



REQUEST FOR PROPOSALS

To Fill the Role of Francophone Africa Program Consultant for The World Initiative for Soy in Human Health (WISHH) Program

RFP NUMBER: FMD20-RFP-Africa-01-2020
Title: Francophone Africa Program Consultant for WISHH Program
Program: World Initiative for Soy in Human Health
Organization: American Soybean Association
Project Duration: Initial contract for 5 months, with the possibility of up to 3 years
Proposal Due: January 29, 2020

1. Purpose

The World Initiative for Soy in Human Health (WISHH), a program of the American Soybean Association, requests proposals for a contract to assist and facilitate the management of programming in Francophone Africa. The details are as follows:

2. Background of the WISHH Program

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 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 over six years of 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., 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-funded projects, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, and Quality Samples Program) and USAID 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.

The WISHH program receives funding from the United States Department of Agriculture (USDA) through the Emerging Markets Program (EMP), Market Access Program (MAP), Foreign Market Development Program (FMD), Agriculture Trade Promotion Program (ATP) and the Global Broad-Based Initiative (GBI). 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.

These programs focus on countries in sub-Saharan Africa and aim to promote U.S. high quality soy protein products. Multiple activities need to be implemented and goals achieved as part of the program, to be detailed further in meetings with the Regional Program Management team per the program proposal and timeline. ASA/WISHH, headquarter in St. Louis, Missouri, will continue to participate fully in the strategic and tactical development of this activity, for example, identifying technical consultants, informing the Program Consultant of activities taking place elsewhere in Africa, allowing for coordination, sample purchase and shipment, etc.

Current program goals include:

- ✓ Identify greater roles for soy in sustainable nutrition and development programs where soy can fortify locally available foods in developing countries throughout the world
- ✓ Create new and expanded uses for soybeans and soy products, particularly high-protein products, such as texturized soy protein, soy flour, soy protein concentrates and isolates



- ✓ Support and help formulate food assistance and development programs
- ✓ Promote commercial soy foods markets in developing countries with food processing and technology expertise and by raising consumer awareness of health benefits
- ✓ Explore new opportunities for U.S. soybean meal for livestock feed in developing African markets
- ✓ Assist in the implementation of aquaculture related activities in West Africa

WISHH maintains a core staff of ten individuals at the American Soybean Association headquarters in St. Louis, while also utilizing several experts in various functions; these include consultants in nutrition, food technology, strategic planning, project development and implementation, communications and US government liaisons. WISHH works closely with representatives from Private Voluntary Organizations (PVOs) and the United States Government, including the Foreign Agriculture Service.

WISHH also has a Governing Body, made up of soybean farmers who represent other soybean groups such as the American Soybean Association, United Soybean Board, United States Soybean Export Council, and state Qualified State Soybean Boards and Associations. The group meets three times per year in conjunction with other soybean group meetings.

3. Scope of Work

ASA/WISHH seeks to retain a consultant that can achieve the following:

1. Representation:
 - A. Participate in conference calls, address telephone and e-mail communication throughout the year with the WISHH team and potential partners (Businesses, WFP, PVOs, USDA, USAID, etc.) as necessary. The U.S. will arrange for some call outs; however, funds are included in the Program Consultant's contract to call the US, country and local representatives when needed and necessary, and to conduct regional activities.
 - B. Maintain contact and relationships with in-country partners. The purpose is to plan and coordinate regional activities and technical visits efficiently and identify necessary challenges that need to be addressed. Maintain an updated regional activity matrix.
 - C. Plan, organize, and assist in consultant/staff trips and assist in identifying suppliers/distributors in the region and consolidate/maintain a supplier/distributor contact and market database. This will be a compilation of country specific representatives lists with any expansions necessary.



