



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

I. DATE

November 20, 2025

II. PROJECT OBJECTIVE & BACKGROUND

The World Initiative for Soy in Human Health (WISHH) is seeking an experienced implementing partner to design and deliver a training program for aquaculture feed mill professionals in sub-Saharan Africa. The selected partner will be responsible for developing and executing a comprehensive training initiative focused on feed ingredient utilization, formulation, and value chain linkages, with an emphasis on promoting the unique advantages of U.S. soy in aquaculture and poultry feed production.

The objective of this project is to strengthen the technical capacity and professional competencies of aquaculture and poultry feed manufacturing professionals in sub-Saharan Africa, with a particular focus on feed ingredient utilization and formulation. The project aims to promote improved feed production practices that are responsive to the needs of aquaculture and poultry producers while increasing awareness and preference for U.S. soy as a high-quality, reliable, and sustainable feed ingredient.

These goals will be accomplished through in-person workshops in East Africa and the West Africa. The workshops will bring together 20-25 feed professionals from each region for a two to four-day training.

Upon completion of the project, participants will demonstrate enhanced technical knowledge and practical skills in feed formulation, ingredient selection, and production management. The training will foster stronger linkages between feed manufacturers and producers by deepening participants' understanding of the challenges faced by farmers and encouraging more market-responsive feed development practices. Through expert-led sessions and applied learning, participants will also gain increased awareness of the differentiating attributes of U.S. soy – particularly its superior nutritional quality, reliability, and sustainability advantages – leading to greater recognition of its value as a preferred feed ingredient. In addition, the workshops will serve as a platform for regional knowledge exchange, building professional networks among feed millers, nutritionists, and aquaculture and poultry stakeholders across East and West Africa that can continue to support collaboration and information sharing beyond the duration of the project.

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, 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), and Regional Agricultural Promotion Program (RAPP). 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:

1. Curriculum Development & Training Delivery

- a. Develop a comprehensive, applied curriculum focused on feed formulation, ingredient quality, and production efficiency.
- b. Train feed mill professionals to better understand the production challenges and economic realities facing poultry and fish farmers, fostering a more farmer-oriented approach to feed formulation and manufacturing.
- c. Integrate sessions led by expert guest speakers, including regional and international specialists in nutrition, feed technology, and value chain development.
- d. Incorporate a dedicated module that differentiates U.S. soy-emphasizing its nutritional benefits, quality assurance, sustainability standards, and consistency as a feed ingredient.

2. Workshop Implementation

- a. Implement poultry and aquaculture in-person workshops, in West Africa and East Africa. The host location and participants will be selected by WISHH.
- b. Each workshop will run for at least two days, but no more than four days.
- c. Each workshop will host 25 to 30 participants selected by WISHH.

3. Administration & Compliance

- a. 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.
- b. 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.
- c. Ensure that all activities meet the compliance standards of the program. The implementer should be aware that donor compliance standards are non-negotiable.

V. TIMING

RFP posted	November 20, 2025
Questions due to ASA/WISHH	December 12, 2025
Answers posted to WISHH Website	December 19, 2025
Proposals due to ASA/WISHH	January 9, 2026
Contract awarded	January 23, 2026
Contract signed	February 13, 2026
Activities begin	February 13, 2026
Final deliverables and invoice due	December 31, 2026

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	40%
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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):
 - a) Proposal executive summary
 - b) Action plan, including potential agenda and travel plans
 - c) Proposed budget
- 3) Checklist of additional items that must be submitted:
 - a) Attachment A Technical Proposal Authorization Cover Page Completed and Signed
 - b) 100-word executive summary of the proposal
 - c) Full detailed proposal
 - d) Proposal detailed budget
 - e) WMOSB Proof of Certification (if applicable)

Proposals should be submitted no later than 5:00 PM CST on January 9, 2026. To be considered for award, proposals must be submitted by e-mail to the following: Peter James (pjames@soy.org) and Chris Slemph (cslemph@soy.org). Mr. James 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 Peter James at pjames@soy.org (cc: cslemph@soy.org) **no later than 5pm CST on December 12, 2026. All questions and responses will be available on the WISHH [website](#) on or shortly after December 19, 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, 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 _____