

**REQUEST FOR PROPOSAL (RFP) ON: CONSULTANCY TO DEVELOP A NUTRITION-  
SENSITIVE RECIPE BOOK FOR THE CASCADE PROJECT**

**ISSUED BY**

**Global Alliance For Improved Nutrition (GAIN) and CARE International**

**PROJECT**

**Catalyzing Strengthened Policy Action for Healthy Diets and Resilience (CASCADE),  
Nigeria**

**LOCATION**

**Kebbi, Nasarawa, Bauchi, And Jigawa States, Nigeria**

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## 1. BACKGROUND

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. Using a variety of flexible models and approaches, GAIN builds alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale and are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, they provide technical, financial and policy support to key participants in the food system.

Founded in 1945 with the creation of the CARE Package®, CARE is a leading humanitarian organization fighting global poverty and social injustice. With the recognition that, when equipped with the proper resources, women and girls have the power to lift whole families and entire communities out of poverty, CARE places special focus on women and girls, whiles, working alongside men and boys. In its 6<sup>th</sup> year of operation in Nigeria, CARE works predominantly in the conflict affected Northeast, and Northwest regions of the country working around key thematic areas of: Food Nutrition Security (FNS); Health Equity and Rights (HER); Water Sanitation and Hygiene (WASH); Gender Justice and Protection (Gender-based Violence Prevention and Response); and Women Economic Justice (WEJ) through its Flagship 'Village Savings and Loans Association (VSLA) approach as well mainstream peace building.

GAIN and CARE have been recently awarded the multi-year (2022-2027), and multi-country Catalyzing Strengthened policy action for healthy Diets and resilience (CASCADE) by the Ministry of Foreign Affairs of the Netherlands to improve Nutritional outcomes for at least 1.1 million women of reproductive age and children under five across the states of Bauchi, Kebbi, Nassarawa and Jigawa.

## 2. PROGRAM COVERAGE AND LOCATIONS

CASCADE activities are to be conducted in the States below:

- Bauchi (Bauchi, Dass, Toro, Jamaare and Ningi)
- Jigawa (Dutse, Ringim, Kafin Hausa and Kiyawa)
- Kebbi (Suru, Fakai, Birnin Kebbi and Bunza)
- Nasarawa (Awe, Keana, Lafia and Akwanga)

## 3. STRATEGIC OBJECTIVES

Strategic objective 1: To increase access to and consumption of healthy diets among household members in the six programme countries, particularly women of reproductive age and children.

Strategic objective 2: To increase resilience to price and climate change-related shocks and stresses of household members in the six programme countries, particularly women of reproductive age and children.

We aim to achieve structural and sustainable long-term Impact at Scale leveraging on Financial Inclusion Platforms to layer Nutrition Service delivery We aim to do this by supporting, facilitating, and influencing the government, private sector, and other relevant stakeholders, including target groups, so that all contribute to the strengthened implementation of nutrition policies.

#### **4. INTERMEDIATE OUTCOMES**

To achieve the programme's goal and strategic objectives, CASCADE works through five intermediate outcomes ('domains').

Domain 1 - Improved policy implementation: Government bodies' nutrition-related policy actions are better coordinated and more effectively implemented by strengthened capacity and increased accountability and responsiveness of government actors.

Domain 2 - Supportive Private Service Providers: Private service providers enhance the effective implementation of nutrition-related policy actions through the products and services they offer.

Domain 3 - Strengthened Community Structures: Community structures are empowered to become drivers of change that positively support the improved implementation of nutrition-related policies and practices and advocate for accountability where required.

Domain 4 - Empowered women: Empowered women have increased capacity and knowledge to benefit from (improved) nutrition-related policies enabling them to produce, acquire, prepare and consume healthy diets.

Domain 5 - Strengthened coordination: Strengthened coordination and linkages among food system actors and processes.

#### **5. RATIONALE/PURPOSE OF THE CONSULTANCY**

CASCADE Nigeria is working to support women of reproductive age in strengthening engagement in Agriculture through providing capacity building in promoting cultivation and consumption of specific food groups to compliment access to healthy diets.

