

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

### **I. DATE**

January 7, 2025

### **II. PROJECT OBJECTIVE**

ASA/WISHH is looking for a qualified individual, firm or other entity to implement RAPP Tranche 1 funded activities in the Cambodian aquaculture sector. The selected contractor will work closely with ASA/WISHH staff in St. Louis and Cambodia to ensure the implementation of the activities is efficient, effective and compliant with RAPP funding regulations.

### **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, Foreign Market Development, Market Access Program, Regional Agricultural Promotional 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 selected firm will implement activities in the Cambodian aquaculture sector. These activities may include in-person regional training and educational events, attendance and promotion of Cambodian aquaculture at World Aquaculture Society (WAS) conferences and meetings, hosting in-country discussions focused on strengthening the aquaculture value chains with local stakeholders, organizing technical consultant visits, arranging trade team travel to regional and global aquaculture conferences, along with providing administrative support including report writing, submitting compliant receipts and distributing surveys to activity participants. Previous work in the Cambodian aquaculture industry is preferred.

Prior to the start of each activity year, the selected contractor will work with WISHH to prepare a calendar of events for the upcoming program year, with a focus on targeted audiences, timelines, available funding and using results from past activities. A new SOW will then be developed to implement activities for the upcoming fiscal year.

This activity will start in February 2025 and run through June 2029, or when RAPP Tranche 1 activity funding has been spent. The selected firm or individual will have an annual contract.

#### V. TIMING

RFP posted	January 7, 2025
Questions due to ASA/WISHH	January 14, 2025
Questions to be posted to WISHH Website	January 17, 2025
Proposals due to ASA/WISHH	January 31, 2025
Firm selected	February 6, 2025
Contract awarded	February 7, 2025
Contract signed	February 14, 2025
Stakeholder calls	Held monthly or as needed

Final deliverables and invoice for the activities implemented for the first year are due on October 10, 2025.

## VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	30%
Consultant skills/experience	35%
Cost	20%
Timing	15%
<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 proposal that includes the following sections:
  - Proposal executive summary
  - Key staff professional experiences and background, along with their work location
  - Experience implementing USDA funding or similar grant funding (USAID, UN, etc)
  - Project implementation plan – how will you implement the proposed activities
  - Event management (seminars or conferences) capabilities
  - Description of project management services with previous clients and organizations
  - Experience working and connections in the Cambodian aquaculture sector
  - Writing samples of activity donor reports
  - Proposed budget that includes daily or hourly project management fees and any additional costs related to the scope of work.
2. Checklist of additional items that must be submitted:
  - Attachment A Technical Proposal Authorization Cover Page Completed and Signed
  - Full detailed proposal with executive summary
  - Proposal detailed budget
  - WMOSB Proof of Certification (if applicable)

Proposals should be submitted no later than at 4:00 PM CST on Friday, January 31, 2025. To be considered for the award, proposals must be submitted by e-mail to Alan F. Pooch at [apooch@soy.org](mailto:apooch@soy.org) and Tate Jeffries at [tjeffries@soy.org](mailto:tjeffries@soy.org). Either Mr. Pooch or Mr. Jeffries 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 Alan F. Pooock at apooock@soy.org or Tate Jeffries at tjeffries@soy.org **no later than 4pm CST on January 14, 2025.** All questions and responses will be available on the WISHH [website](#) on or around January 17, 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: _____	Position: _____
Name: _____	Date: _____
Authorized for and on behalf of:	(DD/MM/YY)

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_

Business Registration Number