



REQUEST FOR QUOTE FROM THE WORLD INITIATIVE FOR SOY IN HUMAN HEALTH (WISHH): Study of Economic Opportunities for US Soy in Developing and Emerging WISHH Markets

I. DATE

July 16, 2026

II. PROJECT OBJECTIVE

The objective of this study is to provide ASA/WISHH with a rigorous, evidence-based framework for identifying and prioritizing developing and emerging markets with the strongest potential for sustainable growth in U.S. soy demand and meaningful WISHH programming impact.

The study will assess current and projected demand for soybeans and soybean meal; evaluate the competitiveness of U.S. soy relative to other suppliers; identify the market and policy constraints affecting growth in WISHH markets; and determine where WISHH interventions can most credibly contribute to market development.

The final analysis will distinguish between total market demand, the portion of demand realistically addressable by U.S. soy, and the portion of market growth that WISHH can plausibly influence through technical assistance, capacity building, market linkages, trade facilitation, and value-chain development. The study will produce a transparent market-prioritization framework, forecasts, and actionable recommendations to guide WISHH's future programming, resource allocation, and strategic engagement.

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

generates 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, U.S. land grant universities, and host country governments), (2) the private sector (e.g., 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-funded projects, including USDA (Food for Progress, Foreign Market Development, Market Access Program, Emerging Markets Program, Regional Agricultural Promotion Program, America First Trade Promotion Program, and Quality Samples Program) 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 and providing higher economic returns to U.S. soybean producers.

IV. SCOPE OF WORK

The consultant will:

- Conduct desk research and analyze relevant trade, economic, agricultural, livestock, aquaculture, and market-development data for selected developing and emerging markets.
- Collect and analyze quantitative and qualitative data from available secondary sources, including trade databases, USDA/FAS data, international economic datasets, industry reports, and relevant WISHH program information.
- Assess the current market environment and future economic opportunity for U.S. soybeans, soybean meal, in WISHH target and potential future markets.
- Analyze current and projected demand for soy products across key sectors, including:
 - Poultry
 - Aquaculture
 - Dairy
 - Swine
 - Other relevant livestock and feed sectors
- Evaluate current market conditions and projected growth drivers, including:

- Population growth, urbanization, income growth, and protein consumption trends
- Livestock and aquaculture production growth
- Feed manufacturing and processing capacity
- Domestic soybean production and crushing capacity
- Import dependency and supplier composition
- Infrastructure, logistics, storage, and distribution conditions
- Private-sector investment and industry readiness
- Assess the competitiveness of U.S.-origin soy relative to other major suppliers, including Brazil, Argentina, regional suppliers, and domestic production where relevant.
- Identify the portion of current and future soy demand that is realistically addressable by U.S. soy suppliers, linking commercial feasibility to broader demand drivers such as population growth, income growth, animal protein consumption, feed demand, food-sector expansion, and projected increases in soy utilization. The analysis should account for key enabling factors and constraints, including price competitiveness, logistics, tariffs, trade relationships, product quality, availability, and buyer preferences.
- Assess the extent to which WISHH programming can plausibly contribute to market development and increased demand for U.S. soy through program activities.
- Develop market forecasts and scenario analysis for selected markets, including low-growth, base case, and high-growth scenarios through 2030 and, where feasible, 2035.
 - Total national demand for soy and soy-based products
 - The portion of demand that is realistically addressable by U.S. soy suppliers
 - Identify where WISHH can reasonably influence programming and market-development interventions. The influence assessment should be based on available market data, stakeholder input, historical program evidence, and a clear rationale for the market.
- Develop a transparent market-prioritization framework that ranks selected markets according to factors such as:
 - Current market size and import demand
 - Projected growth potential
 - U.S. soy competitiveness
 - WISHH additionality and ability to influence market outcomes
 - Development and private-sector impact potential
 - Market readiness and partner capacity
 - Strategic alignment with WISHH priorities
 - Political, economic, regulatory, logistical, and implementation risk
- Classify markets into practical categories, such as immediate strategic priorities, build and grow markets, strategic monitoring markets, and lower priority markets. Develop recommended intervention approaches for priority markets, including the type of WISHH engagement most likely to support market development, industry growth, and increased utilization of U.S. soy.

Deliverables

- Produce a comprehensive final report that includes methodology, data sources, market analysis, forecasts, country rankings, findings, limitations, and strategic recommendations.
- Provide, to the extent feasible within the agreed scope and budget, a practical, editable market-prioritization and forecasting tool, preferably in Excel or another commonly

used platform, that allows WISHH to update key assumptions, country scores, market projections, and rankings over time.

- Present preliminary findings to WISHH staff and incorporate feedback into the final analysis, report, and market-prioritization recommendations. Create presentation-ready graphs, analysis and slides.

V. TIMING

Contract awarded	August 14, 2026
Contract signed	August 21, 2026
Activities begin	August 24, 2026
Final deliverables and invoice due	September 30, 2026

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Quotes submitted will be evaluated according to the following criteria:

Comprehensiveness	35%
Consultant skills/experience	30%
Cost	20%
Timing	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

Quotes should be submitted no later than 5:00 PM CDT on July 31, 2026. To be considered for award, quotes must be submitted by e-mail to the following: Modibo Diabate mdiabate@soy.org. Modibo will confirm receipt of each quote; if receipt has not been confirmed, your quote has not been received.

Submission of Questions: All questions regarding the preparation of quotes must be submitted in writing (by e-mail) to Modibo Diabate mdiabate@soy.org **no later than 5pm CDT on July 31, 2026. All questions and responses will be available on the WISHH website on or shortly after August 7, 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 complaints 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 RFQ 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 quotes received in response to this RFQ 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 RFQ contains no contractual proposal of any kind; any quote submitted will be regarded as a quote by the vendor and not as an acceptance by the vendor of any quote 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 quote 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