



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

### **I. DATE**

February 23, 2021

### **II. PROJECT OBJECTIVE**

This request for proposal (RFP) will identify a communication expert to develop and implement a communications campaign around the *Mobilizing Entrepreneurs to Expand U.S. Soy Utilization in Developing and Emerging Markets 2.0* project. The campaign should include fact based, non-partial video or written report content that will be used to communicate project successes to the soy community, U.S. Department of Agriculture's Foreign Agricultural Service and other related news outlets. The project targets are the business elite and entrepreneurs within export market segments defined as developing or newly emerging markets. The project's purpose is to broaden investment in aquaculture production, animal feed production and food manufacturing by highlighting the need for protein in these emerging U.S. soy export markets and the business opportunities elite business owners/entrepreneurs in-country can capture through the usage of U.S. soy.

### **III. ORGANIZATON 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 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 over six years of 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) 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.

For more information about ASA/WISHH, please visit [wishh.org](http://wishh.org).

#### **IV. SCOPE OF WORK**

Successfully starting a new or expanding a business can be challenging, especially in ever-evolving markets in developing and emerging economies. Over the past 20 years, WISHH has seen first-hand the need for innovative entrepreneurship within emerging market agricultural value chains. These entrepreneurs are leaders in their communities and sectors, providing jobs and generating income. Entrepreneurs in the developing world are an integral part of starting or building an industry and can help shape policies and rules that will guide the industry into the future.

WISHH has worked globally with a wide variety of entrepreneurs in the aquaculture, poultry, animal feed and food technology sectors. These entrepreneurs may possess existing business ventures but see an opportunity for business growth within their current or outside sectors. In order to amplify the outcomes and work of the entrepreneurs, WISHH will provide fact based, non-partial video or written report content for platforms such as USSOY.org, ASA eBean, USDA/FAS posts, social and other media outlets, and press releases to news services. Content will showcase the multi-stage program and focus on the individual entrepreneurs participating in the program; describe the experiential events and results from the ASA/WISHH region's entrepreneurial class. Effort will be made to ensure a diversity of bylines and a focus on representing the participants' points of view. WISHH will work closely with USB and USSEC to ensure consistent soy messaging. WISHH will also provide video testimonial of members of the U.S. Soy Investor Class highlighting the outcomes of the program for both the entrepreneur and the U.S. soy industry. ASA/WISHH is open to joint collaborative communications with USB and USSEC on this project where appropriate.

To amplify the country/regional specific impact, ASA/WISHH will partner with the USDA/Foreign Agricultural Service (FAS) Foreign Service Officers in the targeted countries to assist in creating and deploying a recognition program highlighting the successes of the U.S. soy entrepreneur program.

The consultant should be familiar with the messaging of the soy community and know how to work within the approval process of the USDA's Agricultural Marketing Service as required by the United Soybean Board.

This RFP includes the following deliverables:

- 1) Create a cohesive and creative communications campaign that communicates the successes and outcomes of the entrepreneur program. This includes:

- a. Create and design five pieces of communication to be used in ASA eBean, social and other media outlets, etc.
  - b. Manage the production of an entrepreneur testimonial video. The video production company will be contracted separately but the consultant will manage the creation of the scope of work, interview questions, work with the video company to create the treatment and creative direction, and provide draft reviews and edits.
- 2) Work with WISHH staff to develop a strategy to engage soybean farmers in communications efforts with entrepreneurs.

The developed materials will remain the property of WISHH and will be posted on the training section of the WISHH website and available for future use.

## V. TIMING

All activities must be completed by September 30, 2021

Intent to Bid (Fore Q&A Dissemination)	February 24, 2021
Bids due to ASA/WISHH	March 10, 2021
Contract awarded	March 12, 2021
Contract signed and activities begin	March 16, 2021
Development and Implementation of Materials	March 2021-September 2021
Final deliverables due	September 30, 2021

## VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Consultant skills/ experience	35%
Comprehensiveness	30%
Cost	20%
Timing	15%
<b>TOTAL</b>	<b>100%</b>

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) entities with SBA certification (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 capability statement highlighting the bidder's skills, resources, and experience. Please include your expertise in communication campaign development, written and video content production and work with U.S. soy community organizations. Identify the qualifications that make the consultant an expert in communicating high level outcomes and successes from entrepreneurs from developing and emerging countries.
2. Detailed budget on developing the communications materials and campaign including the costs broken down for each of the sections in the deliverables.
3. Checklist of items that must be submitted:
  - Attachment A Proposal Authorization Cover Page Completed and Signed
  - A Capability Statement
  - Proposal including:
    - 100-word executive summary of the proposal
    - Full detailed proposal
    - Proposal detailed budget
  - WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 4:30 PM CST on Wednesday, March 10, 2021. To be considered for award, proposals must be submitted by e-mail to the following: Gena Perry at [gperry@soy.org](mailto:gperry@soy.org). Ms. Perry will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Questions regarding the RFP may be directed by e-mail to Gena Perry. No questions will be answered over the phone or in person.

*ASA/WISHH will consider proposals with a maximum consulting budget and materials no greater than \$36,000. This is an all-inclusive contract which includes individual's or firm's time and materials. Travel costs will be reimbursed separately. No further funds will be allocated for this activity.*

If your proposal is not authorized by signature on Attachment A Proposal Authorization Cover Page, it may not be considered and may be rejected.

**Non-Discrimination Statement:** In accordance with Federal Law and U.S. Department of Agriculture (USDA) policy, ASA/WISHH prohibits discrimination in its programs and activities against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation or all or part of an individual's income is derived from any public assistance program or activity conducted. 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 operation, (2) be able to receive USDA funds, (3) not have been identified as a terrorist, and (4) be registered in the SAM.gov database 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

## **VIII. Attachments**

- Attachment A: Technical Proposal Submission Sheet Cover Page

## **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: \_\_\_\_\_ Name: \_\_\_\_\_  
 Position: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized for and on behalf of: \_\_\_\_\_ (DD/MM/YY)

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

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

DUNS No: \_\_\_\_\_ Business Registration Number: \_\_\_\_\_