



**REQUEST FOR PROPOSAL FROM THE
AMERICAN SOYBEAN ASSOCIATION
WORLD INITIATIVE FOR SOY IN HUMAN HEALTH
(ASA/WISHH)**

I. DATE

October 9, 2020

II. PROJECT OBJECTIVE

The purpose of this request for proposals is to solicit a contractor to provide live video streaming services for an ASA/WISHH hosted e-Workshop. The video content, provided by the Northern Crops Institute and Michigan Soybean Promotion Committee, aims to provide Latin American strategic partners the opportunity to virtually explore new applications for soy-based foods and snack foods, and soy as a supplement to fortify foods. Participants will be exposed to soy's many applications including a manufacturing demonstration of a soy food product. This e-Workshop will also include overviews of soy production in the U.S. which include virtual tours of soybean farms. This contracted service will help achieve the following objectives of the Michigan Soybean Promotion Committee funded project to support Trade Teams:

- Initiate or increase U.S. soy sales to regions represented by ASA/WISHH trade team participants in FY20
- Encourage Michigan-based companies to forge or deepen business connections with current and potential U.S. soy buyers in Latin America, sub-Saharan Africa, and Asia
- Support the sale of U.S. soy to countries in Latin America
- Continue sales of U.S. soy protein to food processors and new product development discussions with existing and potential customers.

III. ORGANIZATON 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 (ASA/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. ASA/WISHH provides services in food technology, business development,

nutrition services, and program and proposal development. ASA/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 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. ASA/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.

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

IV. SCOPE OF WORK

ASA/WISHH received funds from the Michigan Soybean Promotion Committee to support Trade Teams. Due to the COVID-19 pandemic, international participants are unable to travel to the U.S. as a trade team for training and NCI was forced to cancel most of their 2020 courses. However, it is still imperative that ASA/WISHH continue providing the training and networking opportunities that are essential to the development of its markets. ASA/WISHH collaborated with NCI staff to identify a virtual alternative training option which enables ASA/WISHH partners to benefit from the expertise of NCI without international travel.

ASA/WISHH seeks to retain a consultant to complete the following scope of work:

1. Work with ASA/WISHH to run and produce a live two-day, three-hours per day webinar.
2. In advance of the event and at a mutually agreed upon day/time, provide a speaker technical check and orientation.
3. Work with ASA/WISHH to provide playback services, live Q/A session and general live stream webinar administration.
4. ASA/WISHH will provide a Zoom webinar account for streaming, planning and speaker technical check prior to the live webinar date.

The desired candidate should have:

1. At least 5 years of commercial experience in live streaming, videography, using various webinar platforms, and supportive software.
2. Excellent communication skills in both verbal and written English.
3. The ability to convey information accurately and clearly, to personnel and clients with different backgrounds and levels of live streaming technical competency.
4. Ability to be flexible and meet strict deadlines.

V. TIMING

All activities must be completed by November 18, 2020.

RFP questions submitted via email	October 14, 2020
RFP questions and answers emailed to submitters	October 15, 2020
Bids due to ASA/WISHH by 3:00 pm CDT	October 23, 2020
Contract awarded and notification to bidders	October 26, 2020
Contract execution	October 30, 2020
Development of Materials	November 1 – 18, 2020
Final deliverables	November 17 and 18, 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%

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).

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 in live streaming and video production, and webinar platform experience.
2. Detailed budget on production and streaming costs.

Questions regarding the RFP need to be submitted by October 14, 2020 via e-mail to Marypat Corbett. No questions will be answered over the phone or in person. All questions and corresponding answers will be emailed to all submitters.

Proposals should be submitted no later than 3:00 PM CDT on October 23, 2020. To be considered for award, proposals must be submitted by e-mail to the following: Marypat Corbett at mcorbett@soy.org. Ms. Corbett will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

*This is an all-inclusive contract which includes individual's or firm's time and materials.
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.

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.

Offerors submitting proposals must (1) be officially licensed to do such business in the country of operation, (2) be able to receive USDA funds, (3) not have been identified as a terrorist, and (4) be registered in the SAM.gov database 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