

APMI Baseline Data Collection
Request for Proposals



The World Poultry Foundation (WPF) is accepting proposals for baseline data collection activities for its APMI program. *This consultancy is ultimately dependent on funding awarded.*

Locations: Sierra Leone, The Gambia

Anticipated Start: November-February 2024 (depending on program rollout)

Submission deadline: August 15, 2023

About the World Poultry Foundation

The WPF is a U.S. based non-profit organization that creates access to poultry inputs for rural households with a focus on women and youth. We work through private companies to develop small poultry enterprises that generate income and provide protein for rural households. We also build capacity through educational programs and training workshops for farmers across the globe with an emphasis on technical training, nutrition, and gender programs for women. **Our mission is to be a catalyst for improving lives globally through the sustainable production of poultry while empowering farmers in developing regions.**

Program Overview - Africa Poultry Multiplication Initiative (APMI)

The African Poultry Multiplication Initiative (APMI) is a unique poultry value chain model that has been implemented in several African countries to catalyze a transformation of rural poultry production by helping to scale private sector delivery efforts, with a special focus on productivity and income growth for rural households. This program empowers rural women to improve the health, nutrition, and the overall livelihood of their households. The APMI also significantly increases overall household income through increased production and reliable offtake of maize and soybean for poultry feed production.

The World Poultry Foundation (WPF) provides technical assistance and guidance to private companies and their partners to: (a) establish a supply of improved genetics of low-input, dual-purpose chicken breeds; (b) scale rearing, multiplication, and day-old chick production systems to service rural communities; (c) establish brooding/mother units (BU's) to properly rear, feed, and vaccinate day-old chicks to reduce early stress and mortality and improve the performance of the birds in the hands of small scale producers; (d) help the companies to recruit and train a network of technical support

Empowering farmers around the world through poultry.

7027 Old Madison Pike, Suite 108, Huntsville, AL 35806 USA worldpoultryfoundation.org

specialists to support the BUs; (e) enable networks of women smallholder farmer groups to purchase 28-day old chicks (DOCs) from the BU's to raise them for meat and eggs, ultimately benefitting their households.

Poultry constitutes an important economic activity for rural farmers even at the subsistence levels. However, while most programs have initially focused on commercial poultry systems – which have largely failed to meet the demand and access needs of the population – the rural poultry activities have been largely ignored and sidelined. This means that rural poultry production operations, which are the ones that would benefit the most, are sidelined. Efforts by governments to increase the importation of poultry products from more productive countries like Brazil and the US is possible, but many do not have the foreign exchange resources to make it adequate, affordable, and accessible for the average household. Even with increased supply, the lack of reliable cold chain distribution systems prevents many of these rural areas from even having access to the products.

The APMI is focused on five main outcomes:

1. **Increased poultry production and productivity** through dual purpose breeds that act and behave similar to local indigenous breeds yet achieve higher outputs (meat and eggs). For example, local breeds will lay on average 45 eggs per year whereby the dual-purpose breeds will lay 160 -180 eggs under the same foraging conditions.
2. **Increased rural household income:** through the increase in productivity, the rural households can monetize the excess production, increasing household income.
3. **Improved household nutrition** through the consumption of high-quality protein (meat and eggs) and consumption of a more diverse diet, (from increased income, #2).
4. **Empower women and youth** – The goal of the APMI is that 75% of the beneficiaries of the program are women and youth (under the age of 24).
5. **Rigorously monitor and improve** – WPF has a robust M&E system to deploy in each country to help track progress towards these outcomes and provide insight on how to improve along the way.

Consultancy Objectives

WPF is seeking a data collection firm to lead data collection activities across two West African countries: Sierra Leone and The Gambia. This partner would be responsible for all aspects of data collection such as recruitment, piloting, training, field oversight, back check surveys, and data cleaning.

Note that while this RFP details activities for baseline data collection, WPF also plans to contract a survey firm to support additional data collection activities planned throughout the APMI program implementation timeline which runs through 2027. Planned data collection activities include an in-person baseline household survey, periodic (annual and/or bi-annual) phone surveys, and an in-person endline household survey. High-quality performance on this first contract would support being awarded the subsequent data collection contracts.

Scope of Work

This RFP is for baseline data collection activities and focused on surveying a random selection of Brooder Units (BUs) and Small-Scale Producers (SSPs) throughout rural areas of each respective country. Exact locations in each country are to be determined based on the planned rollout of the APMI program in each country. Broadly, though, we anticipate surveying across several regions in each country to build a representative sample of participating rural households. Participation in our context means that these households purchase DPP from our in-country company partner. All surveyed households will be customers of the in-country company partner.

