U.S. DEPARTMENT OF AGRICULTURE

CROP-H

Shelter For Life International
Restoring Lives, Rebuilding Communities

Shelter for Life International (SFL)

Cultivating Resilient and Optimal Production-Horticulture (CROP-H) in The Gambia

Midterm Evaluation Terms of Reference for the Recruitment of an Evaluation Firm

July 2026

Name of Implementing/Contracting organization	Shelter for Life International (SFL)
Name of Project	Cultivating Resilient and Optimal Production - Horticulture (CROP-H)
Contract Number	FCC-685-2017/026-00-A
Country	The Gambia, West Africa
Project Duration	2023 – 2028
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Acronyms

CROP-H	Cultivating Resilience Optimization for Productivity in Horticulture
CRR-North	Central River Region North
CRR-South	Central River Region South
CRS	Catholic Relief Services
CSA	Climate Smart Agriculture
DoCD	Department of Cooperative Development
GAWFA	Gambia Women's Finance Association
GHE	Gambia Horticulture Enterprise
GIRAV	Gambia Inclusive and Resilient Agricultural Value Chain Development Project
GSCC	Gambia Start-up Chamber of Commerce
HQ	Headquarters
LIFFT-Cashew	Linking Infrastructure, Finance, and Farms to Cashew
LRR	Lower River Region
M&E	Monitoring and Evaluation
MoTRIE	Ministry of Trade, Industry, Regional Integration, and Employment
NaNA	National Nutrition Agency
NARI	National Agricultural Research Institute
NBR	North Bank Region
NGO	Non-governmental organization
NFSPMC	National Food Security, Processing and Marketing Cooperation
OFSP	Orange Fleshed Sweet Potato
RMF	Regional Marketing Federation
ROOTS	The Resilience of Organizations for Transformative Smallholder Agriculture Project
SME	Small and Medium-sized Enterprises
SOSALASO	The Apex body of the Vegetable Marketing Federation
TARUD	Trust Agency for Rural Development (Gambian NGO)
ToR	Terms of Reference
URR	Upper River Region
USDA	United States Department of Agriculture
WCR	West Coast Region

1. Introduction

1.1 Purpose of the RFP/TOR

The purpose of this Request for Proposals (RFP) Terms of Reference (TOR) is for Shelter For Life International (SFL) to solicit proposals from qualified firms to conduct the midterm evaluation of the Cultivating Resilient and Optimal Production- Horticulture (CROP-H) in The Gambia. It includes the following sections:

- Objectives of the Midterm Evaluation
- Scope of Work
- Evaluation Design
- Fieldwork Tasks and Responsibilities
- General Instructions to Offerors
- Selection Criteria
- Anticipated Deliverables, Payment, and Completion Date

1.2 Overview of the CROP-H project:

The United States Department of Agriculture (USDA) Foreign Agriculture Service (FAS), through its Food for Progress (FFPr) program, awarded Shelter For Life (SFL) a five-year (2023-2028) horticulture value chain project, Cultivating Resilient and Optimal Production - Horticulture (CROP-H) in The Gambia, with an operating budget of 12.39 million US dollars. The project's strategic objectives are:

1) To increase agricultural productivity and stabilize the Gambian horticultural market, while promoting resilient agriculture technologies and techniques; and
2) To expand the trade of agricultural products (domestically, regionally, and internationally, including to the US) through improvements in the trade-enabling environment.

The program is developing and improving the horticulture value chain through the following four program goals:

1) Increase productivity and output,
2) Expand and improve quality exports,
3) Increase farmer employment, and
4) Improve incomes and standards of living for smallholder farmers in The Gambian horticulture sector.

CROP-H is achieving these objectives through eight integrated activities:

Activity 1. On-farm Infrastructure: Construct drip irrigation systems as a component of resilient farming and rehabilitate on-farm irrigation infrastructure to improve water access, water distribution network, water management, and conservation for smallholder farmers.

Activity 2. Training in Improved Agricultural Production Techniques: Demonstrate, and train cooperatives and farmers on Good Agricultural Practices (GAP) and resilient farming techniques using Farmer Field Schools (FFS), coaching, media, and market platforms.

Activity 3. Promotion of Biofortified and Diversified Crops: Collaborate with the National Nutrition Association (NaNA) to promote the use of biofortified crops for consumption, and for sales among all targeted farmers and associations.

Activity 4. Capacity Building Producer Groups/Cooperatives: Engage with farmer cooperatives to build organizational capacity for farming as a business, cooperative management and governance and collective sales process to meet crop production and trade targets.

Activity 5. Grant Support: Provide small grants to cooperatives through an annual application process to increase the uptake of productivity training in Activity 2 and cooperative capacity-building in Activity 4.

Activity 6. Market Access Facilitate Buyer-Seller Relationships: Organize business-to-business (B2B) forums to link cooperatives and processors with buyers in the tourist and hotel industry, exporters and processors, international, regional, and local buyers. SFL is promoting and improving market platforms already being used by the private sector, the government, and other stakeholders. SFL is coordinating with stakeholders to increase platform functionality and usage among project beneficiaries. SFL is integrating practical technology tools in various languages so that farmers can easily update produce stock quantities to efficiently link to transporters and buyers.

Activity 7. Capacity Building: Sanitary and Phytosanitary Standards (SPS) and Improved Policy and Regulatory Framework: Support food safety and quality by: (i) strengthening the institutional and regulatory framework for food quality control and SPS management; (ii) improving key biosafety laboratories; and (iii) supporting US market compliance, such as the National Organic Program (NOP).

Activity 8. Infrastructure Post-harvest Handling and Storage: Develop cold storage solutions to prevent post-harvest losses within the horticulture value chain for products being exported to the US market and zero-energy cool storage chambers (ZECC) constructed using local materials to store produce for a few days before securing sale or transportation.

