

**FEED THE FUTURE BUSINESS DRIVERS FOR FOOD SAFETY  
REQUEST FOR PROPOSALS**

Monitoring, Evaluation, and Learning (MEL) Technical Support Services

**Date of issue:** June 10, 2022

**Deadline for submission:** June 30, 2022, at 5:00 PM EDT

**Questions and Concerns:** We appreciate your firm's interest; if you have any questions or concerns, please email us at [jobs@foodsolutions.global](mailto:jobs@foodsolutions.global) by June 24, 2022, 5:00 PM EDT.

### **Overview**

Food Enterprise Solutions (FES) is on a mission to energize the global food system to better balance global needs and profit. We leverage the powers of business, entrepreneurship, and innovation as key drivers in the global fight against hunger and malnutrition. We work in partnership with businesses and organizations to provide safe, nutritious, and affordable foods through supply chains that are commercially viable and environmentally sustainable. FES offers expertise in partnership development, market analysis, project design and management, training, and specialized technical assistance to strengthen capacities of - and linkages among - key actors within food systems. We are seeking the services to support the MEL activities of our Feed the Future Business Drivers for Food Safety (BD4FS), a USAID funded project.

### **About Business Drivers for Food Safety (BD4FS)**

Inadequate food safety undermines the health and well-being of hundreds of millions of people across the globe each year. Improper food handling practices and poor infrastructure across supply chains increase health risks to consumers, in addition to being root-causes of pre-consumer food loss in the overall food system. Business Drivers for Food Safety (BD4FS), implemented by FES and supported by the United States Agency for International Development (USAID) through the Feed the Future initiative, is a multi-country effort working to accelerate the adoption of food safety practices in local food systems. BD4FS partners with local private-sector food systems actors to co-design and implement incentive-based strategies, thereby strengthening their capacities and enabling them to be agents of positive change in the effort to improve food safety, reduce malnutrition, mitigate pre-consumer food loss, and shrink overall hunger. By focusing on the role of local food enterprises – “growing food businesses” (GFBs) – in improving food safety, the FES team contributes to USAID's knowledge base, strategies, and methodologies for business-level assistance in food systems. The BD4FS mission is to provide technical assistance and capacity building, develop best-practices and lessons learned, and generate success for entrepreneurs working to improve food safety.

### Context

The BD4FS’ development hypotheses centers around how businesses serving local markets can be the drivers of safer food practices that improve the safety of food flowing from producers to end-consumers in countries currently lacking a well-functioning regulatory system. BD4FS proposes to test whether investments made in improving knowledge, attitudes, and the adoption of improved food safety practices and technologies (and the promotion of a food safety culture) among small- and medium-sized food enterprises linked to local markets with a growing consumer base demanding safer food can accelerate uptake of safer food handling practices among non-participating GFBs. BD4FS will focus on identifying and documenting the push/pull factors affecting the adoption of proven safer food handling protocols or practices by GFBs. The efficacy of these practices such as those contained in prerequisite programs (PRPs) to improve food safety is well documented and has been in use for a number of years in many countries prior to having “well-functioning regulatory programs.” The project postulates that capacity building efforts aimed at ensuring that proper food management by GFBs, according to appropriate, value-chain specific PRPs, can also spillover to non-GFB participants. The net result will be an increase in safer food amongst all providers of food in a particular value chain. A key question is whether food safety improvements implemented by GFBs who are active in local market channels can help pull, through supply chain linkages, other SME food actors who are not involved in the project towards adopting improved food safety practices to meet a growing consumer demand for food that is demonstrated as being safe.

### Objectives

FES seeks technical support services to co-design and co-implement the evaluation and testing of the above-stated theory of change (TOC). General objectives are:

- Co-design the study design and co-develop the research instruments
- Ensure quality control of data collection and analysis
- Provide high-quality input on the interpretation of findings

### Scope of Work

Activity	Deliverable	Notes
<b>Base Period</b>		
Develop an <b>inception report</b> that will include: <ul style="list-style-type: none"> <li>○ Study background</li> <li>○ Need</li> <li>○ Research questions</li> <li>○ Methods/Study design</li> <li>○ Updated conceptual framework/Chain of Impacts</li> </ul>	<b>Inception Report:</b> this will be the work plan for the assessment / evaluation of the BD4FS learning agenda.	<ul style="list-style-type: none"> <li>• Relevance of research to USAID BRFS and how it will contribute to the USAID food systems approach</li> <li>• Why the business approach is critical for fostering a culture of food safety.</li> <li>• What the key issues are to be investigated.</li> <li>• What research methods are to be employed and how the study will be designed to assess the TOC.</li> <li>• Provide a conceptual framework (graphic) that illustrates the chain of impacts among the different business actors to be assessed.</li> </ul>

