



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

I. DATE

June 16, 2025

II. PROJECT OBJECTIVE

The American Soybean Association's WISHH Program (ASA/WISHH) is seeking analyses and recommendations of monetization options for FY25 USDA Food for Progress – East African Poultry proposal, including market analysis, preparation of a written monetization plan for inclusion in the proposal, and if successful, delivery of agent services to execute the monetization plan.

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

1. **Analyses and Recommendations:** The consultant will complete market analyses leading to selection of recommended commodities for monetization in East Africa to achieve program funding requirements as defined by ASA/WISHH. Per the below summary of the original FY25 Food for Progress Notice of funding opportunity (*Included in the appendix*), the consultant must:
 - Document commodity selection and potential costs and benefits of the sale to the East African economy.
 - Document commodity appropriateness, both in East Africa and for the U.S. agricultural industry.
 - Demonstrate that the selection and quantity will not disrupt commercial sales or impact local production.
 - Demonstrate local demand for the commodity and the impact thereof on cost recovery in the sale of the commodities to increase the likelihood of full planned budgets for program implementation.
 - Demonstrate robust and thorough market analyses to inform commodity selection.

Monetization plan should include justification for selections to meet budget requirements including selection (from USDA list), demonstrate that a sufficient level of market analysis has been performed to determine the most appropriate commodity, quantity, timing, cost recovery estimates and freight costs, special needs and distribution methods and options for delivery given port infrastructure and tariff structures. Sales of specific commodities should not negatively impact the local market of a given commodity in East Africa.

2. **Monetization Plan:** Based on analyses and recommendations generated in part (1) in accordance with USDA proposal requirements the consultant will write the monetization plan for inclusion in the full proposal based on instructions outlined in the Original FY25 Food for Progress Notice of funding opportunity (NOFO) (*Included in the appendix*), and as directed and informed by the reposted NOFO, ASA/WISHH team and U.S. industry. The plan must be presented to ASA/WISHH for approval prior to submission of the ASA/WISHH proposal and will include all sections pertaining to monetization and commodity plan in the level of detail required in the NOFO, including but not limited to:
 - A. Commodity list (Commodity, package size/type, commodity usage type, quantity in MT, destination country, delivery to U.S. port with timing, estimated sales price per MT, estimated proceeds.
 - B. Special needs and distribution methods
 - C. Transportation and Storage
 - D. Processing and packaging
 - E. Duty free entry
 - F. Economic impact
 - G. Metric tons of each commodity (selected from USDA commodity list)
 - H. Monetization
 - I. Impact on other sales
 - J. Private sector participation in sales of commodity
 - K. Sales Proceeds Usage
 - L. Assuring receipt procedures
 - M. Expected interest earned

3. **Sales Agent Services:** The consultant will provide sales agent services as the monetization agent if ASA/WISHH is selected for the Food for Progress – East African Poultry award.
 - A. Ensure highest possible cost recovery throughout the program by responding to USDA and ASA/WISHH requirements in revision of the monetization plan according to changing conditions and needs and freight budgets. Adjust plans in a timely manner in collaboration with ASA/WISHH and USDA to ensure effective plan execution.
 - B. Serve as ASA/WISHH sales agent in charge of commodity sales from tender and advertisement through payment receipt in a timely manner.
 1. Update monetization plan per donor and ASA/WISHH input based on market changes
 2. Prepare tender documentation
 3. Advertise sale if using public tender methodology
 4. Review and summarize bids
 5. Recommend buyer
 6. Negotiate and prepare sale contracts
 7. Work with financial institutions to secure payments
 8. Prepare call forward for commodities

- 9. Coordinate logistics and documentation with ASA/WISHH appointed freight forwarder
 - 10. Oversee timely receipt of payment.
- C. Sale of commodities must comply with USDA regulations 7 CFR 1499.

Performance Timeline

Parts 1 and 2 will be completed by or before August 15, 2025 – proposals should estimate time required to complete these phases. Part 3 timeline will depend on award and timing thereof.

Application

Please include:

- Qualifications/capability statement, especially as it pertains to the outlined scope of work. Please include:
 - Plan and timeline to acquire market information to execute an evidence-based monetization plan for inclusion in the proposal.
 - Experience acting as a sales agent for USDA Food for Progress, including markets, commodities, dates, cost recovery and other details that provide information about your organization’s past experience.
 - Details about any previous work experience in East Africa
- Proposed fee for services with applicable taxes clearly defined to complete the requirements above, with consideration that part (3) will only be required if ASA/WISHH receives an award. This section should be presented as a percentage of the total amount received from commodity sales and will cover all deliverables (parts 1, 2 and 3).
- CV for key consultant and/or applicant company.
- 2 to 3 references for recently completed monetization analyses, plans and sales.

V. TIMING

Questions due to ASA/WISHH	June 27, 2025
Answers to be posted to WISHH Website	July 2, 2025
Proposals due to ASA/WISHH	July 7, 2025
Contract awarded	July 11, 2025
Parts 1 and 2 to be completed	August 15, 2025

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Selection Criteria:

- 35%** - Technical proposal to assess market and recommend options for monetization of commodity options in East Africa
- 35%** - Evidence of qualifications, experience and capabilities to execute the scope of work
- 30%** - Cost proposal

VII. INSTRUCTIONS TO BIDDERS

Proposals must contain at a minimum the specific criteria requested in the Request for Proposal:

Submit proposals by July 7, 2025 no later than 5:00 p.m. Central time in a single consolidated pdf file to ppopoola@soy.org. Include *Monetization* –in the subject line and name proposal files as *your organization name_ East African Poultry_monetization_foodsecurity.pdf*. 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 preparation of this proposal are the sole obligation of the bidder.

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

If your proposal is not authorized by a 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 Precious Popoola @ ppopoola@soy.org **no later than 4pm CDT on June 27, 2025** using *RFP questions for East African Poultry monetization agent* in the subject line. All questions and responses will be available on the WISHH website on or shortly after **July 2, 2025**. 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 _____

Appendix

[FY25 Food for Progress Notice of Funding Opportunity](#)