The CASCADE Project aims to improve the nutritional status of vulnerable populations, particularly women of reproductive age and children under 15. This consultancy aims to develop a recipe book to provide consumers with diversified food options and contribute to improved nutrition intake of family members, especially women and children who are most vulnerable to micronutrient deficiencies using well-documented materials that will serve as a guide.

## 6. OBJECTIVE OF THE RFP

The objective of this RFP is to identify and contract a qualified consultant or firm to develop a user-friendly, culturally appropriate, and nutrition-sensitive recipe book that promotes dietary diversity and contributes to improved nutritional intake among vulnerable populations, especially women of reproductive age and children under 15.

## 7. DELIVERABLES

The following deliverables are expected from the consultant or firm:

7.1 Inception Phase		
S/N	Activity	Deliverable
7.1.1	Conduct a kickoff/inception meeting with CASCADE project team to clarify objectives, scope, and deliverables.	Inception report with a detailed work plan, methodology, and timelines.
7.1.2	Review relevant CASCADE project documents, reports, nutrition guidelines, and previous food-based interventions.	
7.2 Desk Review and Conceptualization		
7.2.1	Conduct a desk review of existing recipe books, dietary guidelines, and culturally appropriate meals across CASCADE states.	Annotated outline of proposed recipe sections (e.g., snacks, weaning foods, family meals, etc.) and ingredients list
7.2.2	Identify and document commonly available and affordable local foods with high nutritional value, particularly biofortified crops and food groups rich in micronutrients (Vitamin A, iron, zinc, etc.).	
7.3 Stakeholder and Community Engagement		
7.3.1	Conduct key informant interviews (KIIs) and focus group discussions (FGDs) with: <ul style="list-style-type: none"><li>● Women producer groups</li><li>● Community nutrition volunteers</li><li>● Health/nutrition officers</li></ul>	Field report summarizing insights and validated local recipes.

	● Lead farmers/mothers and caregivers	
<b>7.4 Validate traditional and innovative recipes used in households, especially those using nutritionally enhanced crops</b>		
7.4.1	Recipe Development and Nutritional Analysis	Draft recipe compilation with nutritional facts and dietary advice.
7.4.2	Standardize selected recipes (ingredients, preparation methods, portion sizes, preparation time).	
7.4.3	Conduct nutritional analysis (manual or in collaboration with a nutritionist/lab) for each recipe to determine estimated energy and micronutrient content.	
7.4.4	Categorize recipes based on age, target group (children under 5, pregnant women, adolescents, etc.), and meal type.	
<b>7.5 Pre-Testing and Validation</b>		
7.5.1	Organize community cooking demonstrations and recipe tasting sessions with target users in at least 2 CASCADE states.	Revised recipe draft based on user feedback
7.5.2	Gather feedback on taste, cultural acceptability, ease of preparation, and comprehension of instructions.	
<b>7.6 Design, Editing, and Finalization</b>		
7.6.1	Work with a graphic designer to produce a user-friendly and visually appealing recipe book	Finalized and validated recipe book (print-ready and digital versions).
7.6.2	Translate recipes into local languages where necessary (e.g., Hausa)	
7.6.3	Submit the draft recipe book to the CASCADE team for review and incorporate feedback.	
<b>7.7 Capacity Strengthening and Handover</b>		
7.7.1	Train selected CASCADE field staff, community facilitators, and extension workers on how to use the recipe book for nutrition education.	Training session report Final consultancy report Recipe book user guide
7.7.2	Submit a comprehensive consultancy report including lessons learned, methodology, and recommendations for future updates.	

## 8. FINANCIAL PROPOSAL

A detailed budget that includes all costs related to the assignment, such as personnel, fieldwork, travel, and data collection tools.

An indication of any anticipated operational expenses and overheads.

## 9. REFERENCES

Contact details of at least three professional references from similar projects completed.

## 10. PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Technical Approach (40%)
  - Relevance and clarity of the proposed methodology.
  - Appropriateness of the data collection tools and analysis plan.
  - Feasibility of the work plan and timelines.
- Team Expertise (30%)
  - Experience and qualifications of the lead consultant(s) and key team members.
  - Previous experience conducting Cost of Diet and household economic assessments, especially in similar contexts.
- Financial Proposal (20%): Cost-effectiveness of the budget in relation to the proposed activities and deliverables.
- Past Performance (10%): Success in similar projects, as demonstrated by references and previous work.

