



REQUEST FOR PROPOSALS (RFP)

Tanzania

Marketing agency partner for Iron Bean and Vitamin A Maize Campaign for farmers.

Strategy and campaign development and execution

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

RFP Issue Date: November 30th 2020

RFP Response Deadline: January 4th 2021 1700 CET

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[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 Tanzania

Malnutrition is a major burden in Tanzania. The estimated annual GDP loss to the country is estimated to be \$289 million USD. The major nutrients of concern are iron and vitamin A. Along with other interventions, biofortification is a government-endorsed, globally recognised and proven way to improve the nutrient content of the food system in a sustainable way. Once biofortified varieties are entered into commercial foods systems they will remain. Research shows that all actors in the value chain would like to be part of biofortification, with the end goal to deliver more naturally nutritious foods to the consumer. Research shows that farmers want to grow biofortified crops when they see the agricultural traits, demand from processors and nutritional benefits.

The overall vision of the CBC programme is to scale up the commercialization of biofortified foods in order to meet three goals (1) Increasing supply of both seed and grain (2) generating demand along the value chain (3) improving the enabling environment.

In Tanzania, HarvestPlus and GAIN are working together to expand the commercialisation of 2 new crops with activities across the value chain from seed production to food marketing. This RFP is issued specifically in the area of creating demand with growers / farmers.

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 purpose of this RFP is to find the best agency partner to develop the strategy and deliver a marketing campaign to farmers, which will create demand for 2 new products, iron bean seed and vitamin A maize seed. We are looking for an expert partner to develop an innovative marketing campaign that links farmers to seed sellers (agrodealers) in target regions.

The HarvestPlus team can more precisely provide the target audience numbers to the selected partner. Through this work, we are specifically trying to reach farmers in the following regions: Arusha, Kilimanjaro, Manyara, Iringa, Ruvuma, Mbeya, Geita, Kagera, Kigoma. We are open to ideas from a very targeted tight proposal using 1 channel of advertising or proposals that include a full gambit of methods to target and influence farmers. We want a partner that can build a strategy and build a campaign with clear metrics of reach and return on investment.

This RFP is an open brief to innovative agencies to propose the most cost-effective ways to reach our target audience.

Specific Deliverables in a response

1. Media mapping of available channels to rural small holder farmers and communities (what access and channels do they currently use (TV, Radio, Social etc))
2. Recommendations as to which are the most cost-effective ways to reach the audience with a quantitative media plan
3. Creative materials. A detailed and precise brief will be provided on the specific messages to farmers; this response should cover the creative development required to fulfil the recommended media plan in point 2. We would like to see the agencies rate card on the cost to develop materials such as print ads, mobile messages, radio messages. etc. (This element could be prepared with a partner agency)
4. Media costs – we will need to see the costs of the proposed or recommended media channels and the number of people we could reach.
5. Specific return on investment plan and calculation including a cost per person reach and link to specific deliverables which then transfer to seed sales/transactions.
6. Clear and simple time frame from detailed brief, creative development, campaign delivery and impact evaluation.

Desired results of the campaign(s)

1. Increased awareness of the products
2. Increase in seed sales of the products

Campaign Delivery Dates

The selected agency will have a track record in business to business marketing, especially in agriculture, and can advise on best practice for delivery dates. In general the maize planting seasons starts in September and beans in February. We would expect that the chosen partner has experience in marketing to farmers and will advise on best times to deliver campaigns.

TIMELINE OF THIS PROJECT

DELIVERABLE	DEADLINE
RFP issued	November 30th 2020
Proposal submission	January 4th, 2021 1700 CET
Final response regarding selection of Service Provider from HarvestPlus	January 11th 2021
Contracting process finalized	January 22nd
Creative development	Dependant on response
Media & campaign planning	Dependant on response
Campaign delivery	Dependant on response
Impact evaluation & ROI analysis	Dependant on response

THE PRODUCTS

1. High Iron Beans & bean market statistics

About 58% of children aged 5-59 months and 45% of women of reproductive age are anaemic. High Iron Beans (HIBs) present an opportunity for addressing iron deficiencies through school feeding.

Tanzania ranks fifth globally in production and is the leading bean producer in Africa.

Beans are mostly produced by smallholder farmers for consumption and for sale - in the domestic market, and surplus is exported.

75% of rural households depend on beans for daily subsistence. Per capita bean consumption is 19.3kg / year.

At HarvestPlus, we work with world leaders in crop development and agriculture to unlock beans' genetic variation for iron from within global gene bank collections. We use non-GM, conventional breeding techniques to develop beans with up to 90 percent more iron than standard varieties.

The value for farmers;

- ✓ Seeds cost the same as your usual seeds with extra benefits
- ✓ High yielding
- ✓ Climate smart, drought resistant
- ✓ Up to 90% more natural iron than standard varieties

- ✓ Provides an excellent source of natural iron which helps with child growth, energy and vitality
- ✓ Easy to grow, no new or specific agricultural techniques required
- ✓ Market exists from aggregators, food processors and consumers – genuine need from the market to sell surplus produce
- ✓ Be part of something that will grow your potential, improve your families health and the health and wealth of Tanzania

2. Vitamin A Maize product and market statistics

About one third of children aged 5-59 months and 36% of women of reproductive age suffer from VAD.

Tanzania ranks among the top 25 maize producing countries in the world. 65-80% of rural households depend on maize for daily subsistence. Per capita maize consumption is between 80-135kg / year.

Maize is mostly produced by smallholder farmers for consumption and for sale to generate income, and surplus is exported.

Vitamin A maize presents an opportunity for addressing VAD among children through school feeding programs and hold strong government support and strong potential for commercialization.

Thanks to an innovative, non-GM approach to the time-honored process of natural crop breeding, maize (corn) can now be enriched with vitamin A, turning a common staple food into a ready source of an essential nutrient for maintaining good health. HarvestPlus works with leaders in crop development and agriculture to unlock genetic variation in maize to develop vitamin A maize. We use conventional breeding techniques to develop vitamin A maize that can provide malnourished population groups with up to 50 % of their daily vitamin A needs; commonly grown varieties do not contain any vitamin A.

- ✓ Seeds cost the same as your usual seeds with extra benefits
- ✓ Competitive yielding
- ✓ Climate smart, drought resistant
- ✓ Provides a good source of vitamin A which helps with healthy vision and immunity
- ✓ The vitamin A gives a natural orange colour which is loved by consumers
- ✓ The taste is great and preferred by consumers both freshly eaten and processed into flour/grits
- ✓ Easy to grow, no new or specific agricultural techniques required
- ✓ Market exists from aggregators, food processors and consumers – genuine need from the market to sell surplus produce
- ✓ Be part of something that will grow your potential, improve your families health and the health and wealth of Tanzania

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 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.
- Understanding of the target audience and considers all cultural and literacy requirements and sensitivities.
- Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- 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 ROI 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.
- Standard rate card of the agency deliverables – e.g print ads, banner advertising, 30 second radio ad.

Instructions for responding and queries

In the event of any questions please contact harvestpluscv@cgiar.org.

Send RFP responses no later than 5 PM ET January 4th to harvestpluscv@cgiar.org with the following subject line: RFP Marketing Tanzania - name of Consultant

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 retains 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.