

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

I. DATE

February 11, 2026

II. PROJECT OBJECTIVE

The purpose of this request for proposal (RFP) is to receive proposals to analyze the market, surrounding industry and institutions engaged in the import and/or trade of soybeans, soybean meal and value-added soy products (soy flour, isolates, concentrates and identity preserved soybeans) in the manufacturing of human foods and animal feed in Armenia. The animal feed demand sectors include swine, poultry, dairy, and aquaculture.

The final market assessment report will contain contact information for organizations and commercial businesses engaged in the oilseed processing, feed manufacturing and animal production (swine, poultry, dairy and aquaculture), human food manufacturing and recommend future activities to promote U.S. soy.

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 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 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, United Soybean Board, 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, McGovern-Dole, Foreign Market Development, Market Access Program, Regional Agricultural Promotional Program, Emerging Markets Program, America First Trade Promotion Program, and Quality Samples Program) 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 and providing higher economic returns to U.S. soybean producers.

IV. SCOPE OF WORK

Conduct a market assessment to provide details surrounding industries and institutions engaged in soybeans, value-added soy products, animal feed, human foods and animal agriculture, including the import and/or trade of whole soybeans, soybean meal and value-added soy products for use in the animal feed, human food and aquaculture sector.

With the recent economic growth and a growing animal production sector, there appears to be a demand for high-quality U.S. soy products.

The purpose of this assessment is three-fold: 1) to give ASA/WISHH a complete understanding of which companies (local and regional) are utilizing soy products in their human food production lines and feed rations (swine, dairy, poultry and aquaculture), or are selling soy products; 2) to give ASA/WISHH a better understanding of buyer demographics, consumer markets, feed preferences and purchasing power and 3) make recommendations on activities to increase the volume of U.S. soy in both the human foods and animal feed industries.

The final market assessment report will contain detailed information from the sectors listed above as well as contact information (contact name, email, address and phone number) for organizations and commercial businesses engaged in human foods, animal feed and aquaculture sectors.

ASA/WISHH will use the final market assessment report to move forward with detailed and strategic activities to increase the demand and consumption of U.S. soy protein for use in the human foods, animal feed and aquaculture sectors.

The following template must be followed and the questions below answered within the market assessment.

Description of Assessor: Include a description of the assessor's expertise in assessing the feed and human food market environments of other countries. Identify the qualifications that make the assessor an expert in assessing both the animal feed and human food markets.

How did you conduct the assessment? What methodology did you use to conduct the assessment? Briefly describe where you went, the people you met with, what you did to complete the assessment?

What is the assessment of the animal feed and human food industries in Armenia? Include an executive summary of the project. Also include what makes this market attractive for U.S. soy protein exporters? Describe what you found out about the market (needs): the existing constraints (what may prevent or hinder increased imports from the United States); the nature of the competition, such as European, Russian, Central Asian or Argentinean soybean meal; describe any trade policy factors (preferred trade agreements) that affect the market; potential impact if the current tariff structure changes; provide data on the existing trade situation; what is the distribution chain; what sectors should be targeted for market development opportunities and why? Provide information on logistics capacity due to recent investments in structural improvements. Summarize the specifics (beliefs and attitudes) gathered (market intelligence) that should be used by the industry to establish a baseline and evaluate the effectiveness of future marketing activities. Also, discuss how the U.S. industry could utilize these needs and overcome constraints to expand exports. If appropriate, identify what constraints prevent or hinder market development for the U.S. soy industry. The report should include detailed information on the import and trade of whole soybeans, soybean meal and value-added soy products.

What are the opportunities in the market? Where do you see opportunities to enhance the effectiveness of the animal feed and human food industries? Describe projects that may enhance the effectiveness in these two industries? Determine whether Armenia is a whole bean or soybean meal market for animal feed? For each opportunity identified, describe the baseline and measurements that will be used to evaluate the effectiveness of future marketing activities of the U.S. soy industry.

What are the recommendations or measures necessary to enhance animal feed and human food needs and that will also develop these two sectors for U.S. soybean products? What would you, propose to do, based on your market assessment, in-country interviews and desk research, to grow U.S. exports of soy and enhance the animal feed and human food industries? Are there follow-up technical assistance and/or capacity building activities that you would propose? What are these? For each opportunity identified describe the recommended specific, logical and appropriate marketing or technical assistance activities and expected results for expanding exports from the United States soy industry, specifically considering ASA/WISHH expertise and activities.

Project Deliverables (all materials should be presented in English):

1. One market assessment report using the required template in the SOW.
2. Presentation of final report and Q & A session

The maximum budget is \$67,000 which includes professional fees, overhead, and travel. No other funding is available for this activity.

V. TIMING

All activities must be completed by July 15, 2026

RFP posted	February 11, 2026
Questions due to ASA/WISHH	February 16, 2026
Questions to be posted to WISHH Website	February 19, 2026
Proposals due to ASA/WISHH	March 11, 2026
Proposal reviews start	March 13, 2026
Contract awarded	March 24, 2026
Contract signed	March 31, 2026
Stakeholder calls	Held monthly or as needed
Final deliverables and invoice due	July 15, 2026

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	30%
Consultant skills/experience	35%
Cost	20%
Timing	15%
TOTAL	100%

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 experiences (can be submitted as a CV)
2. A proposal that includes the following sections
 - Proposal executive summary
 - Action plan to conduct the comprehensive assessment and potential travel
 - Proposed budget

3. Checklist of additional items that must be submitted:

- Attachment A Technical Proposal Authorization Cover Page Completed and Signed
- Full detailed proposal with executive summary
- Proposal detailed budget

Proposals should be submitted no later than 4:00 PM CST on March 11, 2026. To be considered for the award, proposals must be submitted by e-mail to both Alan F. Pooock at apooock@soy.org and Tate Jeffries at tjeffries@soy.org. Either Mr. Pooock or Mr. Jeffries 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 Alan F. Pooock at apooock@soy.org **no later than 4pm CST on February 16, 2026**. All questions and responses will be available on the WISHH [website](#) on or around February 19, 2026. 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

X. 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 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