By the end of the CROP-H project, activities will directly benefit 27,661 individuals and indirectly benefit 193,629 individuals across targeted areas, including the West Coast Region (Brikama), Lower River Region (Mansa Konko, North Bank Region (Kerewan), Central River Region (Janjanbure), Upper River Region (Basse), Greater Banjul Area of The Gambia. Figure 1 provides a map of The Gambia.

Figure 1: Map of The Gambia by Region

Table 1: Estimated LOP Target Beneficiary Groups Breakdown

Beneficiary Group	Number of Individuals	Notes
Resilient and irrigated farms	4,500	Average of 150 farmers spread across 30 sites which through rehabilitation will increase resilience and productivity.
Farmer Cooperative Members	22,055	Farmer members of the 24 cooperatives. Includes estimated number from farmers cooperatives that have several farms within their membership.
Total Smallholder Producers	26,555	The total number of horticultural farmers that are directly benefiting from the project.
People in Government	277	Staff of the ministries of agriculture, trade, and health that have been trained by the project and participate in the field-based activities.
Proprietors and staff of USDA-assisted private sector firms	830	Firms that have received matching or equipment grants and their staff who have received training (such as for organic certification)
Total Targeted Direct Beneficiaries	27,661	Farmers, cooperatives, private sector, government staff and other stakeholders
Total Targeted Indirect Beneficiaries	193,629	Direct beneficiaries' times an average of seven family and other household dependents

2. Objectives of the Midterm Evaluation

According to the USDA Monitoring and Evaluation Policy, the purpose of a midterm evaluation is to "assess progress in implementation; assess the relevance of the interventions; provide an early signal of the effectiveness of interventions; document lessons learned; assess sustainability efforts to date; and discuss and recommend mid-course corrections, if necessary." The CROP-H midterm evaluation will achieve the following objectives:

1. Review and assess progress made toward project performance indicator targets, through data collection, and make recommendations for target amendments, if necessary.
2. Review and assess the impact to date on all beneficiary types in all project areas of the CROP-H project regions.
3. Review and assess the relevance of the project logic and implementation strategies.
4. Assess the validity of assumptions regarding context and project design.
5. Provide recommendations for midcourse corrections, if necessary, or reinforce of efforts for greater overall impact and/or efficiency, based on documented challenges and lessons learned.
6. Provide preliminary answers to overall evaluation questions; and

7. Provide recommendations for the final evaluation, including key issues to focus on and additional data requests.

The audience of this evaluation report are SFL field and headquarter staff, USDA staff, project partners, as well as other interested stakeholders. The evaluation findings are meant to refine, if necessary, the current programmatic implementation and to inform indicators from now until the final evaluation. The learning and data will also be available for future consideration for similar projects now and into the future.

3. Scope of Work

The selected evaluation firm will lead the midterm evaluation, ensuring an independent and objective analysis. The firm will oversee all aspects of the evaluation, including document and literature review, survey implementation, data cleaning and analysis, and final reporting. SFL's Monitoring and Evaluation team will provide relevant project documents for the literature review and comprehensive lists of project beneficiaries and partners, plus some technical oversight, such as review of the data collection tools.

Documents to be analyzed in preparation for the midterm evaluation include the project's evaluation plan, baseline assessment, project semi-annual and monthly USDA reports, the performance indicator table (see Annex 2), and the performance monitoring plan (PMP).

Data collection for the CROP-H midterm evaluation is scheduled to take place from early-September to the end of October 2026 (see Table 7 for the anticipated timeline of all evaluation activities and deliverables). Data collection should cover project activities of intervention areas in the greater Banjul area, West Coast (WCR), North Bank Region (NBR), Lower River Region (LRR), Central River Region (CRR), and Upper River Region (URR) of The Gambia. Results will be used to evaluate project performance against annual and life of project (LOP) targets for all standard and custom performance indicators.

4. Evaluation Design

The evaluation firm will conduct a comprehensive midterm project evaluation using mixed methods and a non-experimental approach to measure project outputs, outcomes, and results to date. Data collection methods will include project document review (e.g., project field reports, semi-annual and monthly to USDA, research and case studies, horticulture value chain studies), quantitative data collection tools, direct field observations of on farm infrastructure and other field activity results and partner company equipment, and surveys of producers, cooperatives, processors and Small, and Medium-sized Enterprises (SMEs). Local enumerators will be contracted by the external evaluator for data collection. The quantitative data will be used to compare project progress concerning the annual performance monitoring reports and inform the final evaluation. Findings and recommendations from this midterm evaluation will be used to confirm the project's ongoing operation plan and make course or activity corrections as needed.

Qualitative data will be gathered through Focus Group Discussions (FGD) with project stakeholders along the horticulture value chain spectrum, such as farmer cooperatives, and processing companies and through Key Informant Interviews (KII) with individual producers, government officials, cooperative leaders, etc. The trained, contracted local enumerators, fluent in local languages will assist the evaluation firm in recording the FGD and KII. Qualitative data will be analyzed using NVivo, Dedoose, or similar qualitative data analysis software program. The qualitative data will be used to determine the relevance to partners and anecdotal results of the project.

The CROP-H midterm evaluation will be designed to consider the following components:

- Contributions to the USDA FFPr Learning Agenda
- Trade and business opportunities for producers, processors, and exporters within the horticulture value chain
- Horticultural production and sales issues, including year-round crop cultivation and farmer market access

Data collected during the midterm evaluation, including information from document reviews, surveys, FGDs, KIIs, and direct observations, will be triangulated to ensure validity and robustness. This involves cross-referencing information from different sources and methods to strengthen the overall evaluation design and provide a comprehensive picture for evidence-based reporting and decision-making.

