



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

### **I. DATE**

July 29, 2021

### **II. PROJECT OBJECTIVE**

This RFP is a solicitation for concept notes to conduct a study on the Tanzania poultry value chain. This project has not yet been funded and is based on a potential USDA funding opportunity. The winning concept note will be used to produce a proposal for submission to USDA. There is no guarantee that the project will be funded. Interested parties should submit a three-page concept note addressing the scope of work below.

The goal of the project is to collect new information on the Tanzanian poultry value chain to identify strategies and activities that will improve access to poultry meat and eggs. The study will provide insight on future capacity building activities, technical assistance opportunities, the status of the targeted supply chains, export opportunities for U.S. suppliers of poultry and feed products, and an overall market assessment. The information collected should provide new insights as there have been significant economic, trade, and governmental impacts as a result of the changing government and the COVID-19 pandemic.

The potential contractor will be required to collect qualitative and quantitative data using desk research, interviews, focus groups, and survey tools, incorporating input from a variety of stakeholders including USDA and ASA/WISHH.

### **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 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.

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

ASA/WISHH seeks the services of a company to provide unique and strategic insight into the following questions and topics.

1. Poultry supply chain analysis
  - a. Description of Tanzanian suppliers of poultry meat and eggs, and feed inputs (include importers, tonnages, prices, product country of origin, transshipments to and from neighboring countries, and other relevant information)
  - b. Who are the domestic suppliers?
    - i. This should cover local producers and importers
    - ii. Discuss production trends
  - c. Discuss regional poultry supply chains affecting the Tanzanian market
2. Export of U.S. poultry meat and eggs, and feed inputs to Tanzania
  - a. Current U.S. exports of poultry meat and eggs and feed inputs
  - b. Supply - demand analysis of poultry products and feed inputs, and discussion of supply gaps
  - c. Agricultural export trends (past, current, and future)
  - d. Market access issues
  - e. Factors limiting U.S. poultry and feed input exports to Tanzania
  - f. Outlook for future market growth for poultry meat and eggs and feed inputs
  - g. U.S. trade relationship with Tanzania
  - h. Strategies and opportunities for increased agricultural trade with Tanzania
3. Overview of Tanzanian trade policies
  - a. Discussion of policies impacting the trade of poultry meat and eggs and feed inputs
    - i. Include those policies that both limit and enhance trade opportunities
    - ii. Review of trade agreements that may be influential (AfCFTA, EAC, etc.)
  - b. Impact of recent government change on trade policy, including anticipated opportunities or challenges
4. Opportunities and needs for technical assistance and capacity building
  - a. Highlight specific opportunities addressing needs related to all aspects of the poultry and feed value chains (e.g., cold chain, grades and standards system, agricultural extension, and feed production)
  - b. Needs should be prioritized, and include specific action recommendations
5. Recommendations
  - a. The study should provide recommendations on how the Tanzanian Ministry of Livestock and Fisheries Department can improve their methods, processes, and tools to address the following:
    - i. To identify and utilize domestic, international, and intraregional trade opportunities
    - ii. Monitor market trends
    - iii. Improve and increase two-way trade with the U.S.
  - b. The study should provide recommendations on how the U.S. poultry and feed industries can facilitate future trade opportunities with Tanzanian businesses. Examples include:
    - i. Future market development activities

- ii. Ways to position the U.S. poultry and feed industries as the preferred international suppliers.
- iii. Opportunities for engaging with Tanzanian poultry and feed stakeholders and other suggestions identified through the research.

The following is a list of proposed methodologies and research tools expected to be utilized by the award recipient:

1. Planning group: Develop a project planning team consisting of the relevant stakeholders including ASA/WISHH, USDA/FAS, and others to provide input during planning meetings. Input will include identification of goals and objectives, discussion of methodologies (including survey and other data collection/organization tools), review of expected timelines, and overview of stakeholder expectations.
2. Desk research: Conduct review and analysis of available data and literature including trade databases, related market studies, and other relevant resources. Be sure to note instances where data is unavailable or unreliable, and make plans to fill these gaps. The WISHH team recognizes that much of the data available through desk research is unreliable, inconsistent, and difficult to base conclusions on. Therefore, it will be essential to note these shortcomings and devise a plan for obtaining quality data through interview and focus group techniques.
3. Data collection tools: Work with project stakeholders to develop data collection tools to collect quantitative and qualitative data. Data collection should be conducted in person (when allowed, and with approval) using in-depth interviews and focus group discussions.
  - a. Data collection will focus on traders, producers, processors, input suppliers, trade associations, government officials, consumers and others recommended by the project planning team.
4. Data analysis: Review and analyze data.
5. Final report writing: The final report should address the issues highlighted in the SOW. If the company is not sure how to format the report WISHH will provide guidance and recommendations.

**Project Deliverables:**

1. One market research report addressing key questions and topics highlighted in the RFP
2. Works cited
3. Trip reports for all travel
4. A list of companies and individuals that contributed information and their contact information for follow-up
5. Surveys, questionnaires, and other data collection tools as well as the responses
6. Presentation of final report and Q & A session (to be done virtually)

## V. TIMING

The award recipient must be able to complete the project by December 31, 2022

Questions due to ASA/WISHH	August 4, 2021
Answers posted by ASA/WISHH	August 6, 2021
Bids due to ASA/WISHH	August 10, 2021
Contract awarded	October 15, 2021
Contract signed and activities begin	November 1, 2021
Final deliverables due	December 31, 2022

## VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Consultant skills/experience	35%
Comprehensiveness	30%
Cost (limit to \$120,000)	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 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
2. A three-page concept note that address the items listed in the scope of work
3. A budget estimate that is no more than \$120,000
4. Checklist of additional 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 5:00 PM CDT on August 10, 2021. To be considered for award, proposals must be submitted by e-mail to the following: Chris Slemp

(cslemp@soy.org), Josh Neiderman (jneiderman@soy.org), and Austin Leefers (aleefers@soy.org). Mr. Leefers 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 Chris Slemple at cslemp@soy.org and Austin Leefers at aleefers@soy.org (cc: jneiderman@soy.org) **no later than 5pm CST on August 4, 2021**. All questions and responses will be available on the WISHH website (<https://www.wishh.org/requests-for-proposals-employment-opportunities/>) on or shortly after August 6, 2021. 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. 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

## **X. ATTACHMENTS**

Attachment A: Technical Proposal Submission Sheet Cover Page

**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 \_\_\_\_\_