The survey focuses on the following topics such as:

- General sociodemographic information such as household composition, income, education, and disability status
- Poultry-rearing experience and poultry performance
- Household diet and nutrition, including poultry & egg consumption
- Intra-household gender dynamics

A more detailed list of key survey indicators is included in Appendix 1. Additional survey design considerations are detailed below:

- Household-level surveys with approximately 1,500 households across each country
- Roughly 20 households included in any one community
- The primary respondent for the survey is meant to be the primary poultry care-taker (typically female)

- Households included will be randomly selected from the sales registers shared through the WPF monitoring system and/or gathered from operational BUs
- Surveys will be conducted on a rolling basis as sales occur, with preference for only visiting a community one time
- The survey is anticipated to be one hour long on average
- Back check surveys should be conducted with approximately 10% of households surveyed to verify data quality, these can be done via phone call follow up
- The survey firm will translate the survey into any relevant local languages, as all reporting documents will be shared by WPF in English
- The survey firm would be responsible for all logistics related to recruitment, training, and field oversight of enumerators
- At least 50% of hired enumerators and enumerator supervisors must be female . All enumerators must have prior experience with this line of work (at least 2 years ideally).
- The survey firm would need to coordinate all field logistics related to transportation, per diems, lodging, and data.
- The survey firm would also be responsible for providing electronic data collection devices as well as coding the survey into the data collection platform CommCare
- WPF will hire a local point person to independently conduct regular spot checks of field survey teams
- The survey firm should plan to meet regularly with WPF management to share bi-weekly updates (field notes) and discuss issues as they arise in the field
- Acquire all necessary local permissions, formal and informal (e.g. IRB, local Headsman, etc).
- A pilot prior to the survey to ensure that that all matters that could arise in the initial survey are dealt with and allow the survey team to properly implement the tool
- The survey firm would be responsible for providing a cleaned, final dataset with any open ended responses translated back to English

Approximate Timeline

We anticipate the following timeline, though it is subject to change:

- September - October 2023: Survey firm selection and contracting
- October - December 2023: Background work
 - Permissions
 - Survey translation
 - Survey coding
 - Survey piloting
 - Logistics planning
- January 2024: Enumerator recruitment, hiring, training, and piloting

- February – March 2024: Survey roll-out & field supervision, including back check surveys
- April 2024: data cleaning, dataset, analysis and field report submitted to WPF with recommendations

How to submit a proposal

All proposals should be sent via email to Maureen Stickel (mstickel@worldpoultryfoundation.org) with the subject line: “Data Collection RFP.”

Proposals should include:

- Company profile
- Technical Proposal
- Financial Proposal
- References

While there is no set length, preference is for concise proposals. Further, documents can be submitted separately or in one file. Any questions can similarly be directed to the same address.

Proposals will be evaluated based on the strength of the technical and financial proposals as well as the depth and relevance of past experiences. Any questions regarding the technical requirements can also be sent to Maureen at the address listed above. Additional criteria for selection outlined below:

- Reasonable costs
- Quality of technical proposal
- Ability of firm to support full scope of work
- Ability of firm to provide thought partnership to WPF
- Relevant staff experience
- Relevant geographic survey experience
- Responsible COVID policies
- Risk mitigation strategies
- Quality of references
- Experience or understanding of agricultural projects, with preference for experience in poultry

Appendix 1: Tentative List of Potential Survey Indicators

- Primary Poultry Caretaker Socio-Demographics
 - Location
 - Household size
 - Number of household members < 5
 - Education
 - Occupation
 - Sex
 - *Disability status (pending advice from local partners)*
 - Self-reported assessment of quality of life (endline)
 - Self-reported assessment of whether APMI made a household better off (endline)
- Poultry Productivity

Note: Poultry productivity metrics such as bird weight, bird mortality, etc. have been heavily studied and are included in our monitoring survey, thus the impact evaluation does not focus on those metrics.

 - Flock size
 - Flock composition (indigenous vs DPP)
 - Egg production in last seven days
 - Egg consumption in last seven days
 - Chicken meat consumption in last seven days
 - Chicken expenses
 - Perception of DPP
- Income & Assets
 - Progress out of Poverty Index (PPI) - based on locally adapted PPI survey
 - Agriculture production
 - Livestock ownership
 - Household income
 - Income from poultry (chicken and eggs)
- Nutrition
 - Food expenditure on key food groups (selected based on input from local partners)
 - Dietary diversity score for respondent and child < 5 (using MDD index), last 24 hours
 - Knowledge of health benefits of consuming chicken and eggs
- Women's Empowerment
 - Female participation in decision-making for household decisions
 - Female ownership of household assets
 - Female participation in decision-making for poultry-related decisions
 - Female ownership of poultry inputs
 - Female community participation
 - Female self-reported life satisfaction