5. Key Evaluation Questions

5.1 Sample OECD questions:

Key evaluation questions follow the Development Assistance Committee (DAC) of the Organization for Economic Co-operation and Development (OECD) criteria and include the following example questions presented below. These criteria provide a framework used to determine the merit or worth of an intervention and serve as a basis on which evaluative judgments are made.

Table 2: Sample OECD Midterm Evaluation Questions from the Monitoring and Evaluation Plan

Relevance	- How well is the project responding to the existing needs of the target communities? - To what extent was the program and objectives aligned with specific government policies? - Has the intervention responding to changing political, social, economic, environmental, and other changes in The Gambia?
Coherence	- To what extent is the intervention's results complementing results from other interventions addressing the horticulture value chain m, internally and externally?
Effectiveness	- How well is the project accomplishing the goals it originally set out to achieve? - What changes are needed to increase the effectiveness of project activities? - What challenges were faced during implementation and how did the project respond to these challenges? - To what extent are project beneficiaries satisfied with the overall quality of the program?

Efficiency	- How well are financial, technological, and human resources being used to advance the project goals? - Are the outputs and results being achieved within a reasonable period of time?
Impact	- What are the factors that are facilitating the achievement of impacts and what factors are inhibiting? - What unintended outcomes, either positive or negative, were produced?
Sustainability	- What is the probability that the cooperatives and associations will be able to continue activities beyond the life of the project? Why? And what evidence supports this? - How is the project contributing to a lasting impact in households and SMEs? And what evidence supports this? - To what extent can the associations collect their own data (quantitative and qualitative) to make program decisions and course corrections moving forward?
Learning	- To what extent was collected data (quantitative and qualitative) used to make program decisions and course corrections as needed? - What were the lessons learned up to this point of the project by various stakeholders?

5.2 Sample Questions of the USDA Learning Agenda:

The USDA Food For Progress Learning Agenda provides a series of key questions that identify some of the knowledge gaps in the literature on expanding agricultural and trade markets and on the impact of interventions or combinations of interventions. Following are key multifaceted questions of the USDA FFPr Learning Agenda, taken from the CROP-H Monitoring and Evaluation Plan:

Market Systems (Value Creation):

- Question 1: What point in a value chain should be targeted and with what type of interventions, in order to have sustainable impact on value creation? What cultural and demographic factors most affect whether a value chain intervention is effective and sustainable?
- Question 3: Which policies enhance value chains and improve enabling environments? What models of collaboration among local and international actors, including donors, private sector partners, academic institutions, and NGOs, are effective in supporting policy change?

Market Systems (Market Linages):

- Question 14: What are the best linkage models to help small and medium sized producers, traders, and post- harvest market actors, who frequently lack collateral, registration and credit history to access loans or other financial instruments to effectively expand their businesses?

Quality and Standards:

- Question 22: What policies or actions are effective in enforcing food safety standards to ensure public health and nutrition security? What role can various actors, including government, exporters, processors, and the private sector, play to enforce food safety standards to ensure public health and nutrition security?

Risk and Uncertainty

- Question 32: What interventions are effective in reducing risk to encourage the adoption of innovative methods, practices, and technologies.

5.3 Project Market and Trade Questions:

In addition, below are other key sample questions using a similar framework, that are directly relevant to CROP-H objectives of stabilizing the Gambian horticultural market and increasing trade with local, regional, and international markets, including to the US.

- **Relevance:**
    - Does the intervention align with the overarching goals of making The Gambia and the United States safer, stronger, and more prosperous?
    - How are the project interventions stabilizing the Gambian horticultural market?
    - What opportunities is the project pursuing to expand the export of horticultural products to international markets, including the US?
- **Coherence:**
    - How does the project align with the objective of stabilizing The Gambian market?
    - What key areas are the most important to have impact on the project objectives?
    - How can farmers best interact with the project objective of stabilizing The Gambian market?
- **Effectiveness:**
    - Is the intervention achieving its objectives?
    - Is the project delivering the services or activities effectively?
- **Efficiency**:
    - How well are resources used to achieve project objectives?
- **Impact**:
    - What difference does the intervention make on the overall project objectives of stabilizing the Gambian market and expanding markets?
    - How has or will the project impact the market environment to stabilize market systems?
    - How has or will the project impact local, regional, and international trade including to the US market?

- **Sustainability:**
  - Will the changes and impact of the project interventions on the Gambian market last?
  - What is the management ability of the project business partners to maintain the market gains?

6. Data Collection Tools

Table 3 summarizes the tools that will be used during the midterm performance evaluation to collect quantitative and qualitative data. The selected evaluation firm will develop/revise data collection tools, which should be similar to the tools developed for the baseline survey to ensure comparability over time. New questions should be added, where appropriate, to capture project activity implementation and participation. SFL will work in close collaboration with the evaluator to review and finalize all tools before data collection begins.

Collected data will include demographic and regional information; use and access to financial services and data; direct-beneficiary profile information; agricultural capacity; production, volume, and values of vegetable and fruit horticulture commodities and production and sales of high-value horticultural fresh and processed products; number and value of loans accessed by farmers from the cooperatives; and local extension training and information sources and services delivery, horticulture-related digital marketing platform use, as well as other information required for the project indicators. The full list of CROP-H performance indicators and required disaggregates is available in Annex 2.