		<ul style="list-style-type: none"> <li>• Project indicators data collection plan</li> </ul>
Develop <b>GFB/non GFB data collection tools/instruments</b> , building on existing FES systems.	Data collection instruments, or questions to be applied to fully participating GFBs as well as partially participating SMEs.	<ul style="list-style-type: none"> <li>• FES to integrate some instruments or questions into existing GFB data collection systems.</li> <li>• Tools/instruments for all project indicators (from approved MEL plan)</li> <li>• Contribute to field testing, fine tuning, and finalization of instruments.</li> </ul>
Develop <b>data collection plan</b> for assessing non-participant businesses	Data collection plan and instruments for non-participant firms	<ul style="list-style-type: none"> <li>• Develop innovative methods/means to assess food safety knowledge, attitudes, and practice among non-participating food SMEs.</li> <li>• Measurement of spillover effect</li> </ul>
<b>Option Period</b>		
Monitor <b>database uploads</b> of FES	Quality assurance of data sets	Oversee and interact closely with the MEL Manager on data management, integrity, and security.
Develop <b>consumer willingness to pay (WTP)</b> questions. FES to integrate into existing activities and apply to specially designed surveys.	Consumer WTP questions	<ul style="list-style-type: none"> <li>• Key driver for businesses will be consumer willing to pay for safer food.</li> <li>• Consumers could be other businesses as well.</li> </ul>
Perform <b>data analysis</b> on FES database to answer research questions.	Interim report on data analysis	Analyze and interpret the different data sets and how they validate or not the original TOC.
Support <b>qualitative research</b> on GFBs through case studies to identify	Input on business cases	How the qualitative data interface/support /contradict the quantitative data.
<b>Final report</b>	Draft comprehensive final report and webinar presentation	<ul style="list-style-type: none"> <li>• Final report for USAID consumption and public distribution.</li> <li>• Determine the validity of the TOC.</li> <li>• Identify additional research required.</li> </ul>

#### Deliverables:

#### Base Period:

- Inception report
- Data collection instruments for each indicator
- Data collection plan

**Option Period:**

- Quality assurance of data sets
- Consumer willingness to pay (WTP) questions
- Draft report
- Final report
- PowerPoint presentation
- Summary of findings and recommendations.

**Key Working Relationships:**

The technical service provider will work in close coordination with BD4FS MEL Team, both in HQ and in the implementing countries (Senegal, Ethiopia, and Nepal; possibly Rwanda). This includes the FES Director of Research and Learning who will be the main point of contact, the Home Office MEL Manager, and the respective MEL country coordinators.

**Place of Assignment:** Remote work and in person consultations with FES MEL team.

**Period of Performance:**

July 2022 – May 2024

**Instructions for Submission of Application**

A **summary proposal of three (3) to five (5) pages in length** shall explain the proposed approach, the research activities, and outcomes, in line with parameters listed in the scope of work. Only the first five (5) pages of a submission will be considered if it exceeds the page limit established. It should include:

- Executive summary
- Background on proposed investigator, including resume/CVs in attachment
- Explanation on proposed research methodology
- Estimated timeline by completion date

**Qualifications of the investigator(s):**

- Advanced academic degree in food technology, food safety, or related field.
- 10 years of experience in food technology, food safety, or related field.
- Fluency in French; strong working ability in English, including writing.
- Demonstrated knowledge of the perishable food sector.
- Demonstrated knowledge of relevant government entities charged with monitoring and enforcing food safety regulations.

**Application Process:**

Interested and qualified applicants must submit the following documents in order to be eligible:

- a cover letter with phone number and email address;
- a three – five-page summary of your proposed technical approach;
- resumes or curriculum vitae (that do not count toward the technical application length);
- a separate submission of the one-page budget; and
- completed and signed USAID 1420 biodata forms (attached)

The proposed **budget, not to exceed one page**, must contain the costs necessary to complete this assignment. The budget must include line-item costs in U.S. dollars that include costs that are based on fair, current market prices for proposed goods and services for each option. Costs should be separated into Base and Option periods. The Option Period will be exercised based on performance in the base period.

