

**Terms of Reference (ToR)**  
**IDH Farmfit**  
**Primary farm(er) data collection**  
**April 17, 2019**

## 1. Introduction

IDH Sustainable Trade Initiative (“IDH”) accelerates and up-scales sustainable trade by building impact-oriented coalitions of front running companies, civil society, governments, knowledge institutions and other stakeholders in several commodity sectors. We convene the interests, strengths and knowledge of public and private partners in sustainability commodity programs that aim to mainstream international and domestic commodity markets. We jointly formulate strategic intervention plans with public and private partners and we co-invest with partners in activities that generate public goods.

On basis of these Terms of Reference IDH aims to select a party that collects **primary data on smallholder farm economics, livelihoods, and households.**

## 2. Background - Farmfit

The 500 million smallholder farmers globally are deprived from essential services to properly develop their farming systems and increase household incomes. In Africa, regional food security for the rapidly growing population crucially depends on the successful integration of smallholder production in regional value chains. This requires companies, civil society and governments to innovate together, develop business models and forge new supply chain collaborations. IDH Farmfit Business Support drives this transformation by supporting companies and financial institutions to analyze, innovate, and scale up their smallholder business models.

Using IDH’s Service Delivery Model (SDM) methodology, Farmfit analyzes the business models of companies providing services to smallholder farmers. Using the insights of the analyses, we design and co-invest in innovation projects to further improve or scale the farmer engagement model of the companies. To further strengthen this methodology, IDH is looking to integrate primary farm data collection among the smallholders/households the company is serving.

## 3. Objectives of the assignment

The overall objective of the assignment is to develop and implement a methodology to collect reliable farm level data as input to SDM analyses conducted by IDH.

The specific objectives of this assignment include:

1. Develop a time and cost-efficient approach to integrate primary data collection at farm level in the IDH SDM methodology. The data collection should not take longer than max. 4 weeks per company nor exceed € 10.000 per company / per SDM analysis.
2. Collect primary farm level data on:
  - a. Farm practices and economics, including quantifications of all relevant costs and revenue streams in the farming system.

- b. Demographics and general information of the smallholder households served, including gender dynamics, food security and nutrition, and climate resilience – resulting in a farmer profile.

## 4. Deliverables

The deliverables of this assignment are:

1. Develop and implement an efficient and scalable methodology for primary data collection at farm level. This includes an elaborated data collection approach including supporting materials and tools (e.g. questionnaires). Reliable farm level data on economics and demographics for 10 - 15 SDM analyses to be conducted in 2019. The farm level data needs to allow for creating farmer profiles on a gender disaggregated level.
2. Improve and update the methodology for data collection after collecting data for several companies/analyses. Together with IDH, the moments for evaluation and improvement will be determined and planned.

## 5. Data collection approach

The data collection methodology should be designed with the aim to efficiently gain an understanding (and build profiles) of smallholder farmers served by the company, as well as acquiring accurate data on farm economics. This data will be used to generate profit and loss projections for the smallholder farmers, so the accuracy of the farm economics data is particularly important.

The method of sampling and data collection is not prescribed, we are looking for a pragmatic, efficient and robust approach to be proposed and developed by the consultant in close cooperation with IDH.

An ideal approach will consist of a data collection method that can be adopted by the company (the partner of IDH) after the initial data collection conducted by the consultant.

## 6. Team

### Consultant/Consultancy profile

For this assignment, IDH is looking for a consultant specialized in M&E / data collection.

<b>Experience/knowledge</b>	<ul style="list-style-type: none"> <li>• Highly experienced in designing and conducting data collection in smallholder populations</li> <li>• Strong understanding of smallholder farming systems and economics</li> <li>• Innovative ideas on how to efficiently collect real-time data through the use of technology</li> </ul>
<b>People</b>	<ul style="list-style-type: none"> <li>• Presence across Sub-Saharan Africa (and preferably Asia and Latin America) to execute data collection in various countries.</li> <li>• Ability to collect data in local language (see regions above)</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong interviewing and research skills. The ability to structure and communicate findings in a SMART &amp; executive manner;</li> <li>• A track record of similar work and previous working experience.</li> </ul>
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## 7. Proposal guidelines, procedure and timeline

### **Proposal guidelines**

IDH is asking consultants to prepare a proposal (max. 5 pages, excl. CVs and samples of work) in which it is explained how the consultant will organize its engagement and team to contribute to the objectives as explained above.