Table 3: Summary of Data Collection Tools for the Midterm Evaluation

Type of Evaluation	Data Collection Methods and Tools
Performance Evaluation	- Document review of the evaluation plan, baseline assessment, project USDA monthly and semi-annual reports, research, and activity studies, horticulture value chain studies and relevant documents of Gambian government agencies and partner organizations - Farmer survey - SMEs survey - FGDs with farmer cooperatives, marketing platforms and traders, processing companies, and other horticulture value chain actors - KIIs with farmers, relevant government officials, regulatory and policy makers, cooperative leaders, processing and other partner company proprietors, and other relevant value chain actors, SFL staff, and USDA staff, and other relevant NGOs and donor agencies - Direct observations of farm infrastructure, cooperative input grants and processor equipment

6.1 Farmer Survey

The Farmer Survey will gather pertinent data on a key CROP-H intervention group: farmers (also called producers) of horticultural produce, with information including the area and crops cultivated, primary markets and involvement and results of CROP-H activities. 4

To collect the data related to project activities and the results indicators of the revised Indicator Table, the survey may include the following elements:

- Horticulture crops grown and yields
- Good agriculture practices (GAP) knowledge and adoption
- Project support, such as irrigation and other infrastructure, cooperative distribution of input grants to farmers, GAP training, on-site mentoring, etc.
- Loans and access to finance
- Household food insecurity and behavior change of consumption of highly nutritious crops
- Access to horticulture markets, transportation, and buyers
- Sanitary and Phytosanitary (SPS) measures
- Knowledge, attitudes, and practices related to horticulture production choice
- Horticulture-specific data (market access, value, and volume of sales, etc.)

Primary sampling unit: Horticultural Farmer

Stratified by: Farmers within the intervention areas of the six regions of The Gambia, including but not limited to the 30 targeted farms (resilient and rehabilitated infrastructure) and other farmers reached through the Farmer Field School step down training, and the CROP-H input grants distributed by the 24 farmer cooperatives.

Analysis: Data will be uploaded to quantitative software, such as Excel, R, or Stata, for analysis. Performance data will be collected to understand the project's results over time. The midterm evaluation design, sampling, and analytical approaches will be determined by the evaluation firm, with input from the SFL M&E team.

6.2 Small and Medium-sized Enterprises (SMEs) Survey

The SMEs survey will target agribusinesses including processors, exporters, input suppliers, and other companies impacted by the CROP-H input or cash grants, training, and other project activities. A relevant list of these stakeholders will be provided to the evaluation firm. The main purpose of this survey is to assess the impact of various project interventions in terms of the SMEs' linkages to farmers and their horticultural produce and products, increased market access and ultimately on the SMEs' viability in terms of value and volume of sales and growth. This survey will cover the following sections:

A: Background of SMEs

B: CROP-H project interventions and capacity building

C: Access to finance

D: Market access and linkages, and product export

E: History of value and volume of sales

E: Viability of business

6.3 Focus Group Discussions (FGD)

Protocols and topics for FGDs will be established according to the particular group being interviewed (farmer cooperatives and farm groups, market platforms, processors, traders, etc.). For example, a FGD of farmer-based organizations will elicit information and opinions on increasing agricultural productivity by increasing the availability of essential resources, such as improved farming inputs, upgrading on-site infrastructure, facilitating access to finance, and training farmers on modern agricultural techniques and technologies and improving farm management. They may also provide their general perceptions of the project. This will provide an opportunity to understand what should be continued and how the project can improve farmer-focused activities. Data generated by FGD will be transcribed and analyzed to provide context and in-depth information that explores the range of views and opinions of participants.

FGD Selection: FGD participants will be selected via purposive sampling techniques. Each focus group should consist of 6-12 participants. Depending on cost, time, and other possible constraints such as availability of selected participants, the external evaluator will decide on the actual number of FGDs per region to reach saturation.

Analysis: Data will be analyzed using a combination of qualitative analysis techniques, including keywords-in-context, domain analysis, taxonomic analysis, conversation analysis, and discourse analysis. While most FGD analysis focuses on the group as the unit of analysis, it is also important to pay particular attention to information about which individual participant responds to each question, the order in which each participant responds, response characteristics, and the nonverbal communication that could be used to identify themes and issues within the group.

6.4 Key Informant Interviews (KII)

The external midterm evaluation team will conduct a set number of key informant interviews (KII). These include KIIs with master farmers, cooperative leaders, proprietors of private sector companies, government officials, and other ministerial regulatory and policy makers. For example, it is critical to include key government ministries' officials in understanding current trade and SPS policies affecting the horticulture trade sector and their level of engagement with CROP-H. USDA staff from Washington DC and Dakar are also considered key informants and it also may be appropriate to include interviews with other organizations working in the horticulture sector in The Gambia to enable SFL to benchmark their work against that of others in the sector.

Interview Selection and Method: With input from CROP-H staff, a purposive sample of key informants will be identified, in addition to several alternate informants in the event of absence. KII will use a semi-structured interview protocol to facilitate qualitative assessment. This method of inquiry combines a pre-determined set of open questions (questions that prompt focused discussion) with the opportunity for the interviewer to explore specific themes or for the interviewee to respond further. It also allows participants to discuss and raise issues that may not have been considered in more structured surveys.

The M&E team and midterm evaluation team will determine the minimum number of KIIs to be conducted within each region, distributed among targeted horticulture value chain actors. They will result in a minimum number of total interviews that will be analyzed to create substantive indicator metrics across these value chain participants.

Analysis: Qualitative KII will employ both open-ended questions, to which respondents could include perceptions and attitudes associated with the project, and indicator-specific questions, asking respondents to consider project impact on their areas of business or expertise and project influences on key indicators. Qualitative responses will be analyzed by software, such as NVivo or Dedoose, to organize, analyze, and learn insights from the interview's unstructured data.

6.5 Direct observations of on-farm infrastructure and processor equipment

The external evaluation team members will observe key infrastructure sites, which will include drip irrigation, boreholes, and greenhouses and the processor equipment procured through project grants. This will allow data to be collected that documents the infrastructure changes affected by CROP-H and the impact of these infrastructure improvements to productivity.

