



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

### **I. DATE**

January 28, 2021

### **II. PROJECT OBJECTIVE**

This RFP is a solicitation for proposals from companies and/or individuals to conduct market research to determine the status of the aquaculture industry in several West African countries (Senegal, The Gambia, Mauritania, Guinea-Bissau, Guinea-Conakry, and Mali). The information collected will be used to determine the regional demand for fish and feed, consumer preferences, distribution channels, industry trends, and other insights outlined in the scope of work (SOW). The information gained will inform an investment decision to increase the production of aquafeeds for the region.

The need for this market research comes from a desire to leverage existing infrastructure and supply chains currently utilized by Senegal's poultry feed industry to support the development of the aquaculture industry in Senegal and the surrounding region. The results of this assessment will inform future investment in aqua feed production by providing an improved understanding of regional demand for fish feed and fish. It is important to consider the current demand, as well as projected demand for these products in the targeted countries. This assessment should utilize a variety of information gathering techniques, and not rely solely on desk research. Other acceptable data collection techniques include interviews and focus groups conducted virtually or in-person. The ASA/WISHH team recognizes that reliable data is unavailable for many of the agricultural sectors in the sub-Saharan Africa region. It is therefore important that submitted proposals take this into consideration and offer a sound methodology for data collection and analysis.

### **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 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.

## IV. SCOPE OF WORK

ASA/WISHH seeks the services of a company to provide unique and strategic insight into the following questions and topics. Each topic or question should be answered for the following countries: Senegal, The Gambia, Mauritania, Guinea Bissau, Guinea-Conakry, and Mali.

1. Consumers
  - a. Who are the primary consumers of fish and how much are they consuming?
  - b. What is the annual demand for fish (listed by species type)? – presented in a table
  - c. Consumption trends – how is it commonly consumed, in what foods, what are the taste preferences, any taboos, etc.
2. Distributors
  - a. Current fish distribution channels (includes local and imported, aquaculture and marine)
  - b. Market weight/size/price/species (includes aquaculture and marine, imports and locally produced) - presented in table
3. Feed producers
  - a. Overview of the fish feed market (includes supply and demand, types of feed being produced locally and imported, quality of feeds, projected demand)
  - b. Identify current fish feed producers in target countries and provide descriptions (contact information, company description, website, production capacity, utilized capacity, local demand, exports)
  - c. Current feed distribution channels
  - d. Challenges to distributing feed to the relevant markets from Dakar, Senegal.
  - e. Current and planned fish feed projects (includes government and non-government investment in the industry)
  - f. Raw materials sourcing
  - g. Feed selling price per MT
  - h. Description of common fish feed production technologies and equipment being utilized
  - i. Feed consumption per cycle for common species (tilapia, African catfish, and others that are common to local industries)
  - j. Consumer preferences (e.g., brands, floating vs. sinking, local vs. imported, smell, ingredients, size, etc.)
  - k. Opportunities and challenges for the feed industry
    - l. Environmental impacts of feed production
4. Local institutions
  - a. Current government and non-government support programs for the aquaculture and feed production industries (e.g., financial, technical, regulatory, etc.)
  - b. Listing of Universities with active fisheries programs in target countries
  - c. Current policy initiatives supporting the aquaculture industry
5. Fish producers
  - a. Current fish production (listed in MT) by species (marine and fresh water)
  - b. Market growth potential for the next 10 years.
  - c. Overview of production systems common to each market.
    - i. Volumes produced per system

- ii. Geographic locations of farms
  - d. Fish production costs
  - e. Environmental impacts of fish production
- 6. Target countries
  - a. Senegal
  - b. The Gambia
  - c. Mauritania
  - d. Guinea Bissau
  - e. Guinea (Conakry)
  - f. Mali
- 7. Recommendations
  - a. Do the current market conditions justify investment in a fish feed production facility in Senegal?
    - i. Does current and future demand for fish feed justify the construction of a floating fish feed facility in Senegal?
  - b. What is the best way to supply floating fish feeds to the identified markets?
  - c. Which of the markets holds the most potential for aquaculture production in the next 10 years?
    - i. Please prioritize the market.

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

1. One market research report addressing key questions and topics highlighted in the RFP
2. Works cited
3. Trip reports for all travel
4. A list of companies and individuals that contributed information and their contact information for follow-up
5. Surveys, questionnaires, and other data collection tools as well as the responses
6. Presentation of final report and Q & A session

**V. TIMING**

All activities must be completed by September 30, 2021

Questions due to ASA/WISHH	February 15, 2021
Bids due to ASA/WISHH	February 28, 2021
Contract awarded	March 5, 2021
Contract signed and activities begin	March 19, 2021
Final deliverables due	September 30, 2021

**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%
<b>TOTAL</b>	<b>100%</b>

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) entities with SBA certifications (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 and experience
2. A proposal that includes the following sections:
  - a. Proposal executive summary
  - b. Proposed action plan for the completed scope of work
  - c. Proposed methodology for information collection
  - d. Proposed budget including materials, service fees, and travel
  - e. Proposed timeline for completing the research
3. Checklist of additional items that must be submitted:
  - Attachment A Technical Proposal Authorization Cover Page Completed and Signed
  - 100-word executive summary of the proposal
  - Full detailed proposal
  - Proposal detailed budget
  - WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 5:00 PM CDT on February 28, 2021. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slem (cslem@soy.org), Josh Neiderman (jneiderman@soy.org), and Mamadou Bousso (bousso.pmpwa@gmail.com). Mr. Slem 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 Chris Slem at [cslem@soy.org](mailto:cslem@soy.org) (cc: [jneiderman@soy.org](mailto:jneiderman@soy.org)) **no later than 5pm CST on February 15, 2021**. All questions and responses will be available on the WISHH website <https://www.wishh.org/requests-for-proposals-employment-opportunities> on or shortly after February 19, 2021. 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 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 *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

## **X. ATTACHMENTS**

Attachment A: Technical Proposal Submission Sheet Cover Page

**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       For-Profit       Government  
 Large Business       Small Business       College or University  
 Women Owned       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: \_\_\_\_\_

DUNS No: \_\_\_\_\_ Business Registration Number \_\_\_\_\_