Phase III Post travel and remote Follow up capacity building including Due Diligence

- Checklist of typical due diligence materials (corporate docs, financials, customer base, etc.)
- One-on-one remote advisory session per SME to assess preparedness and plug gaps
- Prepare report and action plan for comprehensive ongoing preparation for CAFE26, including possible identification of new candidates for the initial B+I readiness work

Phase IV

Follow-On Activities

- Repeat process Phase I-III above with newly identified SMEs.
- Remedial and reinforcing consulting to original SMEs Including

Once the CAST Cambodia project closes and phases 1-3 are complete selected SMEs may receive investor interest, conditional offers, or require additional support to close deals. The follow-on phase will aim to translate initial interest into actual investment, while enhancing the long-term investability and growth prospects of the SMEs.

V. TIMING

Questions due to ASA/WISHH	October 6, 2025
Answers posted to WISHH's website	October 8, 2025
Proposals due to ASA/WISHH	October 13, 2025
Contract awarded	October 15, 2025
Contract signed	October 18, 2025

Final deliverables will be due between December 1, 2025 and January 1, 2025.

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Soundness of proposal	40%
Expertise, skills and experience	30%
Organizational capacity and timeline	10%

Methodology	10%
Financial competitiveness	10%
TOTAL	100%

VII. Budget (USD)

ASA/WISHH is interested in a tailored and flexible budget approach that focuses on core pitch development and coaching only with 2 rounds of pitch reviews and a light touch on due diligence.

ASA/WISHH would like bidding Finance and Investment Expert/firm to attend and support at the CAFE25 event.

VIII. INSTRUCTIONS TO BIDDERS

Proposals should be submitted **no later than 4:00 PM CDT on October 13, 2025**. To be considered for award, proposals must be submitted by e-mail to Precious Popoola at ppopoola@soy.org (cc; edemerit@soy.org) . Ms. Popoola will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received. All submissions should identify the RFP number: FFPr18-RFP-01-2025 and the name of your organization in the subject line.

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 Precious Popoola at ppopoola@soy.org **no later than 4pm CDT on October 6, 2025**. All questions and responses will be available on the WISHH [website](#) on or shortly after **October 13, 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 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. 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 ASA/WISHH. 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 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 ASA/WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of ASA/WISHH and by the successful vendor(s) chosen by 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 the contract:

- Documentation to verify licensure (i.e., tax id, registration certificate, etc.)
- Code of Conduct
- Conflict of Interest
- Equal Opportunity

IX. ATTACHMENTS

Attachment A: Technical Proposal 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:

☐ Women Owned ☐ Nonprofit Large Business ☐ For-Profit Small Business ☐ Government Owned/Operated College or University
☐ 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 _____