Observation Selection: With the input and advice of CROP-H staff, a purposive sample of key infrastructure and equipment sites will be identified. These observations will use a basic analysis rubric to facilitate a general and specific assessment of the procurement and use of the infrastructure and equipment. The M&E team and midterm evaluation team will determine the minimum number of observations to be conducted in each region. These direct observations will be analyzed to understand the underlying logic of the types and location of on-farm infrastructures and the procurement of equipment and their completion level at the project's midway point and their observable impact.

Analysis: Data collected from the observations will be compiled to provide assessment and use of the various infrastructure sites. This will allow project activity impact on relevant indicators to be evaluated in both general and specific ways. Data will be uploaded on relevant software, such as to organize, analyze, and record information and insights related to the observations.

7. Sampling Strategy

The evaluation firm will need to adopt a comprehensive strategy to determine the appropriate sample sizes for the midterm evaluation that should mirror the strategy used for the baseline assessment. This strategy includes stratifying the population by region and respondent type. The population should be divided based on the six regions: Lower River Region (LRR), North Bank Region (NBR), West Coast Region (WCR), Central River Region (CRR) south and north, Upper River Region (URR), and the Greater Banjul Region. Further stratification will occur within each region based on project participant/respondent type. The following tables present the surveys and KII conducted during the baseline evaluation.

Horticultural Producers Surveyed

	REGION						
DISTRICT	CRR	KMC GBA	LRR	NBR	URR	WCR	TOTAL
1. CRR North	40	0	0	0	0	0	40
2. Niani	40	0	0	0	0	0	40
3. Lower Fuladu West	20	0	0	0	0	0	20
4. Foni Berefet	0	0	0	0	0	17	17
5. Jarra Central	0	0	20	0	0	0	20
6. Jarra East	0	0	20	0	0	0	20
7. Kiang Central	0	0	20	0	0	0	20
8. Kiang West	0	0	40	0	0	0	40

DISTRICT	REGION						
	CRR	KMC GBA	LRR	NBR	URR	WCR	TOTAL
9. Bakau Horticultural Garden mile	0	48	0	0	0	0	48
10. New Jeshwang Garden	0	38	0	0	0	0	38
11. Old Cape Road Bakau	0	40	0	0	0	0	40
12. Old Jeshwang Garden	0	33	0	0	0	0	33
13. Kerr sering	0	24	0	0	0	0	24
14. Kantora	0	0	0	0	40	0	40
15. Sandu	0	0	0	0	20	0	20
16. Tumana	0	0	0	0	20	0	20
17. Wulli west	0	0	0	0	20	0	20
18. Sabach Sanjal	0	0	0	20	0	0	20
19. Lower Badibu	0	0	0	20	0	0	20
20. Lower Nuimi	0	0	0	20	0	0	20
21. Upper Badibu	0	0	0	20	0	0	20
22. Upper Niumi	0	0	0	20	0	0	20
TOTAL	**100**	**183**	**100**	**100**	**100**	**17**	**600**

Key Informant Interviews (KIIs)

Respondent Type	Total
Producer cooperative / federation leaders	**4**
Processors and related enterprises	**3**
Financial institutions	**2**
Traders and Exporters	**1**
Trade associations / Civil Society	**4**
Government of The Gambia	**11**
I/NGOs	**3**
USDA staff -Washington DC	**1**
SFL staff - The Gambia and US	**2**
Total	**31**

In addition, the baseline evaluation consultants conducted 12 Focus Groups Discussions (FGD) and 91 infrastructure observations throughout the six regions. Quota sampling will be employed for farms, with particular focus on the 30 farms (resilient farms with the total package of project interventions and the rehabilitated farms that have upgraded irrigation systems and some with boreholes and greenhouses). Quotas will be assigned for each region based on the number of resilient and rehabilitated farms and other structures such as the cold storage units, and project support entities such as the farmer cooperatives, in each of the areas, and a proportionate sample size for each region will be allocated accordingly.

8. Inception Report

In consultation with the SFL M&E team, the external evaluator will prepare an evaluation Inception Report, to be completed prior to the start of data collection and reviewed by SFL and USDA, if required. To complete the Inception Report, the evaluation firm will need to:

- Review project documents (including the baseline assessment report, project semi-annual and monthly USDA reports, the CROP-H production and partner studies, the Performance Monitoring Plan (PMP), Performance Indicator Table, Plan of Operations, and other relevant project documents).
- Review relevant USDA documents and policies, including the Monitoring and Evaluation Policy[1], FFPr Learning Agenda, and the USDA-FFPr Indicator Handbook[2].
- Finalize the methodology, including the sampling protocols, sampling technique, and sample sizes for quantitative and qualitative data collection.
- Create the midterm evaluation data collection tools, data analysis plans, and quality assurance plan.
- Finalize the outline and content structure of the final evaluation report.
- Prepare a detailed work plan, including a timeline for the execution of the evaluation tasks, to be outlined in the Inception Report.

9. Fieldwork Tasks and Responsibilities

The evaluation firm will have principal responsibility for the following tasks:

1. Planning and coordinating logistics for data collection in accordance with the evaluation design.
2. Drafting the data collection tools, incorporating feedback into questionnaires, and finalizing and reproducing survey instruments.
3. Developing enumerator training manuals and survey implementation documentation, including enumerator supervision manuals.
4. Hiring a field team of qualified data collection supervisors and enumerators, and organizing the data collection logistics
5. Training and orienting enumerators and supervisors of the data collection team.
6. Conducting a pilot survey in one region and revise the questionnaire and other data collection tools based on the pilot findings as needed.
7. Carrying out the fieldwork using own transportation including for the farmer and other surveys, key informant interviews, and focus group discussions. Fieldwork will take place in the selected intervention areas of the West Coast Region (WCR), Lower River Region (LRR), North Bank Region (NBR), Central River Region (CRR), Upper River Region (URR), and the Greater Banjul Region. The evaluation firm is tasked with proficiently organizing and securing a representative sample of all key stakeholders, ensuring coverage and representation throughout the project areas and activities.

