



REQUEST FOR PROPOSALS (RFP)

Nigeria

Regulatory Framework analysis: Food labelling and marketing provisions for biofortified and fortified foods in Nigeria

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

RFP Issue Date: April 2nd 2021

RFP Response Deadline: April 21th 2021

[COMPANY INFORMATION: ABOUT HARVESTPLUS AND GAIN – THE COMMERCIALIZATION OF BIOFORTIFIED CROPS PROGRAMME](#)

At HarvestPlus, we believe that hidden hunger should not be inevitable for the people most at risk. We break down silos between agriculture and nutrition to develop creative solutions to hidden hunger. Our food-based approach targets some of the most vulnerable populations around the world. We use a process called biofortification, which adopts conventional breeding to improve crops. This approach complements other nutrition interventions, and is evidence-based, cost-effective, and sustainable. We work across the entire value chain to develop and deliver nutrient enriched seeds, grains and foods to the people who need it the most via a large collection of innovative and traditional supply chain activities. 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 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.

In May 2018, HarvestPlus and GAIN launched a landmark partnership to accelerate progress in improving access to biofortified seeds, grains and foods via commercial channels with the Commercialisation of Biofortified Crops (CBC) programme. The CBC programme works with national partners to catalyse commercial markets for biofortified crops and foods in six countries with pervasive levels of malnutrition: Bangladesh, India, Kenya, Nigeria, Pakistan, and Tanzania. Initial funding for this program is from Germany's Federal Ministry of Economic Cooperation and Development (BMZ) and the Dutch Ministry of Foreign Affairs.

The partnership brings together two leading actors in the global nutrition space. It combines the deep expertise of HarvestPlus in all aspects of biofortification with GAIN's proven track record of working with fortification and food companies to create sustainable market models for nutritious food systems.

Biofortification programme in Nigeria

Maize and cassava are grown widely across Nigeria owing to their wide adaptability and acceptance both in rural and urban regions, as they are common staples consumed by Nigerians. The country is the largest producer of cassava, and 12th largest for maize, amounting to about 60 million tons and 11 million MT for cassava and maize annually, respectively. Cassava is widely consumed in the forms of garri or fufu, which accounts for more than 60% of processed cassava. Over 100 million persons in Nigeria consume cassava products as a daily staple averaging 0.23kg of processed food per person. An estimated 100 million Nigerians consume maize products in one form or the other with per capita consumption standing at 25kg. Two types of maize – white and yellow – are mostly grown and consumed by farmers. White maize is very dominant in the north where it is grown for human consumption and for animal feed, yellow maize is popular in the south where it is grown mostly for fresh consumption.

Nigeria is home to some 200 million people. According to 2018 National Nutrition Health Survey, about 60% of children in Nigeria do not receive adequate vitamin A in their diet and are therefore at risk of developing vitamin A deficiency. Biofortified varieties of cassava and maize are proven vehicles to increase vitamin A intake by Nigerians and contribute to reducing the prevalence of vitamin A deficiency, especially for those individuals with less diverse diets. These biofortified crops have the potential of meeting up to 40% of the daily vitamin A needs of individuals.

HarvestPlus and the partners The International Institute of Tropical Agriculture (IITA), the National Root Crops Research Institute (NRCRI) and the Federal Ministry of Agriculture and Rural Development (FMARD) have been working jointly over the years to release improved seed varieties of these biofortified crops to small- and medium-scale processors in the food sector, enhancing availability and distribution of the biofortified crops across the country.

The Federal Ministry of Health, via the Department of Family Health and Nutrition recommended biofortification as a long-term strategy to control vitamin A deficiency in its 2013 National Guidelines on Micronutrient Deficiency Control.

Vitamin A Maize (VAM) and Vitamin A Casava (VAC) seeds, grains and foods are now increasingly available on the open market. GAIN have joined HarvestPlus in Nigeria to accelerate existing efforts in the commercialization of VAM and VAC. Together we will encourage supply chain actors / value chain players along of all sizes to embrace VAC and VAM. It is essential to understand how to sell and market biofortified goods to the next person in the value chain. Lacking technical understanding of selling and marketing biofortified goods can deter involvement. VAC and VAM have clear value propositions to consumers and provide naturally high levels of vitamin A to consumers.

The food processing sector from primary processing of grain to advanced processing is seen as a key driver for developing a market for biofortified foods. With both crops, we will work with food producers to develop the markets for these processed products through linkages and service provision that will make these products available and accessible to consumers. Simultaneously, we will engage with governments to encourage distribution of biofortified varieties through agricultural development programs across the country.

DETAILS OF THIS REQUEST FOR PROPOSALS: STATEMENT OF PURPOSE & SCOPE OF WORK

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

The main objective is establish the current regulatory frameworks and food industry guidelines on the marketing of biofortified grains, biofortified flour and foods made from biofortified ingredients.

This information will be used to create guidelines documents created for businesses involved in biofortification. It will also be used to identify authorities involved in the creation and endorsement of new standards and regulations in this area.