- D. Adequately complete and submit quarterly reports using the quarterly report format. Reports that are not adequately completed (as determined by WISHH HQ) will be returned for revisions.
 - E. Provide draft in final form for semi-annual and end-of-year reports that go to the donors. This should include highlights that occurred during the reporting period. Examples include:
 - conferences
 - technical visits
 - commercial purchases
 - products developed and tested
 - commercial launches of products
 - in-depth stories about specific targeted companies
 - success stories
 - business development training
 - results from research
 - feedback and/or quotes from clients
 - photos
2. Objective I: Increase technical knowledge of soy uses among targeted food and feed processors.
- A. Assist with the identification of businesses to receive technical assistance. This will involve conducting outreach and meeting with food and feed manufacturers that may have an interest in using value added soy products. Prepare for and organize technical visits. Plan various seminars and technical visits by conducting outreach to targeted countries, ensuring availability of samples, scheduling consultants visits, providing support to consultants when on the ground, securing trip reports after visits and working with the consultant to confirm that follow-up commitments have been completed. This will include arranging all logistics, escorting and providing interpretation for technical consultants (when required) on their missions.
 - B. Organize training events as necessary. This includes identifying the location, speakers and making arrangements for the site, lunch/breaks, invitations and other necessary materials.
 - C. Translate documents into French/English as needed.
3. Objective II: Strengthen the Soy Supply Chain



- A. Identify candidates for visits with U.S. Suppliers including, but not limited to Expo East, Midwest Workshop, SANA Soy Symposium, SSA Conference, GBI Conference, NCI training and IPPE Atlanta. This intervention will help targeted companies learn about various suppliers' products and the necessary steps to make commercial purchases as well as enable visitors to meet with multiple business people and to see the variety of soyfoods that are commercially available. Encourage dialogue between potential buyers and possible sellers including price quotes, product selection and export follow up.
- B. Identify possible Cochran candidates, provide them with the appropriate paperwork for their application, and communicate with USDA/FAS representatives overseas indicating targeted individuals.
- C. Liaise with stakeholders, including targeted businesses receiving technical assistance, WISHH staff, USDA, USAID, multi-lateral agencies, and private companies and consultants that WISHH may be contracting with.
- D. Escort consultants and staff to Francophone countries. Provide translation services, set up meetings, plan logistics (hotel and transportation), etc.

4. Instructions to Bidders

Proposals must contain at a minimum the specific criteria requested:

1. A description of the bidder's capabilities, resources, and experience as it pertains to the objectives listed above.
2. Proposals should be submitted no later than 5:00 pm CST on Wednesday, January 29, 2020. To be considered for the award, proposals must be submitted by email to Chris Slempe (cslempe@soy.org) and Josh Neiderman (jneiderman@soy.org).
3. All proposals should be submitted with the name of the proposal and your company name in the subject line.

5. Notes

Award: This RFP 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 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 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 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 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.

Conflict of Interest: All team members must provide a signed statement attesting to a lack of conflict of interest or disclosing any real or potential conflicts of interest.

Non-Discrimination Statement: In accordance with Federal Law and U.S. Department of Agriculture (USDA) policy, ASA/WISHH prohibits discrimination in its programs and activities against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation or all or part of an individual's income is derived from any public assistance program or activity conducted. ASA/WISHH is an equal opportunity provider and employer.

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Chris Slemper at cslemper@soy.org (cc: jneiderman@soy.org) no later than 5pm CST on January 20, 2020. No questions will be answered over the phone or in person; all questions must be in writing and sent via email. Please send notification of your intent to apply to cslemper@soy.org to be sure that you are included in the email responses that will be sent to all interested parties.

Guiding Principles: Consultants must conduct all activities in an ethical manner. Market research activities should appropriately balance the desired creation of evidence with the protection of human subjects, including safeguarding the dignity, rights, safety, and privacy of participants. Evaluators are responsible for applying ethical principles in all stages of research, and for raising and clarifying ethical matters with stakeholders during the course of the activity.

WISHH reserves the right to reject any proposal that is in any way inconsistent or irregular. WISHH also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the bidder regarding the proposal.