



REQUEST FOR PROPOSALS

LANDSCAPE ANALYSIS OF SEED AND GRAIN MARKET SIZE FOR HIGH IRON BEANS AMONG SELECTED VALUE CHAIN ACTORS

Issued by HarvestPlus and the Global Alliance for Improved Nutrition

Contents

1.0 PROJECT BACKGROUND AND SCOPE OF WORK.....	3
1.1 Highlights of bean production in Kenya.....	4
1.2 The problem: Why this study is needed	5
1.3 Specific Objectives.....	5
1.4 Scope of work.....	6
1.5 Deliverables and Timelines	7
2. INSTRUCTIONS FOR RESPONDING.....	7
2.1 Contact.....	7
2.2 Budget	7
2.3 Format for proposal.....	7
2.4 Submission	8
2.5 Deadline.....	8
2.6 Unacceptable.....	8
3. TERMS AND CONDITIONS OF THIS REQUEST FOR PROPSALS	8

1.0 PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT HARVESTPLUS AND GAIN - The Commercialization of Biofortified Crops programme

At HarvestPlus, we believe that hidden hunger (micronutrient deficiency) 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 through 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 United Nations (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 through commercial channels with the

Commercialization 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.

As part of this work, GAIN and HarvestPlus are jointly issuing this Request for Proposals (RFP) with HarvestPlus serving as the administrative lead organization.

The purpose of this RFP is to source a contractor that will conduct a market sizing assessment among various actors involved in the bean seed and bean grain sector. This is to establish the current size, capacity, transactional arrangements and business models of seed producers, and aggregators. This information is critical in developing a scale up plan for production, distribution, marketing, and demand creation of the new biofortified High Iron Beans (HIB) varieties- Nyota, Angaza and Faida.

1.1 Highlights of bean production in Kenya

Kenya is the seventh biggest global producer of common beans (*Phaseolus vulgaris*) and the second leading producer in East Africa, after Tanzania. Common bean is Kenya's second-largest crop produced by area and represents a significant staple crop across the country. Beans are cultivated almost exclusively by about 1.5 million smallholder farmers on approximately a million hectares, with yields of about 0.6 MT/ha. Most regions grow common bean during two seasons, both the long and short rains, with the vast majority of production coming from intercropped production.

Typically, farmers will intercrop with maize, which restricts potential yields and limits the application of agronomic best practices for common bean. As a result of low yields, production is not adequate to meet current demand, resulting in the need to import common bean from surrounding countries such as Uganda and Tanzania (USAID, 2013), which occurs through both formal and informal channels. Common bean imports represent a significant source of supply depending on the region, with those close to the border having a larger reliance upon cross border trade.

Common bean is currently viewed as a supply-constrained market, with supply for grain and seed falling short of the demand. A USAID 2014 study showed that there is not enough Early Generation Seed (EGS) produced to meet market demand for improved seed, with farmers seeking all the available seed in the marketplace on an annual basis. This lack of quality seed negatively impacts yields for farmers and keeps Kenya's average yield significantly below comparable countries.

To handle this deficit, the priority objectives are to increase the supply of improved seed to meet current market demand, build farm demand for improved varieties and make available seed to agro-dealers. Often farmers are skeptical on the role of certified bean seed as an input to increase productivity due to systemic unavailability of seed. However, the current adopters of high-quality seed would use new seed every season if it was available (USAID, 2016).

However, despite this need from farmers, the economics of common bean seed production creates a lack of private sector interest until new varieties are commercialized, making it difficult to involve the private sector early in the EGS production process. Thus, public-private partnerships play a big role in enhancing adoption of new varieties such as biofortified HIB varieties released in 2017.

1.2 The problem: Why this study is needed

While HIB released varieties- Nyota, Faída and Angaza - present attributes that are attractive to farmers and consumers, their access to farmers is a major constraint in all bean producing counties in Kenya. In part, this constraint is due to lack of access by agro-dealers to HIB seed through the licensed seed companies. The Commercialization of Biofortified Crops (CBC) project is partnering with the Kenya Agriculture and Livestock Organization (KALRO) to enhance access of EGS by seed companies, which will significantly increase production of certified seed. Thus, the broad objective of this study is to conduct market sizing for certified seed and grain aggregation that will be used to guide production, distribution, marketing and demand creation for the HIB varieties.

