

REQUEST FOR PROPOSALS

**RAPID MARKET ASSESSMENTS OF BIOFORTIFIED FOODS IN
SIX COUNTRIES IN AFRICA AND ASIA**

Issued by
The Global Alliance for Improved Nutrition (GAIN)
and
HarvestPlus

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN AND HARVESTPLUS

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals while providing global leadership on evidence and technology. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centres in collaboration with hundreds of partner organizations. The HarvestPlus programme is headquartered at the International Food Policy Research Institute (IFPRI) in Washington, DC and collaborates with multiple CGIAR centres and partner organizations around the world.

Through the Commercialising Biofortified Crops (CBC) programme, GAIN and HarvestPlus share an ambition to expand coverage of biofortified nutrient dense foods to at least 190 million consumers by 2022, realizing a higher reach of up to three times this (600 million) from the initial investment by 2028. The current focus will be on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialisation at scale by the partnership. We define commercialisation – the priority delivery approach – as the process of introducing a product into commerce or making it available in the market, rather than producing solely for family consumption.

2. BACKGROUND

As part of this work, GAIN and HarvestPlus are jointly issuing this Request for Proposals (RFP). GAIN will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to design and conduct rapid market assessments to determine the availability and market share of selected biofortified foods in six countries (i.e., zinc rice in Bangladesh, iron pearl millet and zinc wheat in India, zinc wheat in Pakistan, high iron beans in Kenya, vitamin A maize and vitamin A cassava in Nigeria, and vitamin A maize and high iron beans in Tanzania). These assessments are a key component of the final year monitoring activities under the CBC programme.

2.1. THE COMMERCIALISING BIOFORTIFIED CROPS (CBC) PROGRAMME

The overall vision of the CBC programme¹ is to scale up the commercialisation of biofortified² foods. To realise this vision the programme aims to achieve three goals:

1. Improve access to inputs and markets for biofortified seeds and food products by identifying and overcoming barriers to access and acquisition of biofortified seeds, accelerating business development along the supply chains, and ensuring iterative research and development services are opened to link consumer and processor needs to continue biofortified food and food product modification.
2. Generate demand for these nutrient-rich staple crops using a demand creation approach that taps into the rational and emotional drivers of consumer choices for nutrient-rich staples.
3. Improve the enabling environment for biofortified foods and food products through advocacy, catalytic financing, and technology licencing services.

The CBC programme focuses on the following biofortified crops and countries: zinc rice in Bangladesh, iron pearl millet and zinc wheat in India, zinc wheat in Pakistan, high iron beans in Kenya, vitamin A maize and cassava in Nigeria, and vitamin A maize and high iron beans in Tanzania.

2.2. CBC PROGRAMME DESIGN AND MONITORING ACTIVITIES

During the inception phase in 2019, GAIN and HarvestPlus developed a programme impact pathway (PIP) that highlights the three commercial pathways through which we envision getting people to consume biofortified foods: 1) purchased by consumers; 2) given to consumers in informal settings, and 3) given to consumers in formal setting (see PIP in Annex 1). The impact pathway formed the basis of the development of the country strategies and was used in alignment with a review of commercialisation to identify how commercialisation can be leveraged to accelerate the pathways to impact for biofortification.

At the start of the programme implementation phase (which runs for three years from 2020-2022), GAIN and HarvestPlus identified a set of 20 indicators for the CBC programme aligned to various nodes of the PIP that will be tracked to monitor the implementation process and outputs of commercialisation across different domains of supply, production, availability, and consumption of biofortified foods³.

In the final year of the programme (2022), there is a need to conduct programme monitoring activities focused on assessing the availability of biofortified foods at market-level to report on the following five indicators:

1. quantity of raw biofortified food available in the market,
2. number of retailers selling raw biofortified food,
3. number of prepared or processed food products available that contain a biofortified food in the market,
4. quantity of prepared or processed biofortified food available in the market, and
5. number of retailers selling food products that contain a biofortified food.

Considering this, GAIN and HarvestPlus are commissioning a series of rapid market assessments in each country to collect this information, which will then be used to understand the extent to which the CBC

¹ For more details about the CBC programme, refer to the programme flyer [here](#).