[1] https://www.fas.usda.gov/sites/default/files/2019/evalpol.pdf
[2] https://www.fas.usda.gov/programs/resources/guidance-food-aid-program-standard-indicators

10. Data Analysis and Reporting

The evaluation firm will produce descriptive statistics to analyze results using statistical software (e.g., R Stata, or other software), disaggregating data by predefined categories as outlined in the Performance Monitoring Plan (PMP). The insights derived from qualitative data will play a crucial role in evaluating the project's relevance and alignment.

Both quantitative and qualitative data will be used to confirm the CROP-H implementation plan and to make course corrections, as needed. In addition, the analysis should include testing for significant differences between the baseline and midline, using for example, simple paired t-testing, to determine if the difference between the averages (means) of the same groups of respondents is genuinely significant or just occurred by random chance. The Wilcoxon Signed-Rank Test could be used to analyze the median of the difference scores and accounts for both the direction and magnitude of the change.

The evaluation firm will be responsible for the following:

- Entering, cleaning, synthesizing, analyzing, and interpreting data from both qualitative and qualitative surveys and protocols.
- Consolidating beneficiary-based outcomes of survey data into a database. Ensuring anonymity of data, human subject research concerns (Do No Harm - dignity, rights, safety, and privacy concerns), and confidentiality.
- Holding weekly status calls with the SFL M&E team, providing specific information on progress to date and resolution of issues.
- Presenting initial findings and recommendations to the CROP-H M&E team and to USDA for feedback.
- Preparing a draft midterm evaluation report in Word.
- Preparing a revised final report (in Word), that incorporates feedback provided by SFL and USDA.
- Once approved, submitting a final publishable report in English to SFL.
- Providing a presentation of the midterm evaluation findings to USDA.
- Providing the midterm evaluation data and information collected to SFL. Data and information deliverables include all knowledge, information, and data (structured and unstructured), and the data analyses.
- Providing SFL all the documents related to the evaluation (filled questionnaires, electronic versions of the collected data, transcripts, coded qualitative (interview/focus group) data, training manual, fieldwork logs, etc.).

The evaluation firm must be committed to maintaining the confidentiality of individuals throughout the entire data collection and analysis process. All survey data is considered confidential and will remain the exclusive property of SFL. All hard and soft copies of original survey sheets, training participant sheets, meeting notes, and travel authorization forms are to be submitted as part of the final report.

Without the explicit written consent of SFL, no data or other information obtained from this midterm evaluation will be disclosed to third parties. Following the completion of the project, but before the return of all data and questionnaires to SFL, the evaluator will refrain from deleting any information or materials associated with the evaluation.

11. General Instructions to Offerors

Offerors wishing to respond to this Request for Proposals (RFP) TOR must submit proposals in accordance with the following instructions:

1. Offerors must review all instructions and specifications contained in the RFP. Failure to do so will be at the offeror's risk. Issuance of this RFP in no way obligates Shelter For Life to award a contract.
2. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal, and SLF shall in no case be responsible or liable for these costs.
3. Submission to SFL of a proposal in response to this RFP does not constitute an offer but indicates the offeror's agreement to the terms and conditions of this RFP and any attachments. SFL reserves the right not to evaluate a non-responsive or incomplete proposal.

11.1 Submission Requirements

Proposal Submission Deadlines: Proposals must be received no later than the date and time indicated on the cover page of this RFP. Late submissions will not be accepted; however, SFL may request additional documentation after the bid deadline, which will not count against the offeror. SFL will review all submitted proposals and may conduct in-person or remote interviews with offerors under consideration. Proposals must be submitted via e-mail to Info@shelter.org, with the subject line of "**CROP-H Midterm Evaluation**", and the company or organization name of the submitting entity.

Proposal Structure and Required Documentation: Offerors must submit two sets of proposals in separate files and labeled clearly: 1. Technical Proposal and 2. Cost Proposal.

Submissions must be in English. Each proposal should be typed in 12-point Arial or Times New Roman font and single-spaced. All pages must be numbered, and the RFP reference number and name of the company or organization must be included on each page. The proposal submission should include each of the following sections in the specific order listed below:

Technical Proposal: The technical proposal shall include:

Section 1: Organization Information:

The offeror shall list the legal name and authorized contact, including address, phone number, and email proof of registration (attach the copy of registration certificate). Briefly describe the organization's or company's history, vision/objectives, legal/registration status, and structure. This section should also state the legal status in The Gambia, if applicable.

Section 2: Analysis and Proposed Approaches/Methodologies:

Describe the underlying assumptions, conditions, and constraints that will inform the offeror's approach and guiding principles to this midterm evaluation. Describe the proposed approaches and methodologies for addressing evaluation questions. Describe the proposed sampling methods for data collection.

This section should include information on how both quantitative and qualitative data will be collected, compiled, and analyzed, including the software to be used and the analytical approach taken (e.g., whether inductive or deductive coding be used for qualitative analysis). The perceived risks need to be explained and proposed actions to mitigate them. This should also outline any ethical considerations, including issues of consent and plans for protecting human subjects.

<u>Section 3: Work Plan</u>:

The offeror is to propose an activity-based work plan consistent with the timeline, technical approach, and methodology. It should highlight key activities of these TOR that will be completed during the midterm evaluation and which the offeror is encouraged to expand upon. The work plan should be in the Gantt chart style. Table 3 below provides an example, and the offeror can modify activities and phases according to their process.

