

REQUEST FOR PROPOSALS

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ASSESSING WILLINGNESS TO PAY FOR FORMULATED COMPLEMENTARY FOODS IN FOUR WEST AFRICAN COUNTRIES

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN

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.

Headquartered in Geneva, Switzerland, GAIN has representative offices in The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda. Programmes and projects are carried out in a variety of other countries, particularly in Africa and Asia.

2. BACKGROUND

Nourishing Food Pathways is an ambitious programme that seeks to accelerate progress towards [The Sustainable Development Goals \(particularly SDG2\)](#) by supporting inclusive and coherent food systems transformation in ten countries. As part of this programme, the Global Alliance for Improved Nutrition (GAIN) is collaborating with the International Trade Centre (ITC) to strengthen infant food value chains in West Africa.

Complementary (infant) foods¹ have been recognized as a key value chain with high potential across the African region. Growing demand for these products presents significant investment opportunities. The continent is rich in diverse, nutritious ingredients—such as fruits, vegetables, cereals, and pulses—that are commonly used in the production of complementary foods. Strengthening this value chain offers mutual benefits for investors, producers, and consumers. It can foster local sourcing, reduce reliance on imports, and create inclusive opportunities, particularly for small and medium enterprises (SMEs) across Africa.

The [Made by Africa](#) report identified sector specific challenges that curtail the growth and expansion of the complementary foods value chain. These include trade barriers within the region, limited capacities and infrastructure, and limited access to finance. The report also provides recommendations to unlock bottlenecks and promote the development of the value chain some which include development of national and regional strategies, harmonization of standards and recognition of conformity assessment certifications and investments along the value chain.

In 2024, a West Africa [regional dialogue](#) on improving access to locally produced nutritious and safe complementary foods in low- and middle-income countries was held in Dakar, Senegal with the aim to prioritize actions and investment opportunities. The meeting convened over 100 stakeholders from the sector from 16 African countries. Participants echoed the challenges and recommendations outlined in the *Made by Africa* report and emphasized the importance of building a resilient ecosystem through a comprehensive, multi-stakeholder approach. Five core recommendations emerged from the dialogue (1) Strengthen knowledge and innovation in complementary foods, (2) Strengthen policy and regulatory frameworks (3)

Mobilize financial and infrastructure resources for sustainable growth (4) Build capacity of local producers (5) Create demand and expand markets.

In response to the recommendations detailed in the Made by Africa and workshop reports, GAIN aims to contribute to the evidence base on consumers' willingness to pay for formulated complementary foods (FCF).

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) and will be the administrative lead organisation for this RFP.

3. SCOPE OF WORK AND DELIVERABLES

GAIN is seeking the services of a service provider to conduct a comprehensive assessment of consumer's willingness to pay for formulated complementary foods in Benin, Ghana, Nigeria, and Togo focusing on specific categories: Fortified Blended Flours (FBF), and yoghurt. In addition, it will cover Ready-to-Use Therapeutic Foods (RUTF) and High Energy Biscuits (HEB).

The insights gained from this study will serve two main purposes: 1) To help small and medium-sized enterprises (SMEs) develop informed business models through a better understanding of their target consumers; and 2) to support advocacy efforts aimed at encouraging public and private investment in the development of these value chains, as well as informing interventions in the institutional market.

3.1. TASKS AND DELIVERABLES

The service provider will work with GAIN and ITC to assess the consumer's willingness to pay for formulated complementary food categories in Benin, Ghana, Nigeria, and Togo. The assessment will form part of a wider analysis that also looks at the affordability of infant food products and specifically aims to address the following:

- Identify product attributes and features that drive willingness to pay
- Analyse variations in willingness to pay across demographic groups, geographic locations, and market contexts
- Determine acceptable price ranges and price sensitivity for each complementary food category across different consumer segments
- Provide evidence-based recommendations for SME business models, pricing strategies, and investment advocacy

This assessment will specifically involve the following tasks:

Specific Tasks:

Task 1: Preliminary Research for Effective WTP Data Collection

- Conduct literature review of complementary feeding practices, consumer preferences, and price sensitivity studies in West Africa to inform survey design
- Identify key demographic segments and feeding patterns for sampling strategy
- Synthesise findings to develop consumer segmentation framework and survey design parameters for primary WTP data collection

