



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

I. DATE

May 29, 2020

II. PROJECT OBJECTIVE

The purpose of this request for proposal (RFP) is to receive proposals to develop a toolkit of materials to assist in the development and strengthening of international associations along the agricultural value chain in developing and emerging markets, and to mentor the start-up activities of the Cambodian Aquaculture Association (CAA). The toolkit materials should include topics such as: Association Start-Up, Strategic Planning, Board Training, Membership Development and Structures, Communication Strategies and Education for Internal and External Stakeholders, Leadership Training for Association Leadership, Member Engagement, and Recruitment for future members and leadership positions.

III. ORGANIZATON BACKGROUND

The American Soybean Association's World Initiative for Soy in Human Health (WISHH) program connects trade and development across global market systems, improving food security. Knowing that protein plays an essential role in human nutrition, visionary U.S. soybean growers founded WISHH in 2000 to serve as a catalyst in emerging markets. WISHH brings the power of strategic partnerships to our unique market-systems approach. Local business leaders, governmental and non-governmental organizations as well as academic institutions join us in increasing demand and fueling economic growth for the sustained availability of nutritious and affordable human foods and livestock feeds.

For more information about ASA/WISHH, please visit wishh.org.

IV. SCOPE OF WORK

One of the most powerful features in U.S. business, and especially agriculture is the strength of industry and commodity associations. The strength of associations is built through years of entrepreneurial activity of professionals and volunteer leaders, who see the demand for voices, participants, leaders and established goals within a business community.

Association management, like manufacturing and hospitality has its unique features, as well as variations of generic business administration. Membership, communications, and service-delivery are just some of the elements an organization that represents a group of businesses must manage in order to grow and thrive.

WISHH, through its work in developing and emerging markets, has seen first-hand the need for strong, effective and efficient associations all along the agricultural value chain. Well organized and managed associations can build capacity and represent their members in ways other organizations cannot. While quality associations are valuable everywhere, the need for them is accentuated in the developing world, where entrepreneurs often work together to start an industry or develop policies and rules that will guide the industry into the future.

In our work around the world WISHH has worked with aquaculture associations, poultry producer associations, feed miller associations, food technology associations and many more. Often times WISHH is working together with partners to start an association for the first time, other times, the work is focused on association strengthening. Through this RFP WISHH seeks an individual or firm that can develop an association toolkit – a full scale training on Association Development and Management that we can utilize together with our partners around the world. WISHH will share this training module with partners looking to form a new association or to improve an existing one.

The toolkit should address at least the following topics:

- 1) Association Start-Up
- 2) Strategic Planning
- 3) Board Training
- 4) Membership Development and Structures
- 5) Communication Strategies and Education for Internal and External Stakeholders
- 6) Leadership Training for Association Leadership
- 7) Member Engagement
- 8) Recruitment for future members and leadership positions

This RFP has three activities:

- 1) Development of a toolkit of association materials
- 2) Mentorship of the Cambodian Aquaculture Association (CAA) during its startup
- 3) Travel to Cambodia to meet with CAA's leadership (dependent on Covid-19 travel restrictions)

The developed materials will remain the property of WISHH and will be posted on the training section of the WISHH website and used for future trainings.

The individual or firm will mentor CAA and travel to Cambodia to meet with CAA's leadership (trip dependent on Covid-19 travel restrictions).

V. TIMING

All activities must be completed by September 30, 2020

Bids due to ASA/WISHH	June 30, 2020
Contract awarded	July 2, 2020
Contract signed and activities begin	July 7, 2020
Development of Materials	July/August 2020
Trip to Cambodia (tentative)	September 2020
Mid-contract progress report due	August 14, 2020
Final deliverables due	September 30, 2020

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Consultant skills/ experience	35%
Comprehensiveness	30%
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, resources, and experience. Please include your expertise association development. Identify the qualifications that make the consultant an expert in developing the toolkit materials and mentoring to the newly founded CAA.
2. Detailed budget on developing the toolkit materials, CAA mentoring costs and travel costs to Cambodia. The detailed budget needs to show the costs broken out for each of the three activities.

Due to Covid-19, the Cambodian trip is tentative. WISHH follows the U.S. government travel regulations. Travel costs include flights, M&IE, hotel, visas and ground transportation.

3. Checklist of items that must be submitted:
 - 100-word executive summary of the proposal
 - Full detailed proposal
 - Proposal detailed budget

Proposals should be submitted no later than 3:00 PM CDT on Friday, June 30, 2020. To be considered for award, proposals must be submitted by e-mail to the following: Gena Perry at gperry@soy.org. Ms. Perry will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Questions regarding the RFP may be directed by e-mail to Gena Perry. No questions will be answered over the phone or in person.

ASA/WISHH will consider proposals with a maximum consulting budget and materials no greater than \$25,000. This is an all-inclusive contract which includes individual's or firm's time and materials. Travel costs will be reimbursed separately. No further funds will be allocated for this activity.

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.

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) entities with SBA certification (proof of certification must be provided at time of submission).

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 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.