

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

DATE

January 23, 2025

I. PROJECT OBJECTIVE

The In-Country Representative (ICR) will play a crucial role in bolstering WISHH market development efforts in Sri Lanka through the implementation of designated activities that supplement local value chains, engage local stakeholders, and increase prospects for U.S. soy exports. The ICR will be serving as the primary relationship builder in Sri Lanka and the ‘face of U.S. soy’ in the marketplace. WISHH’s target audiences are leading human food and beverage manufacturers and associated industry and government stakeholders, as well as industry influencers in Sri Lanka. This is a part-time role of approximately 70 days for the calendar year 2025.

II. 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.

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. WISHH builds opportunity for long-term trade by improving agricultural value chains, human and animal nutrition, and farmer net incomes. 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.

WISHH has food and feed sector value chain building expertise accumulated from decades of international program implementation. Principal approaches include market and economic assessments, technical assistance and capacity building, human food and animal feed industry consulting, implementing feeding trials and demonstrations, organizing farmer field days, and market linkages.

WISHH achieves its mission by working in close partnership with: (1) the public sector (e.g., USDA, U.S. land grant universities, and host country governments), (2) the private sector (e.g., industry, 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 WISHH consultants with technical expertise in agricultural, international, and commercial development. The Program takes pride in its growing portfolio of successes with U.S. government-funded projects, including USDA Food for Progress, McGovern-Dole, Foreign Market Development, Market Access Program, Emerging Markets Program, Regional Agricultural Promotion Program and Quality Samples Program funding in both prime and sub-recipient capacities. 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 soy and higher economic returns to U.S. soybean producers.

III. SCOPE OF WORK

Among other responsibilities, the regional representative will:

- Build effective professional relationships with key partners to identify and address their unique challenges and opportunities for adopting U.S. soy proteins
- Ensure that each key partner receives the guidance and technical services necessary to successfully integrate soy proteins into their products and leverage the benefits of U.S. soy.
- Connect prospective buyers to U.S. soy suppliers and distributors.
- Promptly notify U.S. soy suppliers/distributors of qualified sales leads and provide post-sales support to the buyers.
- In collaboration with WISHH headquarters, coordinate every aspect of trade team missions, from team participant recruitment to post mission follow-ups.
- Coordinate technical assistance sessions between key partners and technical experts.
- Update the WISHH Customer Relationship Management (CRM) database to ensure efficient account management.
- Collect feedback and evaluate the activity's impact, summarizing the results achieved in quarterly reports.
- Grow the reputation of WISHH among influencers in the region.
- Seek-out partners that expand the WISHH network and reputation in the region.

You will be responsible for working within the approved budget and being familiar with the WISHH mission statement; WISHH's role in the U.S. soy export family; and able to effectively represent WISHH to partners in Sri Lanka. You will participate in periodic phone/virtual meetings with the WISHH Asia headquarters team.

Additional Qualifications

Proposal submitter must have excellent business acumen as well as communications and organizational skills; a deep and practical knowledge of the region’s food industry; a solid track record of commodity promotion experience and prospective customer/key account relationship building; established relationships with U.S. Department of Agriculture/Foreign Agricultural Service personnel; significant marketing experience in the region; an established and robust network within the region; and the following technology and competencies - utilizing online platforms, various communications apps such as WhatsApp, and business software such as MS Word, Excel, and Powerpoint. Previous experience with CRM is preferred as utilizing the WISHH CRM will be a requirement of the WISHH regional representative.

IV. DELIVERABLES

Completion Date	Description of Deliverables
Quarterly Reports	Template provided. Due by the 10 th day of every third month.
Invoices	Due every three months. Must be accompanied by corresponding quarterly report.
Project Final Report & Final Invoice	A final report using the provided template submitted to WISHH

V. TIMING

The contract start date will be April 1, 2025, and end date is September 30, 2025.

RFP posted	January 23, 2025
Questions due to WISHH	January 29, 2025
Questions & Answers posted to WISHH Website	January 31, 2025
Proposals due to WISHH	February 19, 2025
Contract awarded	February 26, 2025
Fully executed contract sent out (with start date of April 1, 2025)	March 7, 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%
TOTAL	100%

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):
 - 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 (farmer field days, seminars or conferences) capabilities
 - Description of project management services with previous clients and organizations
 - Experience working and connections in the Sri Lankan human food processing 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.
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 4:00 PM CST on February 12, 2025. To be considered for award, proposals must be submitted by e-mail to the following: Alan F. Pooch at apooch@soy.org or Tate Jeffries at tjeffries@soy.org. 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. Pooch at apooch@soy.org and Tate Jeffries at tjeffries@soy.org **no later than 4pm CST on January 29, 2025. All questions and responses will be available on the WISHH [website](http://wishh.org) on or around January 31, 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. WISHH is an equal opportunity provider and employer.

The firm or individual selected will be required to sign the WISHH code of conduct and conflict of interest statement.

Award: This RFP does not commit the 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 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 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 WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the 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 Owned/Operated
 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