Task 2: Data collection

- Utilize appropriate willingness to pay methodologies (such as choice experiments) to determine acceptable price ranges for each complementary food category
- Establish minimum and maximum price thresholds across different consumer segments and geographic areas
- Analyze demand elasticity for each product category

Task 3: Product attribute assessment

- Identify which product attributes (nutritional content, packaging, taste, convenience, brand reputation, certifications) drive higher willingness to pay
- Conduct trade-off analysis to understand how consumers prioritize different product features relative to price
- Quantify the premium consumers are willing to pay for nutritional content/food safety or convenience features

Task 4: Competitive Analysis

- Examine how willingness to pay is influenced by availability of substitute products and traditional complementary foods

Task 5: Cross-Country and Regional Comparison

- Compare willingness to pay patterns across the four target countries
- Identify regional variations within countries and urban/rural differences in price sensitivity
- Analyse cultural and socioeconomic factors that drive cross-country differences in willingness to pay

Task 6: Strategic Recommendations

- Translate willingness to pay findings into actionable insights for SME business model development, including optimal pricing strategies for different market segments and product categories
- Identify opportunities for product differentiation and premium positioning based on consumer preference data

3.2. DELIVERABLES AND TIMELINE

The service shall be performed between 11 August 2025 and 28 November 2025.

Deliverable	Anticipated timeline
Contract signing and kick-off	11 August 2025
Updated workplan following in depth discussions with project team including methodology	25 August 2025
Development of data collection tools and support GAIN to get ethics approval and government permission.	15 September 2025
Identify and work with data enumerators in Benin, Ghana, Nigeria and Togo to collect data.	31 October 2025

Final PowerPoint presentation based on consultation with GAIN staff and partners	21 November 2025
Contribute to a GAIN Working Paper or a peer-reviewed manuscript detailing the findings of this analysis.	28 November 2025

4. EXPERIENCE AND QUALIFICATIONS

Preference will be given to service providers with the following experience and qualifications:

Substantial experience conducting similar studies focused on willingness to pay analyses, particularly in West Africa. A thorough understanding of the various partners and databases available in West Africa that can inform the development of the work.

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

Please direct all inquiries and other communications to the contact below. Responses will not be confidential except in cases where proprietary information is involved. Please use headline 'Queries – infant foods willingness to pay'.

skatua@gainhealth.org

2. BUDGET

Applicants are required to provide GAIN with a detailed fee percentage proposal. The final budget amount will have to be approved by the organisation prior to starting the project.

3. FORMAT FOR PROPOSAL

Interested applicants should prepare a brief proposal (maximum 8 pages) that includes:

Description of research proposal with clear activities and process for conducting this service. This should include the type of research methods, data sources, and justification for use.

Activities and timeline: A timeline for undertaking and completing the main activities, including planning, implementation, and reporting should be provided. A Gantt chart is preferred.

Budget: Provide a budget in USD (US Dollar), broken down by main cost categories and by main

activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs.

Detailed profiles (qualification, expertise, relevant experience etc.) of the individual(s) who will be completing the work including their full names, their expertise and publications in relevant research.

A completed 'Offer of Services' form (see end of RFP for template).

4. SUBMISSION

An electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at skatua@gainhealth.org Please use headline 'Proposal – infant foods affordability.'

5. DEADLINE

Completed proposals should be submitted to GAIN **before 11.59 pm Central European Time on 25 July 2025.**

Unacceptable

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline at the specified receiving office.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

6. REVISIONS

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

7. ACCEPTANCE

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

8. COMPLETION

Proposals must be submitted on official letterhead of the lead organisation or firm and 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. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.

While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. 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.

9. RIGHT OF REJECTION

GAIN reserves 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 will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

10. REFERENCES

GAIN reserves 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.

11. 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

12. 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.

13. 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.

14. 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 reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

15. 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 implement the project.
- Roles and responsibilities of each team member shall be clearly defined. GAIN shall 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.

16. REVIEW PROCESS

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

17. 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.

18. 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.

19. 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.

20. 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.

21. 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.

22. 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:
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. (Print or type business, corporate name and address)
9. 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. Click or tap here to enter text.
 - b. Click or tap here to enter text.
 - c. Click or tap here to enter text.
 - d. Click or tap here to enter text.
10. 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.
11. 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 [Click or tap here to enter text.](#) in [Click or tap here to enter text.](#)

_____ [Click or tap here to enter text.](#)

Signature (applicant)

_____ [Click or tap here to enter text.](#)

Signature (applicant)