1.3 Specific Objectives

The specific objectives of this study are to:

- 1) Document the market size of certified HIB bean seed at various marketing nodes (seed companies, KALRO- Seed unit, distributors, agro-dealers, farmers).

- 2) Map and profile key agro-dealers (market coverage, volumes of bean traded, willingness to stock HIB seed, links to seed companies, participation in promotions, links with farmer networks, use of digital platforms) in selected counties (Machakos, Nakuru, Bomet and Uasin Gishu).
- 3) Map and name the key aggregators (assemblers) of pulses (sourcing zones, volumes, willingness to aggregate HIB, mode of farmer payment, contractual arrangements, pricing, farmer input support, use of digital platforms) in selected counties (Machakos, Nakuru, Bomet and Uasin Gishu).
- 4) Recommend a short list and criteria for selection of agro-dealers and aggregators with a potential to commercialize new varieties of HIB.

Interested contractors are invited to submit detailed proposal that includes but is not limited to: illustration of methods of data collection, team composition and roles, budget and work plan that would lead to attainment of the following deliverables.

1.4 Scope of work

The successful applicant shall provide the following services:

- Develop a detailed study protocol (including detailed methodology and justification, sampling plan (where applicable), and data analysis plan) and data collection tools for review and approval by GAIN and HarvestPlus.
- Conduct desk review of project documents and secondary data sources as appropriate.
- 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.
- For any primary data collected, provide HarvestPlus with raw and clean datasets, accompanying codebooks, and syntax and output of all data analyses.
- Develop final report outline for review and approval by GAIN and HarvestPlus.
- Draft full report, including literature review, methods, data collection activities, results and conclusions/recommendations.
- Revise and finalize report based on inputs from GAIN and HarvestPlus and prepare summary PowerPoint slides.

1.5 Deliverables and Timelines

Deliverable	Deadline
Post request for proposals	September 15, 2020
Close receipt of proposals	October 5th, 2020
Agency identification/contracting	October 14, 2020
Report for review	December 1, 2020
Send Comments to consultant	December 8, 2020
Submit final report and summary power point Slides	December 15, 2020

2. INSTRUCTIONS FOR RESPONDING

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

2.1 Contact

Key programme and technical staff from GAIN and HarvestPlus are part of the selection team for this RFP and will review the proposals. Please direct all inquiries and other communications to Sarah Manning at s.manning@cgiar.org. Responses will not be confidential except in cases where proprietary information is involved.

2.2 Budget

Applicants are required to provide 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 and account for all taxes/VAT and indirect costs. The final budget amount will have to be approved by HarvestPlus prior to starting the project.

2.3 Format for proposal

Please format the proposal as two separate documents:

(a) Technical proposal:

- Description of previous relevant work
- Composition of team with names and brief biographies of all key staff and their roles in this assignment
- Detailed proposal explaining how the areas of work mentioned in Scope of Work will be addressed, and timeline;
- Perceived challenges that may arise in the project and mitigation strategy.
- References.

The Technical Proposal should not exceed 15 pages

(b) Financial proposal:

- Budget;
- Detailed budget justification;
- Offer of services.

2.4 Submission

Complete proposals should be submitted in electronic copy to Sarah Manning at s.manning@cgjar.org with the following subject line **RFP MARKET SIZING FOR HIB SEED.**

2.5 Deadline

Completed proposals should be submitted by **5:00 pm EDT on October 5th, 2020.**

2.6 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 or those that do not follow the required format

3. TERMS AND CONDITIONS OF THIS REQUEST FOR PROPSALS

(a) 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.

(b) 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.

(c) 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 reserves the right to limit or include third parties at HarvestPlus' sole and full discretion in such negotiations.

(d) Evaluation criteria

Proposals will be reviewed by the Selection Team. The following indicates a list of the significant criteria against which proposals will be assessed. This list is not exhaustive nor 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 as determined by GAIN and HarvestPlus.
 - Roles and responsibilities of each team member shall be clearly defined.
 - A duly completed offer of services.

e) 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.