



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

I. DATE

July 28, 2026

II. PROJECT OBJECTIVE & BACKGROUND

The World Initiative for Soy in Human Health (WISHH), a program of the American Soybean Association, requests proposals for a contractor to implement a promotional campaign designed to increase the demand and consumption of farm raised fish in Ghana, focusing on tilapia.

WISHH has received funding under the United States Department of Agriculture's Market Access Program to increase export opportunities for U.S. soy. Aquaculture in sub-Saharan Africa presents a major growth opportunity for feed manufacturers. The U.S. soy industry stands to benefit from the rising demand for fish products in sub-Saharan Africa as growing populations consume more protein. Ghana presents an immediate export opportunity for U.S. soy. Ghana's aquaculture industry is a leading producer of farmed fish in sub-Saharan Africa, but many farmers have hit a bottleneck in their ability to market their products and sustain profitability. Many fish farmers have difficulties selling their products to consumers and making money at the end of the production cycle. WISHH has invested significantly in improving the efficiency of production, but there are still market dynamics that make it difficult to sell fish at an acceptable price. WISHH seeks a contractor that can support Ghana's aquaculture industry through the development and implementation of promotional campaign activities that will increase demand for Ghanaian farm raised fish and generate additional demand for soy-based aquaculture feeds. Ghana's growing aquaculture industry will need access to high quality imported soy to supplement local soybean production and meet the needs of a quickly growing feed industry.

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 generates further opportunities 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, United Soybean Board 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, Foreign Market Development, Market Access Program, Emerging Markets Program, Regional Agricultural Promotion Program, America First Trade Promotion Program, and Quality Samples Program) 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.

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

WISHH recommends an approach that will ensure that the marketing agency implements activities that are grounded in the needs of Ghana's aquaculture industry. The Contractor must include industry stakeholders and WISHH team members in early phases of the campaign to ensure that the contractor understands the challenges facing the Ghanaian aquaculture industry and develops marketing solutions that will support the growth of local farm raised fish producers. The Contractor must demonstrate a strong understanding of the issues, current consumer trends, and opportunities to expand local demand for tilapia.

Due to the short timeframe for this project, the contractor will need to focus and prioritize on several high impact activities before the end of the calendar year and just after the new year. WISHH recommends a four phased approach that can be completed by the end of January

2027. The contractor is encouraged to build off this approach by incorporating their own market insights and expertise.

Phase 1

Information gathering

- The contractor will be required to conduct industry meetings, including association members, WISHH team members, fish farmers, processors, and sellers. The purpose of these meetings will be to ensure that the implementer understands the challenges facing the industry and can develop activities that address the issues.

Phase 2

Activity design

- Activities will be based on insights and information gained in Phase 1. Activities should be designed to achieve impacts around the Christmas and New Year holidays. They must be within budget and have an appropriately sized focus area, including geography and target audience.

Phase 3

Activity implementation

- Implementation should be completed by January 10, 2027.

Phase 4

Monitoring and evaluation

- The contractor may use January 2027 to conduct monitoring and evaluation activities that will provide for learning and activity improvement and expansion for 2027. WISHH would like to know whether the activities were successful in increasing tilapia consumption. The Contractor is expected to provide data to demonstrate project impact.

V. TIMING

RFP posted	July 28, 2026
Questions due to ASA/WISHH	August 10, 2026
Answers posted to WISHH Website	August 12, 2026
Proposals due to ASA/WISHH	August 27, 2026
Contract awarded	September 1, 2026
Contract signed	September 15, 2026
Activities begin	September 15, 2026
Final deliverables and invoice due	January 30, 2027 ¹

¹The contract will be open for renewal based on performance.

VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Comprehensiveness	40%
Consultant skills/experience	25%
Cost (Maximum budget of \$100,000) ¹	20%
Timing	15%

TOTAL	100%
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¹Please create a monthly budget

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
 - 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 CDT on August 27, 2026. To be considered for award, proposals must be submitted by e-mail to the following: Peter James (pjames@soy.org), Chris Slemp (cslemp@soy.org) and Amy Weise (aweise@soy.org). Ms. Weise 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 will not be considered and will be rejected.

Submission of Questions: All questions regarding the preparation of proposals must be submitted in writing (by e-mail) to Amy Weise at aweise@soy.org (cc: pjames@soy.org and cslemp@soy.org) **no later than 5pm CST on August 10, 2026. All questions and responses will be available on the WISHH [website](#) on or shortly after August 12, 2026.** 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 complaints 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 _____