#### **Evaluation Criteria:**

The applicant's proposal will be reviewed and selected through the below weighted criteria for maximum percentage points to each component:

- proposed technical approach, including a detailed work plan and timeline of deliverables, that responds to the scope of work: 50%
- resumes or curriculum vitae: 25%
- one-page quals statement of relevant experience: 10%
- separate submission of the one-page budget with biodata forms: 15%

Please submit a final response to [jobs@foodsolutions.global](mailto:jobs@foodsolutions.global) with your organization name and “*BD4FS-RFP-Monitoring, Evaluation, and Learning (MEL) Technical Support Services*” in the subject line. The application must be typed with a minimum 11-point font, single spaced. Any information about your proposed program should be captured in the technical proposal.

All submitted documents related to this request for applications shall be in English and all costs shall be expressed in US dollars. Non-US entities should specify the exchange rate used in their budget proposal. Applicants must set forth full, accurate and complete information as required. The penalty for making false statements to the United States government is prescribed in 18 U.S.C. 1001 (Making false Statements).

Food Enterprise Solutions reserves the right to accept or reject all applications. Only short-listed applicants will be contacted. FES is an Equal Opportunity Employer (EOE) and does not discriminate against any employee or applicant for employment based on race, color, religion, national origin, age, gender, sex, ancestry, citizenship status, mental or physical disability, genetic information, sexual orientation, veteran status, or military status.

Food Enterprise Solutions requires all applicants to have a current Unique Entity Identifier (UEI) number and be registered in the U.S. government's System for Award Management at. [SAM.gov | Home](https://sam.gov). Any selected applicant, whether a company or individual, not registered will be asked to obtain a UEI number before negotiation begins.

#### **Note on Standard and Mandatory Provisions**

Applicability of 2 CFR 200 and 2 CFR 700 USNGO (DEC 2014): All provisions of 2 CFR 200, 2 CFR 700, and all Standard Provisions attached to this agreement are applicable to the subrecipients which meet the definition of "Recipient" in part 2 CFR 200.86, unless a section specifically excludes a subrecipient from coverage. The Standard Provisions will be incorporated by reference. Any subawards made with Non-U.S. subrecipients will include the applicable "Standard Provisions for Non-US Nongovernmental Organizations." FES is required to ensure compliance with monitoring procedures in accordance with 2 CFR 200 and 2 CFR 700.

In addition, the following Mandatory Provisions are also incorporated where applicable:

1. USAID Eligibility Rules for Goods and Services USNGO (JUN 2012)
2. Debarment, Suspension, and Other Responsibility Matters USNGO (JUN 2012)  
(As applicable to subrecipients entering data into SAM). The policies and procedures applicable to debarment, suspension, and ineligibility under USAID-financed transactions are set forth in Subpart C of 2 CFR Section 180, as supplemented by 2 CFR 780.
3. Drug-Free Workplace USNGO (JUN 2012)
4. Equal Participation by Faith-Based Organizations USNGO (JUN 2016) Faith-Based Organizations Encouraged
5. Preventing Terrorist Financing - Implementation of E.O. 13224 USNGO (AUG 2013)
6. Marking and Public Communications Under USAID Funded Assistance USNGO (DEC 2014)
7. Regulations governing employees (JUNE 2018)
8. 22 CFR 136; 2 CFR 200.303 (Any matters relating to subrecipients, including the employees of subrecipients, must be coordinated through the recipient's Chief of Party).
9. Conversion of United States Dollars to Local Currency USNGO (NOV 1985)
10. Travel and International Air Transportation USNGO (DEC 2014)
11. Ocean Shipment of Goods USNGO (JUN 2012) (APPLICABILITY: This provision is applicable for awards and subawards for which the recipient contracts for ocean transportation for goods purchased or financed with USAID funds. In accordance with 22 CFR 228.21, ocean transportation shipments are subject to the provisions of 46 CFR Part 381.
12. Trafficking in Persons USNGO (APR 2016)
13. Limiting Construction Activities USNGO (AUG 2013)
14. Pilot program for enhancement of grantee employee whistleblower protections USNGO (SEP 2014)
15. Prohibition on requiring certain internal confidentiality agreements or statements (MAY 2017)
16. Child safeguarding USNGO (JUN 2015)
17. Mandatory disclosures USNGO (JUL 2015)
18. Nondiscrimination against beneficiaries (NOV 2016)
19. Conflict of interest (August 2018)
20. Reporting host government taxes USNGO (JUN 2012)
21. Reporting subawards and executive compensation USNGO (DEC 2014)
22. Defense base act (DBA) workers' compensation insurance for procurement contract USNGO (DEC 2014)