



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

I. DATE

April 27, 2021

II. PROJECT OBJECTIVE

The purpose of this request for proposals is to solicit a contractor to create a 3-4 minute video that documents the results of WISHH's work with soyfoods entrepreneurs, specifically the ProSoya Kenya Company. The video will feature the leadership of ProSoya Kenya CEO Muguika Kaburu, Innovation Manager Fridah Kaburu and other staff on and how entrepreneurial training they received through WISHH is contributing to ProSoya's business resilience and growth for the production of nutritious and affordable foods, including a new soy-millet porridge. Ms. Kaburu and other staffs are participating in online virtual entrepreneurial training with WISHH partner Purdue University, which should be featured as part of the story. The video should showcase ProSoya's entrepreneurial spirit as well how WISHH training gives ProSoya's customers more confidence in the product. The final video to be suitable for ASA/WISHH distribution via virtual and in-person educational forums and trade shows as well as posting on YouTube and ASA/WISHH website. The video must be appropriate for international as well as U.S audiences.

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 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. 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.

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. Having the right tools and resources to develop an inclusive and comprehensive plan can help mitigate risks and identify both opportunities and threats to a business.

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 that remains local. 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. Providing business and technical support as early as possible in the business development process is critical to a successful launch. WISHH will also provide the Soy Entrepreneur class members with mentors possessing the technical and business acumen to provide continued support and guidance as the entrepreneurs build and implement their business plans and product launches.

ASA/WISHH seeks to retain a consultant to complete the following scope of work:

1. Work with ASA/WISHH to develop creative concept and storyboard for the video shoot at least 7 days in advance of the filming;
2. Work with WISHH to confirm a date for the video filming at ProSoya Kenya in Nairobi. Video shoot to occur in June 2021 and is expected to require one day of filming;
3. Video crew to follow government COVID social distancing and other applicable health and food safety requirements;
4. Videographer to use quality video camera, sound equipment, light kits for indoor as well as outdoor filming and other technical equipment required to interview ProSoya key employees as well as show the manufacturing and testing of soy-containing foods and feeds;
5. Provide Skype, Facetime or other visual access for ASA/WISHH to remotely join (from the United States) the on-site video shoot to provide direction for visuals as well as interviews;
6. Ensure that ASA/WISHH's interview questions are presented to interviewees;
7. Attain signatures on ASA/WISHH photo/video release forms and provide WISHH with scanned copies via email within five days of completion of filming;
8. Within five days of completion of filming, provide a transcript with timecodes to ASA/WISHH to allow WISHH to collaborate on development of a draft video;
9. Recommend and secure narration talent and music for WISHH approval;
10. Conduct post-production work, including editing, toning, sound dubbing and music overlay and incorporate logos and visuals provided by ASA/WISHH;
11. Provide two rounds of revisions to video;
12. Acquire and provide WISHH with any necessary licenses relative to selected music or other third-party assets;
13. Final universal MP4 encode video to be completed by July 1, 2021 and provided to ASA/WISHH via Dropbox along with all raw footage that will be the property of ASA/WISHH;
14. Ensure that all activities meet the compliance standards of the WISHH program, including brand guide.

The desired candidate should have:

1. At least 5 years of videography, both production and post-production, experience;
2. Excellent communication skills in both verbal and written English;
3. The ability to convey information accurately and clearly, to personnel and clients with different backgrounds or levels of business competency;
4. Video literacy and knowledgeable in the use of software as well as in use of the internet;
5. Passion for people and the strengthening of private business capacity;
6. Tolerance for stress;
7. Proven intercultural communication skills;
8. Ability to be flexible and meet strict deadlines.

V. TIMING

All activities must be completed by July 7, 2021.

Intent to Bid (Fore Q&A Dissemination)	April 27, 2021
Questions due to ASA/WISHH	May 10, 2021
Answers posted on ASA/WISHH website	May 12, 2021
Bids due to ASA/WISHH	May 18, 2021
Contract awarded	May 26, 2021
Contract signed and activities begin	May 31, 2021
Development of Materials	June 2021
Final deliverables due	July 7, 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%
TOTAL	100%

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 description of the bidder's capabilities, resources, and experience. Please include your expertise in interviewing, video production and editing.
2. Detailed budget on production, travel and editing costs
3. Checklist of items that must be submitted:
 - Attachment A Proposal Authorization Cover Page Completed and Signed
 - 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 4:00 PM CDT on Tuesday, May 18, 2021. To be considered for award, proposals must be submitted by e-mail to the following: Gena Perry at 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 (gperry@soy.org). No questions will be answered over the phone or in person. Questions must be received by 4:00pm CDT, Monday, May 10, 2021 and all questions and answers will be posted on the WISHH website. Any party requesting answers be sent directly to them via email must inform Ms. Perry of their intent to submit a proposal before 4:00pm CDT on Tuesday, May 11, 2021 in order to receive the Q&A via email.

ASA/WISHH will consider proposals with a maximum budget no greater than \$23,000. This is an all-inclusive contract which includes the assessor's travel costs, etc. – no further funds will be allocated to the assessor to complete the assignment.

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: _____