² Biofortification enhances the nutritional value of staple food crops by increasing the density of vitamins and minerals in a crop through conventional plant breeding, agronomic practices or biotechnology and is carried out in the agriculture sector.

³ For a detailed list and description of all indicators, refer to the CBC Monitoring Reference Manual [here](#).

programme has increased the availability of biofortified foods and food products and model the number of consumers likely reached with biofortified foods.

3. OBJECTIVES

The main objective is to design and conduct rapid market assessments to determine the availability and market share of selected biofortified foods in six countries.

The scope of work will focus on selected raw⁴ and prepared/processed⁵ biofortified foods in each country, i.e., zinc rice in Bangladesh, iron pearl millet and zinc wheat in India, zinc wheat in Pakistan, high iron beans in Kenya, vitamin A maize and cassava in Nigeria, and vitamin A maize and high iron beans in Tanzania.

The specific objectives are to:

1. list the suppliers/producers of all raw and prepared/processed biofortified food products/brands available in the country⁶
 - a. define products/brands with characteristics such as: food type, brand name, producers or suppliers, origin, price, packaging, and logos to enable identification of the product/brand in the market,
2. list or approximate the number of retailers selling raw and prepared/processed biofortified food products/brands in the country:
 - b. define retailers with characteristics such as: outlet type (e.g., informal market, formal market, wholesaler, kiosk), location, food type sold,
3. approximate market volumes and market shares/proportions [in relation to the conventional (non-biofortified) varieties] of raw and prepared/processed biofortified foods available in the country, and
4. approximate the volumes and proportion of biofortified foods sold as packaged brands and as bulk by supplier/producer that are available in the country.

The Service Provider is expected to use the results from this work to report on the following five monitoring indicators for each of the nine country-crop combinations:

1. quantity of raw biofortified food available in the market,
2. number of retailers selling raw biofortified food,
3. number of prepared or processed food products available that contain a biofortified food in the market,
4. quantity of prepared or processed biofortified food available in the market, and
5. number of retailers selling food products that contain a biofortified food.

⁴ Raw biofortified food is defined as a biofortified food that has not undergone any preparation or processing (i.e., milling, cooking, freezing, packaging, etc.). For example, cassava roots, OFSP roots and any harvested grain of biofortified food, such as iron beans, zinc wheat, zinc rice, vitamin A maize or iron pearl millet grain.

⁵ Prepared or processed biofortified foods are defined as foods or food products that contain a biofortified food as an ingredient and have undergone mechanical or chemical operations to change or preserve it, such as milling, cooking, canning, freezing, packaging, etc.

⁶ Results from an ongoing assessment that identified processed biofortified food products in each country will be made available to the Service Provider.

The Service Provider should propose the methods for the assessment of the above-mentioned objectives based on their expertise, but it will be expected to include a combination of primary data collection and use of secondary data sources. The Service Provider should propose the methodology for estimating market volumes and identify various data sources that can provide an in-depth overview of the food market including in-country production, imports, and exports and a dataset with breakdown by food producers/suppliers and brands/products and their respective market volumes/values.

Additionally, FortiMApp, a tailored application and dashboard for the collection and management of similar data on availability of industrially fortified foods developed by GAIN, which can be adapted to assess biofortified foods, will be made available for use by the Service Provider. (Similar market assessments for industrially fortified foods were recently carried out using FortiMapp in Nigeria, Tanzania, and India).

The timeline for the data collection should be designed to occur after the end of the harvesting period in each country⁷ as shown in the table below.

Country	Crop	Month when food is expected to be available in markets after harvest
Bangladesh	Zinc rice	June
India	Zinc wheat	June
	Iron pearl millet	November
Pakistan	Zinc wheat	July
Kenya	High iron bean	September
Nigeria	Vitamin A maize	October
	Vitamin A cassava	October
Tanzania	Vitamin A maize	September
	High iron Bean	July

4. SCOPE OF WORK AND DELIVERABLES

4.1. SCOPE OF WORK

GAIN and HarvestPlus have a preference for one Service Provider to carry out the work in all six countries; however, proposals will be considered for a subset of countries or individual countries.

