



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

I. DATE

December 18, 2023

II. PROJECT OBJECTIVE

The American Soybean Association's World Initiative for Soy in Human Health (WISHH) program is seeking applications for a Consultant/Regional Director for market development activities in Africa with program experience in Africa. The consultant can work remotely. Preference will be given to applicants in the St. Louis, MO area.

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 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 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., U.S. exporters and 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-funding, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, Agricultural Trade 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.

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 Regional Director will work with the Africa Division Director on planning, oversight and implementation of ASA/WISHH activities in Sub-Saharan Africa. The position of Regional Director-Africa (RD) will work closely with the WISHH team, interacting with other implementing partners, and implementing units. The Regional Director-Africa will maintain the quality and integrity of the overall ASA/WISHH programming, and help to achieve ASA/WISHH's mission and goals. This position will assist with the implementation of the funded programs, program budgets, coordination of efforts of team members, partners, and third-party contractors and/or consultants in order to ensure quality control and that the activities are carried out according to plan. The regional Director will help plan, execute, and finalize projects according to strict deadlines, within budget and in compliance with USDA, USAID, and ASA regulation and policy guidelines. Under general direction and supervision from ASA headquarters in St. Louis, this position carries out activities and proposals as designed. The position participates in special projects as assigned to support overall WISHH program objectives. The Director is likely to engage in proposal development and capturing information about funding opportunities. Frequent travel across the African continent is required. Trips will require air travel and/or overnight stay away from home base for one or more nights. There will be a minimum of 30% travel associated with this position and may include quarterly travel to HQ located in St. Louis, MO Trip planning and travel authorization from the WISHH HQ are required. This position requires the ability to lift up to 50 pounds.

Applicant will be required to

- i) Assist with the management of all aspects of activity

- ii) travel to site offices and target regions as needed to oversee technical assistance and troubleshoot alongside partners and contractors;
- iii) represent ASA/WISHH to donors (USDA, USAID, USSEC etc.) and deliver presentations on behalf of ASA/WISHH;
- iv) establish a respected presence within the international donor community and strategically position the organization in the forefront of nutrition, community and market development activities within Africa;
- v) assist with administrative functions needed to implement and manage programs.

The Regional Director-Africa will uphold and enforce ASA/WISHH, USDA, and other donor regulations, policies and procedures as required. He/she will work together with headquarters to ensure that a cooperative spirit, marked by professionalism, is maintained within the organization. This position requires coordination of efforts of team members, partners, and third-party contractors and/or consultants to ensure quality control and that the activities are carried out according to plan.

The Regional Director-Africa will ensure the execution of the projects according to strict deadlines, within budget and in compliance with USDA and ASA regulation and policy guidelines. Frequent travel (a minimum of 30%) to Africa will require air travel and/or overnight stay away from. Applicants must be physically capable of meeting all physical responsibilities, including but not limited to walking distances over 5 kilometers and lifting at least 50 lbs over shoulders. Requires ability to travel in Africa, secure proper documentation and authorization to travel freely between United States and Africa in general.

V. TIMING

Questions due to ASA/WISHH	January 8, 2024
Questions to be posted to WISHH Website	January 12, 2024
Proposals due to ASA/WISHH	January 22, 2024
Contract awarded	January 29, 2024

VI. EVALUATION CRITERIA

Proposals submitted will be evaluated according to the following criteria:

Education and/or Experience (50%):

Bachelor’s degree in management, business, marketing, international relations or related field and/or equivalent combination of education and work experience. Ten years relevant professional experience in areas such as program/project management, market development, and international relations. Substantive international program/project management experience required. Knowledge of USDA and/or USAID programs. Previous experience working in Africa.

Market development strategy (50%):

Candidates should submit a summary of their proposed market development strategy for U.S. soy in sub-Saharan Africa. Strategy should include utilization of USDA market development resources (MAP, FMD, EMP, RAPP, etc.) as well as Food for Progress, QSSB, USB and others. Strategy should also include tactical considerations and performance evaluation criteria. The strategy should include poultry, aquaculture, and human foods and identify expansion opportunities.

VII. INSTRUCTIONS TO BIDDERS

Submit proposals by January 22, 2024 in a single consolidated pdf file to cslemp@soy.org. Include *Africa Regional Director*. Proposals should be no longer than 5 pages. ASA/WISHH reserves the right to fund any or none of the applications submitted. ASA/WISHH reserves the right to cancel and reissue the solicitation. All costs incurred by the bidder or any third parties in the preparation of this proposal are the sole obligation of the bidder.

Questions about this solicitation should be submitted to cslemp@soy.org.

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 WISHH at cslemp@soy.org **no later than 4pm CDT on January 8, 2024** using *RFP questions for Africa Regional Director* in the subject line. All questions and responses will be available on the WISHH [website](#) on or shortly after **January 12, 2024**. 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 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. 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 ASA/WISHH. 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 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 ASA/WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of ASA/WISHH and by the successful vendor(s) chosen by 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
- Equal Opportunity

X. ATTACHMENTS

Attachment A: Technical Proposal Submission sheet

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:

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Women Owned | <input type="checkbox"/> Nonprofit Large Business | <input type="checkbox"/> For-Profit Small Business | <input type="checkbox"/> Government Owned/Operated College or University |
| <input type="checkbox"/> 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: _____

Name: _____

Authorized for and on behalf of:

Position: _____

Date: _____

(DD/MM/YY)

Company: _____
Address: _____\
Business Registration Number _____