



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

### **I. DATE**

August 21, 2024

### **II. PROJECT OBJECTIVE & BACKGROUND**

Fish products are an important source of food for the people of sub-Saharan Africa, traditionally from wild catch from both marine and freshwater sources. The growing number of people on the sub-continent now located in urban areas along with the decline in available wild catch has created both an economic opportunity and environmental need for the expansion of responsible and sustainable aquaculture production.

This project is designed to address multiple issues related to the economic viability of the production of aquaculture species for local market consumption. Basic management of a variety of aquaculture systems, improved feed inputs and pathogenic diagnosis, containment and treatment are the major focus areas of the program. Improved management techniques, including oxygen level maintenance through proper aeration, pond construction, etc. allow for the best possible feed conversions and limited feed waste yielding the most efficient grow out periods with a maximum return on investment for business growth.

Through improved production practices, farmers will be able to increase their total production, so the volume of soybean meal demanded will continue to increase as both fish feed consumption grows and consumer fish consumption increases.

The consultant should have significant experience in aquaculture in the East African countries of Kenya, Uganda, and Tanzania. They should have extensive contacts with farmers and feed mills in the region, and an understanding of the mission of ASA/WISHH. The consultant should be able to share knowledge of aquaculture production and management, fish health, and disease prevention. The consultant should be able to promote the use of U.S. soy in aquaculture feeds

### **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., 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), Regional Agricultural Promotion Program (RAPP), 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**

Activities include:

## **Representation**

- a. Participate in conference calls and webinars, address telephone and e-mail communication throughout the year with the WISHH team and potential partners (Businesses, PVOs, USDA, USAID, etc.) as necessary.
- b. Conduct regular email and telephone correspondence with fish farmers in East Africa to collect information on the problems they are facing, water quality parameters on their farms, parasite checks, and disease checks.
- c. Introduce the WISHH program to new businesses and identify potential partnership opportunities. This includes identifying the needs of these companies and communicating this information to WISHH staff and consultants to identify future opportunities.
- d. Maintain contact and relationships with in-country partners.
- e. Represent the interests of ASA/WISHH and the U.S. soybean industry and promote the use of U.S. soy when possible.
- f. When appropriate and pending approval from WISHH, provide travel support to WISHH team, contractors, trade delegations, and WISHH partners. Potential duties include identifying participants and coordinating transportation, lodging and meals, and setting up meetings with industry leaders.

## **Training**

- a. Participate in online trainings and seminars to expand knowledge of the WISHH program and improve the ability to represent the interests of U.S. soy farmers to aquaculture industry stakeholders in sub-Saharan Africa.
- b. Identify and recommend attendees for trainings and seminars.
- c. Assist with the identification of businesses to receive technical assistance and provide such trainings.
- d. Document the needs of the East African regional aquaculture industry and be prepared to provide recommendations for technical assistance; in some cases, technical assistance may be provided virtually, identifying participants for online trainings and conferences. This will involve conducting virtual outreach and meetings with feed manufacturers that may have an interest in using soy ingredients.
- e. Prepare for and organize technical visits.
- f. Plan various seminars and technical visits by conducting outreach to targeted companies, scheduling consultant 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.

## **Project Management**

- a. Assist with the planning and implementation of WISHH aquaculture activities in East Africa.

## **Administrative**

- a. Conduct regular conversations with aquaculture project leader to update on any problems or progress.
- b. Provide quarterly invoices, reports and key performance indicators (KPI) to WISHH staff. Reports should follow the requested format and at a minimum, include narratives of activities, tracking of key performance indicators, recommendations, and challenges.

- c. Submit required backup documents verifying activities as outlined in approved proposal for compliance purposes. The deliverables will be based on the nature of the activities conducted.
- d. Ensure that all activities meet the compliance standards of the program. The implementer should be aware that donor compliance standards are non-negotiable.

**Deliverables**

- a. Quarterly activity reports and KPI reports.
- b. Participation in conference calls, telephone and email inquiries answered, and including important updates in quarterly activity reports.

**V. TIMING**

This position will be funded from October 1, 2024 to September 30, 2025

RFP posted	August 21, 2024
Questions due to ASA/WISHH	August 27, 2024
Answers posted to WISHH Website	August 29, 2024
Proposals due to ASA/WISHH	September 13, 2024
Contract awarded	September 15, 2024
Contract signed	September 17, 2024
Activities begin	October 1, 2024
Stakeholder calls	Every week until project completion
Final deliverables and invoice due	October 10, 2025

**VI. SELECTION CRITERIA AND CRITERIA WEIGHTS**

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	40%
Consultant skills/experience	35%
Cost	20%
Timing	5%
<b>TOTAL</b>	<b>100%</b>

Special consideration will be given to Women or Minority Owned Small Business (WMOSB) 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 (Can be submitted as a CV)
2. A proposal that includes the following sections (10 pages maximum):
  - a. Proposal executive summary
  - b. Action plan, including potential travel and market development plan

c. Proposed budget

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
- WMOSB Proof of Certification (if applicable)

**Proposals should be submitted no later than 5:00 PM CDT on September 13, 2024.** To be considered for award, proposals must be submitted by e-mail to the following: Chris Slemp (cslemp@soy.org) and Josh Neiderman (jneiderman@soy.org). Mr. Slemp 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 Slemp at [cslemp@soy.org](mailto:cslemp@soy.org) (cc: [jneiderman@soy.org](mailto:jneiderman@soy.org), [pjames@soy.org](mailto:pjames@soy.org)) **no later than 5pm CST on August 27, 2024.** All questions and responses will be available on the WISHH [website](#) on or shortly after **August 29, 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 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
- Equal Opportunity

**VIII. ATTACHMENTS**

Attachment A: 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:**

- 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: \_\_\_\_\_

Business Registration Number \_\_\_\_\_