The successful applicant shall provide the following services:

- Develop a study protocol, including background, detailed methodology and justification (including a food identification protocol given the complexity of identifying foods prepared from biofortified crops with invisible traits), sampling plan where applicable, data analysis plan, and data collection tools, for review and approval by GAIN and HarvestPlus.
- Obtain relevant access and data collection permissions as appropriate, e.g., from government.
- Carry out all aspects of primary data collection, quality assurance, and data entry, cleaning, management, and analyses.

⁷ See HarvestPlus Crop Calendar for more details [here](#).

- For any primary data collected, provide GAIN and HarvestPlus with raw and clean datasets, codebooks, and syntax and output of all data analyses. If quantitative data are collected, data documentation must be provided using Nesstar⁸.
- Draft final report outlines (one for each country) for review and approval by GAIN and HarvestPlus.
- Draft full reports (one for each country), including background, methods, data collection activities, results, and conclusions/recommendations.
- Revise and finalise reports (one for each country) based on inputs from GAIN and HarvestPlus.

4.2. DELIVERABLES AND TIMELINE

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is outlined in the following table*:

DELIVERABLE	DEADLINE
Proposal submission	11 April 2022
Final response regarding selection of Service Provider	25 April 2022
Contracting process finalised	9 May 2022
Inception meeting with GAIN and HarvestPlus	12 May 2022
Study protocol and data collection for approval by GAIN and HarvestPlus	19 May 2022
Draft report outline	1 July 2022
Data collection completed for countries with food available in markets by July	31 August 2022
Draft reports for countries with food available in markets ending by July	30 September 2022
Data collection completed for countries with food available in markets by November	15 November 2022
Draft reports for countries with food available in markets by November	28 November 2022
Workshop with GAIN and HarvestPlus on results	5 December 2022
Final report, dataset and data documentation	12 December 2022

*Note: Timelines are tentative and will be revised in more detail for each country during the contracting phase.

5. QUALIFICATIONS

The Service Provider is expected to have extensive experience in market research, including market size and share determination. The Service Provider should also have experience and in-depth knowledge of the market in the countries of interest, previous experience working in all or some of the market categories (including pre-existing data would be an added advantage), and excellent writing skills in English.

⁸ A free editor developed in conjunction with the Norwegian Centre for Research Data (NSD)
<http://www.nesstar.com/software/publisher.html>

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Key programme and technical staff from GAIN and HarvestPlus are part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to rfp@gainhealth.org with the subject line **RAPID MARKET ASSESSMENTS OF BIOFORTIFIED FOODS**. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN and HarvestPlus with a detailed budget in US Dollars, including fees/travel/accommodation and any other direct costs to be incurred in the delivery of the Scope of Work. Include a brief narrative justification for line items included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN and HarvestPlus prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

1. Technical proposal:

- i. Description of previous relevant work (maximum 1 page),
- ii. Composition of team with names and brief biographies of all key staff (maximum 3 pages),
- iii. Detailed proposal explaining how the areas of work mentioned in the Objectives and Scope of Work will be addressed, including a framework for implementation, risk and mitigation strategy, and timeline (maximum 10 pages).

2. Financial proposal:

- i. Budget,
- ii. Detailed budget justification,
- iii. Offer of services.

4. SUBMISSION

Complete proposals should be submitted in electronic copy to: rfp@gainhealth.org

5. DEADLINE

Completed proposals should be submitted to rfp@gainhealth.org by **5:00 pm CEST on 11 April 2022**.

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.

- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

7. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

8. ACCEPTANCE

GAIN and HarvestPlus will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

9. COMPLETION

- Proposals must be submitted must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN and HarvestPlus. In the event that clarification is necessary, applicants are advised to contact GAIN at rfp@gainhealth.org prior to making their submission.
- While GAIN and HarvestPlus have used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN and HarvestPlus. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. RIGHTS OF REJECTION

GAIN and HarvestPlus reserve the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN and HarvestPlus will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

11. REFERENCES

GAIN and HarvestPlus reserve the right, before awarding the proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

12. RELEASE OF INFORMATION

After awarding the proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserve the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully conduct the market assessment.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN and HarvestPlus shall each have one main contact person clearly identified in the proposal.

- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN and HarvestPlus.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:
- a. [to be completed]
 - b. [to be completed]
 - c. [to be completed]
 - d. [to be completed]
3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.
4. I (We) herewith submit the following:
- a. A proposal to undertake the work, in accordance with GAIN's requirements specified.
 - b. A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of [add month and year] in [add location].

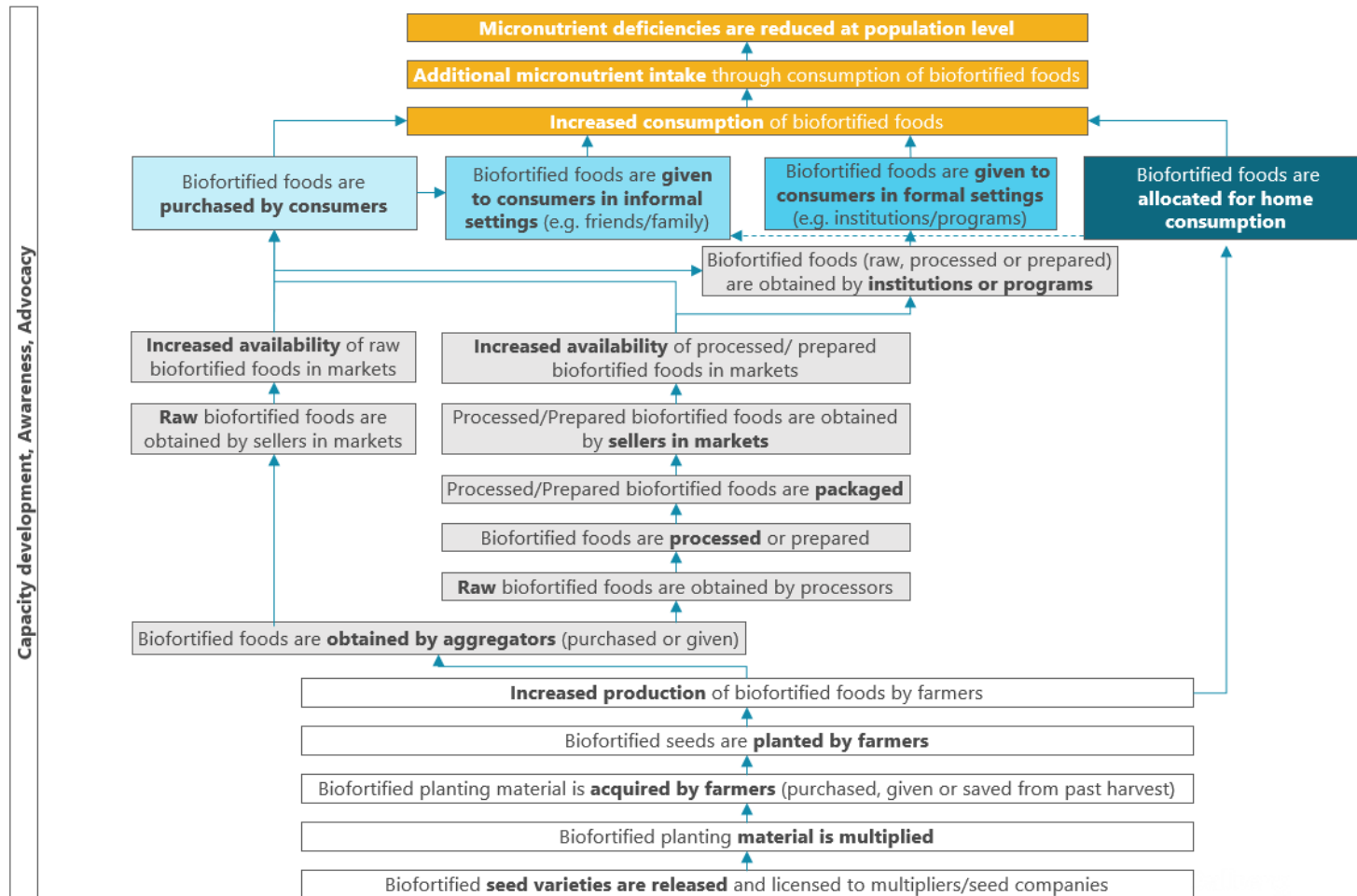
_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)

ANNEX 1



CBC programme impact pathway