Table 3: Illustrative evaluation activity work plan

Activity Milestones	**Week 1** **Aug 28**	**Week 2** **Sept 4**	**Week 3** **Sept 14**	**Week 4** **Sept. 28**	**Week 5** **Oct. 15**	**Week 6** **Oct. 23**	**Week 7** **Oct. 27**	**Week 8** **Oct. 30**
Phase I – Preparation								
Submit draft Inception Report								
Submit Inception Report								
Work Plan Development								
(Etc. as proposed by offeror)								
Phase II – Research and Data Collection								
Work Plan approval								
Preparations and Training								
Field work (surveys)								
Field work (discussions, interviews)								
Data analysis								
Drafting of report								
Demobilization								

Activity Milestones	Week 1 Aug 28	Week 2 Sept 4	Week 3 Sept 14	Week 4 Sept. 28	Week 5 Oct. 15	Week 6 Oct. 23	Week 7 Oct. 27	Week 8 Oct. 30
(Etc. as proposed by offeror)								
Phase III – Analysis and Reporting								
Writing Draft Midterm Report								
Submit Draft Midterm Report								
Virtual Event/Workshop								
(Etc. as proposed by offeror)								

Section 4: Technical Experience and Past Performance References:

The offeror needs to summarize the company or organization technical capacity to conduct monitoring and evaluation in general, with a particular focus on evaluation and complex sample surveys. The offeror should also include details of contracts, grants, or cooperative agreements related to similar assignments carried out within the last five years. Reference information must include the location, a brief description of the scope of work and scale of evaluation work performed, and a current contact phone number of a knowledgeable representative of the organization. SFL reserves the right to contact these projects as past performance references during selection. In addition, please include at least two relevant references.

Section 5: Personnel and Team Composition:

The offeror shall list and briefly describe the proposed evaluation team's names, qualifications, and functions. This must include at least two key personnel – a Team Leader and at least one Senior Expert/Analyst. The Evaluation Team Leader must meet the qualifications and experience described in Annex 3: Evaluation Team Composition. The skills and qualifications for other key personnel are subject to the offeror's discretion. A Curriculum Vitae (CV) of all key personnel (not to exceed 5 pages for each) must be included as an annex.

Section 6: Proposed Level of Effort:

The offeror shall propose the total number of person-days required at that skill level to fulfill each of the evaluation activities. (For example, if 12 enumerators will work for 10 days on data collection, then 12 people x 10 days = 120 person-days). The offeror should use their work plan as a guide; see Table 2 for an example.

Table 4: Illustrative schedule of Level of Effort

Activity Milestones	Team Leader	Senior Experts	Senior Analyst(s)	Junior Field Staff
Phase I – Preparation				
Inception Meeting	*## person-days*	*## person-days*	*## person-days*	*## person-days*
Inception Report				
Work Plan Development				
(Etc. as proposed by offeror)				
Phase II – Data Collection				
Work Plan approval				
Preparations and training				
Field work (surveys)				
Field work (discussions, interviews)				
Data analysis				
Drafting of report				
Demobilization				
(Etc. as proposed by offeror)				
Phase III – Analysis and Reporting				
Writing Draft Evaluation Report				
Submit Draft Evaluation Report				
Virtual Event/Workshop				
(Etc. as proposed by offeror)				
TOTAL DAYS:				

The proposal includes the following annexes:

- **Annex 1: Registration:**
  A photocopy of the organization's registration certificate
- **Annex 2: Key Personnel:**
  CVs of key personnel (not to exceed 5 pages per person). Other CVs may be included for reference.
- **Annex 3: Sample Technical Reports:**
  One or two examples of relevant reports or deliverables. Sample deliverables should be authored by key personnel named in the offeror's proposal.

Financial Proposal

The offeror should present a financial proposal of expenses within the fixed price contract, such as of the following item, and a narrative on the analyses behind the estimates. The financial proposal should include:

- Level of effort: Includes key personnel for technical assistance, data collection, data entry, and analysis (e.g., staff, enumerators, supervisors, drivers).
- Per diem and travel: Includes daily costs for lodging and meals and incidental expenses during the training and during fieldwork, mode of transportation, vehicle rental, and gas.
- Printing: Includes survey questionnaires (if applicable), other assessment tools, reports.
- Communications: Includes costs such as phone credit for communications and the internet.
- Consumable supplies: Including paper, pens, bags, and other materials for field work
- Training costs
- Other relevant costs
- Cost quoted must include unit price and total price in USD.

The offeror will include a table with the suggested payment schedule for deliverables under this RFP in the financial proposal (see Table 7 for percentages).

12.Selection Criteria

Proposals must clearly demonstrate alignment with the scope of work with adequate detail. A Proposal Evaluation Committee designated by SFL will review the technical and financial proposals, assess, score, and rank them according to the technical (Table 5) and financial (Table 6) evaluation criteria shown in the tables.

The proposals will be scored according to the points shown for each criterion. The technical proposal will carry a 90% weight (Technical Pass Mark is 50%), and the financial proposal will carry a 10% weight. As a part of the evaluation process, the bidder may be interviewed/asked for a presentation on the submitted proposal by the Proposal Evaluation Committee.

12.1 Technical Proposal Criteria

The technical proposal criteria and allocated points are summarized in Table 5 below.

