
Request for Proposals

The American Soybean Association's WISHH Program (ASA/WISHH) is seeking analyses and recommendations of monetization options for FY 2020 USDA Food for Progress – Ghana Poultry proposal, including market analysis, preparation of a written monetization plan for inclusion in the proposal, and if successful, delivery of agent services to execute the monetization plan.

1. **Analyses and Recommendations:** The consultant will complete market analyses leading to selection of recommended commodities for monetization in Ghana to achieve program funding requirements as defined by ASA/WISHH. The consultant must:
 -) document commodity selection and potential costs and benefits of the sale to the Ghana economy.
 -) document commodity appropriateness, both in Ghana and for the U.S. agricultural industry.
 -) demonstrate that the selection and quantity will not disrupt commercial sales or impact local production.
 -) demonstrate local demand for the commodity and the impact thereof on cost recovery in the sale of the commodities to increase the likelihood of full planned budgets for program implementation.
 -) demonstrate robust and thorough market analyses to inform commodity selection.

Monetization plan should include justification for selections to meet budget requirements including selection (from USDA list), quantity, timing, cost recovery estimates and freight costs and options for delivery given port infrastructure and tariff structures. Sales of specific commodities should not be greater than 8% of total yearly imports of a given commodity in Ghana.

2. **Monetization Plan:** Based on analyses and recommendations generated in part (1) in accordance with USDA proposal requirements the consultant will write the monetization plan for inclusion in the full proposal based on instructions outlined in the FY 20 Food for Progress Notice of Funding Opportunity (NOFO) and as directed and informed by the ASA/WISHH team and U.S. industry. The plan must be presented to ASA/WISHH for approval prior to submission of the ASA/WISHH proposal and will include all sections pertaining to monetization and commodity plan in the level of detail required in the NOFO, including but not limited to:
 - A. Commodity list (Commodity, package size/type, commodity usage type, quantity in MT, destination country, delivery to U.S. port with timing, estimated sales price per MT, estimated proceeds.
 - B. Special needs and distribution methods
 - C. Transportation and Storage
 - D. Processing and packaging
 - E. Duty free entry
 - F. Economic impact
 - G. Metric tons of each commodity (selected from USDA commodity list)

- H. Monetization
- I. Impact on other sales
- J. Private sector participation in sales of commodity
- K. Sales Proceeds Usage
- L. Assuring receipt procedures
- M. Expected interest earned

3. **Sales Agent Services:** The consultant will provide sales agent services as the monetization agent if ASA/WISHH is selected for the Food for Progress – Ghana poultry award.

- A. Ensure highest possible cost recovery throughout the program by responding to USDA and ASA/WISHH requirements in revision of the monetization plan according to changing conditions and needs and freight budgets. Adjust plans in a timely manner in collaboration with ASA/WISHH and USDA to ensure effective plan execution.
- B. Serve as ASA/WISHH sales agent in charge of commodity sales from tender and advertisement through payment receipt in a timely manner.
 - 1. Update monetization plan per donor and ASA/WISHH input based on market changes
 - 2. Prepare tender documentation
 - 3. Advertise sale if using public tender methodology
 - 4. Review and summarize bids
 - 5. Recommend buyer
 - 6. Negotiate and prepare sale contracts
 - 7. Work with financial institutions to secure payments
 - 8. Prepare call forward for commodities
 - 9. Coordinate logistics and documentation with ASA/WISHH appointed freight forwarder
 - 10. Oversee timely receipt of payment.
- C. Sale of commodities must comply with USDA regulations 7 CFR 1499.

Performance Timeline

Parts 1 and 2 will be completed by or before **May 1, 2020** – proposals should estimate time required to complete these phases. Part 3 timeline will depend on award and timing thereof.

Application

Please include:

-) Qualifications/capability statement, especially as it pertains to the outlined scope of work. Please include:
 - o Plan and timeline to acquire market information to execute an evidence-based monetization plan for inclusion in the proposal.
 - o Experience acting as a sales agent for USDA Food for Progress, including markets, commodities, dates, cost recovery and other details that provide information about your organization’s past experience.
 - o Details about any previous work experience in Ghana.

-) Proposed fee for services with applicable taxes clearly defined to complete the requirements above, with consideration that part (3) will only be required if ASA/WISHH receives an award. This section should be presented as a percentage of the total amount received from commodity sales and will cover all deliverables (parts 1, 2 and 3).
-) CV for key consultant and/or applicant company.
-) 2 to 3 references for recently-completed monetization analyses, plans and sales.

Submission of Proposal and Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Austin Leefers at aleefers@soy.org no later than 5pm CST on April 6, 2020. No questions will be answered over the phone or in person; all questions must be in writing and sent via email. Please send notification of your intent to apply to aleefers@soy.org to be sure that you are included in the email responses that will be sent to all interested parties. **Submit proposals by April 10, 2020** in a single consolidated pdf file to aleefers@soy.org. Include *Monetization – Ghana* in the subject line and name proposal files as *yourorganizationname_Ghana_monetization.pdf*. ASA/WISHH reserves the right to fund any or none of the applications submitted.

Guiding Principles: Consultants must conduct all activities in an ethical manner. Market research activities should appropriately balance the desired creation of evidence with the protection of human subjects, including safeguarding the dignity, rights, safety, and privacy of participants. Evaluators are responsible for applying ethical principles in all stages of research, and for raising and clarifying ethical matters with stakeholders during the course of the activity.

Selection Criteria:

35% - Technical proposal to assess market and recommend options for monetization of commodity options in Ghana

35% - Evidence of qualifications, experience and capabilities to execute the scope of work

30% - Cost proposal

About the American Soybean Association's WISHH Program

In 2000, U.S. soybean farmers from state soybean grower organizations created the World Initiative for Soy in Human Health as a program of the American Soybean Association (ASA). ASA/WISHH carries a focus on trade and long-term market development for U.S. soybean farmers, while fueling economic growth and value chain development.

Since its creation, ASA/WISHH has been enhancing the protein intake of many nations through market development, education and research. ASA/WISHH recognizes that the developing nations of today are tomorrow's customers for U.S. soy and soy protein.

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.

Conflict of Interest: All team members must provide a signed statement attesting to a lack of conflict of interest or disclosing any real or potential conflicts of interest.

Code of Conduct: All team members will be required to sign ASA/WISHH's Consultant Code of Conduct.

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.