## 11. SUBMISSION DEADLINE AND PROCESS

Proposals should be submitted via email to [procurement@gainhealth.org](mailto:procurement@gainhealth.org) with the subject line "Consultancy to develop a nutrition-sensitive recipe book for the CASCADE project" no later than 25<sup>th</sup> July, 2025. The proposal should include both the technical and financial proposals as separate attachments in PDF format.

## 12. CONTRACT DURATION

The assignment is expected to take 12-14 weeks from the date of contract signing, with the following key milestones:

S/N	Activity Area	Specific Activities	Key Deliverables	Timeline
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1	Inception Phase	<ul style="list-style-type: none"> <li>• Hold kickoff/inception meeting with CASCADE team</li> <li>• Review project documents and agree on approach</li> </ul>	<ul style="list-style-type: none"> <li>• Inception report with work plan and methodology</li> </ul>	Week 1–2
2	Desk Review & Conceptualization	<ul style="list-style-type: none"> <li>• Review existing recipe books and dietary guidelines</li> <li>• identify local, affordable, nutrient-rich foods</li> </ul>	<ul style="list-style-type: none"> <li>• Annotated recipe structure and ingredients list</li> </ul>	Week 2–3
3	Stakeholder & Community Engagement	<ul style="list-style-type: none"> <li>• Conduct KIIs/FGDs with women groups, volunteers, health workers</li> <li>• Validate traditional/local recipes</li> </ul>	<ul style="list-style-type: none"> <li>• Field engagement report with documented recipes</li> </ul>	Week 4–5
4	Recipe Development & Nutritional Analysis	<ul style="list-style-type: none"> <li>• Standardize recipes (ingredients, quantities, method)</li> <li>• Conduct nutritional analysis- Categorize recipes</li> </ul>	<ul style="list-style-type: none"> <li>• Draft recipe book with nutrition facts and dietary advice</li> </ul>	Week 6–8
5	Internal Review and Iterative Improvement	<ul style="list-style-type: none"> <li>• Share draft with CASCADE technical team</li> <li>• Revise based on technical input</li> </ul>	<ul style="list-style-type: none"> <li>• Improved draft with technical inputs incorporated</li> </ul>	Week 9
6	Pre-Testing & Community Validation	<ul style="list-style-type: none"> <li>• Organize community cooking demos/tasting</li> <li>• Gather and incorporate user feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Revised draft based on community validation feedback</li> </ul>	Week 10–11
7	Design, Editing & Finalization	<ul style="list-style-type: none"> <li>• Collaborate with graphic designer</li> <li>• Translate into local languages (as needed)</li> <li>• Submit final draft</li> </ul>	<ul style="list-style-type: none"> <li>• Final print-ready and digital versions of the recipe book</li> </ul>	Week 12–13
8	Capacity Strengthening & Handover	<ul style="list-style-type: none"> <li>• Train CASCADE field facilitators and community volunteers on usage</li> </ul>	<ul style="list-style-type: none"> <li>• Training report, user guide</li> <li>• Final</li> </ul>	Week 14



		<ul style="list-style-type: none"> <li>Submit final consultancy report</li> </ul>	consultancy report	
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### 13. CONTACT INFORMATION

For any inquiries or clarifications regarding the RFP, please contact:

Daffin Igelle

Email: [digelle@gainhealth.org](mailto:digelle@gainhealth.org)

Phone: +234 8127747001

### 14. GENERAL TERMS AND CONDITIONS

GAIN and CARE International reserve the right to reject any or all proposals without incurring any liability.

Only shortlisted candidates will be contacted.

Any costs associated with the preparation of the proposal shall be borne by the bidder.

The consultant will be required to adhere to ethical standards in conducting the assessment, ensuring the protection of participant data and confidentiality.

Global Alliance for Improved Nutrition (GAIN) and CARE International encourage applications from consultants or firms with a proven track record in nutrition and recipe development, particularly in the context of rural and vulnerable populations.

Experience working with the CASCADE state in nutrition related project and Knowledge of CASCADE project will be added advantage.