



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

I. ISSUANCE DATE

October 15, 2025

II. PURPOSE

The purpose of this RFP is to solicit applications from research firms and/or individuals to conduct a baseline assessment for the USDA funded Regional Agriculture Promotion Program (RAPP) implemented by the American Soybean Association's (ASA) World Initiative for Soy in Human Health program (WISHH) through programs in Africa, South Asia, Southeast Asia, and Latin America. The baseline assessment will review secondary data and collect quantitative and qualitative data and analyze the information in such a manner as to provide the ASA/WISHH team with established benchmark data for program performance indicators and provide insights into current market conditions in certain countries and regions.

The Period of Performance of this contract is expected to fall between November 2025 to March 2026. The anticipated award date for this contract is November 30, 2025.

Since the launch of the RAPP, ASA/WISHH has already initiated activities and began disbursing program funds. As a result, the consultant will not be working with a "pure" pre-implementation baseline. Instead, the study will need to establish current benchmark values for all performance indicators while also reconstructing, to the extent possible, pre-activity conditions.

This will require the consultant to employ both prospective and retrospective approaches. In addition to collecting new field data, the consultant will be expected to review secondary sources such as trade statistics, policy reports, and earlier market studies, and to use retrospective methods (for example, key informant interviews or structured recall surveys) to approximate market conditions prior to the start of RAPP activities. Where feasible, the consultant should distinguish between indicators that reflect a true baseline and those that may already show signs of program influence.

The final report must clearly document these distinctions so that ASA/WISHH and USDA have both a reliable starting point for future monitoring and a record of early program effects.

III. PROJECT OVERVIEW

The RAPP is a cost share program that is designed to reimburse nonprofit U.S. agricultural trade organizations, SRTGs, U.S. agricultural cooperatives, and state agencies that conduct approved market development activities to foster expanded exports and market diversification by encouraging the development, maintenance, and expansion of diverse commercial export markets for United States agricultural commodities and products.

Under RAPP, USDA-FAS enters into agreements with eligible participants to share the cost of certain overseas activities. Financial assistance under RAPP is made available on a competitive basis. FAS enters into agreements with eligible participants to cover as broad an array of agricultural commodity sectors as possible and to maximize the likelihood that benefits generated will be available throughout the relevant agricultural sectors and that no single entity gains an undue advantage or sole benefit from program activities. All U.S. agricultural commodities, except tobacco, are eligible for consideration. ASA/WISHH implements RAPP funded market development activities worldwide for the promotion of US Soy.

Currently, the organization collects quantitative and qualitative data. Program participants are asked to complete post-surveys after each event and follow-up surveys are distributed at the end of each quarter. The latter includes specific questions about WISHH's key performance indicators (KPIs). The organization collects information about the adoption of techniques, technologies, and management practices every six months. Key informant interviews (KIIs) are conducted at the end of each fiscal year. Outputs and outcomes are used to inform future programming and assess the organization's impact in developing and emerging markets.

The consultant will be responsible for designing and implementing a comprehensive baseline study that establishes benchmark data for the USDA-funded RAPP. This study will provide the evidence base for program implementation and serve as a point of reference for monitoring progress over the life of the award. To achieve this, the consultant will begin by preparing an inception report that reviews program documents, clarifies objectives, and refines the methodology in consultation with WISHH Regional Directors and Monitoring and Evaluation Manager. The inception report will also include data collection tools and a detailed work plan with timelines and responsibilities.

The assignment will require a combination of desk research and fieldwork. The consultant will review existing literature, trade statistics, policy reports, and market studies to map the current market landscape, including import levels, distribution channels, competitors, and the regulatory environment in the target countries. Primary data collection will then be undertaken using both quantitative and qualitative approaches. This will involve structured surveys, retail audits, and trade data analysis as well as key informant interviews with buyers, importers, distributors, retailers, government officials, and trade associations. Where relevant, consumer perspectives will be gathered through focus group discussions. All data collection must adhere to ethical research standards.