In the proposal, please provide the following:

- A succinct, well-documented approach;
- Inclusion of a budget of maximally € 200.000 with a break-down of working days/rate per deliverable. For deliverable number 2 (execution of data collection), the budget should indicate costs per company/analysis (not exceeding € 10.000). Please also break down cost by consultant and other anticipated expenses such as travel;
- If applicable, clear description of the project team, relevant experience of team members and time allocation per team member;
- An explanation of how you will guarantee geographical coverage and timely delivery
- References and sample of previous work.

### **Procedure**

The procedure will be as follows:

- Inviting consultancy companies for presenting a full proposal based on the ToR.
- Evaluation of the proposals by an evaluation committee consisting of Farmfit team members. The evaluation committee will evaluate the proposals on the basis of the exclusion, selection and award criteria as published in these Terms of Reference.
- Decision on selection of consultancy
- Inception meeting with the selected consultancy company

### **Timeline**

Activity	Timeline
Publication of this ToR	April 17
Deadline for submission of proposals*	May 3, 2019
Selection of consultant	May 10, 2019
Start of assignment	May 20, 2019
End date of assignment	December 31, 2019

\* Proposals submitted after the deadline will be returned and will not be considered in the tender procedure.

IDH will reject offers if any illegal or corrupt practices have taken place in connection with the award or the tender procedure.

## 8. Selection criteria

### Grounds for exclusion

1. Tenderers shall be excluded from participation in a procurement procedure if:
  - a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
  - b) they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
  - c) they have been guilty of grave professional misconduct proven by any means which the IDH can justify;
  - d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the Netherlands or those of the country where the contract is to be performed;
  - e) they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity, where such illegal activity is detrimental to the MFA's financial interests.

Tenderers must confirm in writing that they are not in one of the situations as listed above.

2. Tenderers shall not make use of child labor or forced labor and/or practice discrimination and they shall respect the right to freedom of association and the right to organize and engage in collective bargaining, in accordance with the core conventions of the International Labor Organization (ILO).

### Selection criteria

The proposal will be assessed based on the following selection criteria:

Component	Criteria	Max. Grading
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1	<b>Proposal</b>	<p>The extent to which the proposal meets the required quality of services, based on the requirements in Section 7 below;</p> <ul style="list-style-type: none"> <li>- Quality of the proposed methodology &amp; approach</li> <li>- Time-efficiency and geographical coverage of proposed data collection approach.</li> </ul> <p>Expected ease of adopting data collection approach by IDH as well partner companies, without intellectual property rights constraints.</p>	5
2	<b>Track record</b>	<p>The extent to which the consultant presents the required level of expertise and knowledge, based on the requirements in Section 6:</p> <ul style="list-style-type: none"> <li>- Track record in data collection among smallholder populations, especially Sub-Saharan Africa.</li> <li>- Team composition and track record of the consultants</li> </ul>	5
3	<b>Budget</b>	Best price for the proposed level of quality	5

#### **Scoring and weighing for each component**

The evaluation committee will unanimously score each component by assigning scores from 1 to 5, 5 representing optimal performance on the component and 1 representing extremely poor performance on the respective component. Each component will be weighed equally.

## **9. Confidentiality**

The Tenderer will ensure that all its contacts with IDH, with regards to the Tender, during the tender procedure take place exclusively in writing by e-mail to Heidrun Kerl via [kerl@idhtrade.org](mailto:kerl@idhtrade.org). The Tenderer is thus explicitly prohibited, to prevent discrimination of the other Tenderers and to ensure the diligence of the procedure, to have any contact whatsoever regarding the tender with any other persons of IDH than the person stated in the first sentence of this paragraph.

The documents provided by or on behalf of IDH will be handled with confidentiality. The Tenderer will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the Tenderer or its engaged third parties will give IDH grounds for exclusion of the Tenderer, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the Tenderers will be handled with due care and confidentiality by IDH. The provided information will after evaluation by IDH be filed as confidential. The provided information will not be returned to the Tenderer.

## 10. Proposal submission & contact details

IDH reserves the right to update, change, extend, postpone, withdraw or suspend the Terms of Reference, this tender, or any decision with regard to the selection or contract award. IDH is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant. IDH reserves the right to suspend or annul the Tender Procedure at any moment in time.

Participants cannot claim compensation from IDH, any affiliated persons or entities, in any way, in case any of the afore-mentioned situations occur.

By handing in a proposal, participants accept all terms and reservations made in these Terms of Reference, and subsequent information and documentation in this tender procedure.

Consultants are invited to submit their proposals by May 3, 2019 to Heidrun Kerl, [kerl@idhtrade.org](mailto:kerl@idhtrade.org).

For more background information please see [IDH](#).