Whilst we are looking for a generic food labelling landscape the guidelines are specifically for the sales and marketing of vitamin A Maize (VAM) and Vitamin A Casava (VAC)

It is fundamental understand the local regulatory framework for the sales and marketing of biofortified foods. The purpose of this work is as follows;

1. Identify how biofortified foods should be labelled and promoted to consumers in line with local food labeling and marketing regulations.
2. Identify any systems that could accelerate promotion of biofortified foods such as examples from India the F+ logo schemes <https://ffrc.fssai.gov.in/>
3. Use this information to incentivize food businesses to adopt biofortification by demonstrating ease of use.
4. Use this information to support food businesses in the marketing of biofortified foods which they lack knowledge and experience of.

5. Use the information with marketing and creative agencies with the potential for further consumer marketing campaigns that promote the purchase and consumption of biofortified foods.
6. Use all information above to demonstrate to farmers that both consumer and manufacturer demand exists for biofortified foods.

To achieve the above goals we are seeking a specialist food regulatory expert to review the following;

Part 1 data collection

1. Provide an overview of food labelling regulations in Nigeria. What currently exists? Are these laws or guidelines documents? The Government agencies responsible for the documents and any discussion or future plans to expand or change food labelling regulations.
2. How do these regulations in Nigeria compare to other country regulations such as EU/UK, US, and CODEX. This allows the partnership to assess if translation of existing labeling information is required into a very different regulatory systems.
3. Overview of food fortification regulations in Nigeria – do these regulations cover biofortification (sometime called pre-harvest fortification). How easy would it be to include biofortification?
4. Overview of any Nutrition & Health Claims in Nigeria especially relating to the benefits of vitamin A. Include any existing documented Recommended Daily Amounts, approved nutrient function claims, use of the term “natural source of vitamins and minerals.
5. Specifically in Nigeria;
 - a. What are the parameters to make nutrition content claims on vitamin A?
 - b. What are the parameters to make nutrition comparison claims on Vitamin A? i.e. 30% more Vitamin A than standard flour.
 - c. What are the parameters for ‘natural source’ claims? Is it possible to claim natural source of vitamin A?
6. Using nutrition data provided by food and agronomic specialists at HarvestPlus, create labels including nutrition claims and panel for the use on wholegrain and white flour products.
7. Who are the main players in the creation and adoption of standards and regulations in this area? Are there different authorities for seeds, grains and foods.

Part 2 Guidelines for manufacturers

Once the CBC Teams have reviewed the data provided above we will work with the selected agency to create the guideline. The guideline will be a user friendly ebook and print version for businesses of all sizes. It will be a distillation of the information provided above that clearly shows businesses how to sell biofortified commodities to businesses and consumers. Using part 1 section 7, the selected consultant could work with an identified Government agency or partner to endorse the guideline if this is recommended and fits in with the timeline of the CBC program.

What will this research be used for?

1. Create a guide for primary producers: how to procure, store, process, store processed food, sell and market VAM and VAC.
2. Provision of technical support to medium and large scale VAM producers in target LGAs: Guilines for manufacturers in the sale and marketing of foods made from VAM
3. Identify the stakeholders of interest for the introduction of new standards for the nutrient levels in VAC grain and VAC roots.

Information HP will provide

HarvetsPlus will provide the chosen agency/consultant with a list of existing reports and data and more detail on the end use and next steps.

Full product information will be provided about VAC and VAM basic food stuffs and examples of flour and proceesed foods made from VAC, VAM. The chosen agency/consultant will meet the GAIN and HarvestPlus team and receive training on biofortification.

TIMELINE OF THIS PROJECT

DELIVERABLE	DEADLINE
RFP issued	April 2 nd
Proposal submission	April 21 st
Final response regarding selection of Service Provider	April 23 rd
Contracting process finalized	May 7 th
Presentation of preliminary results to HarvestPlus and GAIN and draft report submitted	May 21 st
Preparation of the indsutry guidelines and building the design file.	Thursday June 4 th

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.
 - Understanding of the target audience and consider all cultural and literacy requirements and sensitivities.
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Understanding of the target audience and consider all cultural and literacy requirements and sensitivities.
- Proposal shall demonstrate a clear understanding of the project objective.

- Evidence of past experience developing and delivering a campaign of this type to a specific audience.
- Demonstrate a clear understanding of the technical requirements of this RFP:
- 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:
- Detailed budget and cost-effectiveness and return on investment of proposed approach:
- 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. HarvestPlus shall each have one main contact person clearly identified in the proposal.

Instructions for responding and queries

In the event of any questions please contact Jenny walton j.walton@cgiar.org Senior Specialist, Demand Creation and Business Development

Send RFP responses no later April 21st to j.walton@cgiar.org with the following subject line: RFP food labelling regulatory assessment Nigeria

Responses shall 2 documents:

- Full work proposal including the points laid out in the evaluation criteria
- Budget breakdown (financial proposal)

TERMS AND CONDITIONS OF THIS REQUEST FOR PROPSALS

Upon selection of Consultant, a detailed contract will be agreed by both parties.

NOTE: HarvestPlus retain the right not to pursue this project if enough proposals are not submitted or funding for the project is no longer available.

NOTICE OF NON-BINDING SOLICITATION

HarvestPlus 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. HarvestPlus 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.

CONFIDENTIALITY

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

RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

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

INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between HarvestPlus 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 HarvestPlus.