The consultant will be expected to generate baseline values for key performance indicators, such as current export levels and market penetration of targeted U.S. commodities, the degree of awareness and perception of U.S. products among importers and consumers, the number and type of potential buyers and trade partners, and the regulatory and policy environment affecting trade. The findings should not only present the numerical baselines but also analyze the broader market context by identifying strengths, weaknesses, opportunities, and threats for U.S. agricultural exports in the target regions. This analysis should also highlight the barriers that need to be addressed through RAPP interventions, such as technical regulations, logistical constraints, or gaps in consumer awareness.

IV. 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 opportunities for trade. ASA/WISHH builds opportunities for long-term trade by improving agricultural value chains, human and animal nutrition, and farmer net incomes. ASA/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.

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., 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 (in both prime and sub-recipient capacities), McGovern-Dole Foreign Market Development, Market Access Program, Emerging Markets Program, Agricultural Trade Program, Emerging Markets Program, and Quality Samples Program. 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 and providing higher economic returns to U.S. soybean producers.

V. SCOPE OF WORK

The consultant will:

- Conduct desk research and data collection
- Collect both quantitative and qualitative data
- In addition to WISHH's 4 internal KPI's, the consultant is expected to analyse baseline levels of indicators such as:
 - Current export volumes and values of whole soybeans, soybean meal, and soybean oil in target regions
 - Buyer/importer awareness and perceptions of US products in target countries/regions
 - Analysis of the 4 stages of the Market Development Continuum and create benchmarks to show progress towards sales targets
 - Number and type of active trade partners in target countries/regions
 - Key policy, tariff, and non-tariff barriers in target countries/regions
- Produce a comprehensive baseline report that includes methodology, findings, and recommendations.

Qualifications

1. Undergraduate degree in international development, economics, agriculture, or other relevant discipline required. Graduate degree preferred.
2. Demonstrated experience in agriculture trade, market research, market development, and international development evaluations.
3. Experience with USDA funded programs preferred.
4. Strong expertise in mixed methods research.
5. Regional/Country knowledge is a plus.
 - Ability to produce high quality written reports in English.
 - If they are traveling, ability to travel to the countries. We want to avoid having passport challenges or other reasons they cannot travel.

VI. DELIVERABLES

- Inception report with methodology and tools

- Draft baseline report for review
- PowerPoint presentation of findings
- Final baseline report with cleaned dataset, transcriptions, annexes
 - Executive Summary
 - Analysis of baseline indicators
 - Market opportunities and challenges
 - Recommendations for program monitoring

VII. TIMELINE

Questions due to ASA/WISHH	October 24, 2025
Questions to be posted to WISHH Website	October 27, 2025
Proposals due to ASA/WISHH	November 3, 2025
Virtual Interviews start	November 5, 2025
Contract awarded	November 14, 2025
Contract signed	November 21, 2025
Orientation call	November 28, 2025

VIII. PROPOSAL SUBMISSION REQUIREMENTS

- Technical proposal – Understanding of assignment, methodology, workplan, CVs
- Financial proposal – detailed budget in USD
- Past Performance/References

IX. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Soundness of proposal	40%
Skills and past experience	30%
Past experience in baseline assessments	10%
Quality control methods	10%
Financial competitiveness	10%
TOTAL	100%

X. INSTRUCTIONS TO BIDDERS

Proposals should be submitted **no later than 4:00 PM CDT on November 3, 2025**. To be considered for award, proposals must be submitted by e-mail to Modibo Diabate at mdiabate@soy.org and Ava Horton at ahorton@soy.org. . ASA/WISHH 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 Modibo Diabate at mdiabate@soy.org and Ava Horton at ahorton@soy.org **no later than 4pm CDT on October 24, 2025**. All questions and responses will be available on the WISHH HYPERLINK <https://www.wishh.org/requests-for-proposals-employment-opportunities> on or shortly after October 27, 2025. No questions will be answered over the phone or in person; all questions must be in writing and sent via email on or shortly after October 27, 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 of the contract:

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

XI. 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:

Nonprofit For-Profit Government Owned/Operated
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 _____