Table 5: Technical evaluation criteria

No.	Technical Criteria	Points
1	**Team Composition (composed of 1a, 1b, 1c, 1d)**	**30**
1a	Company or Organization has a minimum of five years of demonstrated experience in designing and conducting evaluations and similar studies of agricultural, trade, and market systems activities. Experience working in The Gambia or in West Africa, and with horticulture value chains.	**5**

No.	Technical Criteria	Points
1b	Knowledge of USG (USDA preferred) performance monitoring systems, conducting evaluations or assessments preferably for horticulture/agriculture value chains.	**5**
1c	Team Leader and Other Team Members with previous experience in similar assignments in The Gambia, or West Africa as described in this scope of work.	**15**
1d	Verified references	**5**
2	**Technical quality related to Survey Design/ Approaches/ Methodologies, Data Collection, Data Analysis and Findings (composed of 2a, 2b, 2c)**	**45**
2a	Appropriateness and quality of proposed approaches/methodologies related to assessment design, sampling, data collection protocols and tools, etc.	**30**
2b	Demonstrated experience managing multiple datasets (using existing data and gathering new data)	**5**
2c	Experience with data analysis and extracting key findings, conclusions and recommendations, and reporting.	**10**
3	**Planning and Management**	**10**
3a	Proposed work plan activities and timeframe.	**10**
	Total technical points (1 + 2 + 3)	**85**

11.2 Financial Proposal Criteria

The financial proposal shall include a calculation of total compensation based on the level of effort described and the daily rates proposed for the various positions. All other direct costs (e.g., travel, logistics, materials, etc.) will be negotiated with the offeror after selection based on the level of effort (LOE) and daily rate criteria. The financial evaluation criteria and allocated points are detailed in Table 6.

Table 6: Financial evaluation criteria

No.	Financial Evaluation Criteria for Selection	Points
1	Sufficiency, reasonableness, and accuracy of detailed expenditures including per unit cost, with budget per unit clearly defined in USD.	**10**
2	Budget explanation and justification of costs.	**5**
	Total financial points (1 + 2)	**15**

11.3 Contract Award

Shelter For Life will review all technical and financial proposals and select an awardee based on the above evaluation criteria. It will select the offeror whose technical proposal represents the best value to the CROP-H project. SFL may exclude an offer from consideration if it determines that the technical proposal is “not responsive”, meaning that it did not adequately respond to the requirements of these RFP Terms of Reference.

The financial proposal will be primarily evaluated for realism and reasonableness. SFL may make an award to a higher-priced offeror if it determines that the offeror's higher technical evaluation merits the additional cost. SFL may also exclude an offer from consideration if it determines that an offeror is "not responsible," i.e., that SFL feels the company or organization does not have the management and/or financial capabilities required to perform the work required. The initial offer should contain the offeror’s best price and technical terms.

13. Anticipated Deliverables, Payment, and Completion Date

Deliverables under this contract are internal to the offeror, SFL, and USDA unless otherwise instructed by SFL. Deliverables will be submitted electronically to the assignment point of contact, to be determined upon award, and Table 3 details some key activities that SFL expects will be completed for this Midterm Evaluation.

Upon award of any subcontract, the primary contractor will be responsible for the deliverables that will be submitted to SFL. Upon approval of a deliverable and invoice by SFL, payment will be made within 30 calendar days. Please note that payment will be based on the evaluator’s completing specific deliverables and SFL’s approval of each deliverable. The deliverables and associated payment schedule may be adjusted based on an agreement between SFL and the selected evaluation firm.

Table 7: Illustrative schedule of activities and deliverables

Activities	Estimated Time/ Due Date	Deliverable	Amount (% of Total)
1. RFP posted	Week 1 (July 3rd)		
2. Proposal due	Week 5 (Aug. 3rd)		
3. Evaluator selected and contract signing	Week 6 (Aug. 14th)	Executed contract	
4. Initial meeting with SFL team to answer questions, clarify logistical and administrative procedures for the assignment, and address any other business	Week 6 Aug.14th)		
5. CROP-H provides project-related documents for desk review, including the USDA MEL Policy, USDA Food for Progress Indicators and Definitions Handbook, Project-Level Results Framework, Project M&E Plan, Evaluation Plan Outline, Performance Monitoring Plan, PIRS and other relevant project- level studies/assessments	Week 6 (Aug. 14th)		

Activities	Estimated Time/ Due Date	Deliverable	Amount (% of Total)
6. Submit draft Inception Report including a summary of the agenda and conclusions of the inception meeting and an updated work plan. The inception report will include the Midterm Evaluation Plan including (1) Introduction section with Project Context, Project Description, and Purpose of Evaluation, (2) Methodology section with Evaluation Questions, Evaluation Design, Sample and strata, Data Collection methods, questionnaires, and instruments, (3) Data Analysis Plan, (4) Management Plan with training and data collection logistics plan, training plan for enumerators	Week 8 (Aug. 28th)	Submit draft Inception Report	
7. Approval of Inception Report from SFL and USDA	Week 9 (Sept. 4th)	SFL approved Inception Report	30%
8. Enumerator selection and training of at least two days of classroom-based content and skills review and plus pilot testing questionnaires, materials, etc. for data collection or facilitation positions (survey enumerators, interviewers, discussion facilitators, etc.). The offeror should propose a sufficient length of training to complete the evaluation. Training content should cover CROP-H project and purpose of the midterm evaluation, the survey/ interview/discussion; questionnaire content; confidentiality and Do No Harm considerations (in line with SFL and USDA policies); use of mobile data collection applications; and interviewing skills.	Week 11 (Sept. 14th)		
10. Field work, including the observations, the surveys and FGDs and KIIs.	Weeks 11, 12 and 13 (Sept. 14th, Sept. 21st, and Sept. 28th) finish by 30th		
11. Provide weekly updates on survey field work, FGDs and KIIs,	Ongoing throughout fieldwork		

Activities	Estimated Time/ Due Date	Deliverable	Amount (% of Total)
12. Organize, manage, and consolidate survey data, FGDs, KIIs, direct observation data and information electronically, beginning during data collection. This deliverable will also include separate analysis files with their calculations for relevant survey indicators and all required disaggregates that will be submitted to SFL as well as the raw data. Ensure security and confidentiality of data, Do No Harm (safety and privacy) in information management and transmission activities. All information and data collected during fieldwork is to be delivered to CROP-H in well documented, easily accessible, comprehensive, and clear means.	Week 10 to week 13 (Sept. 28th)	Approved preliminary data set and reference master list	20%
13. Submit Draft Evaluation Report following the outline in Annex 24: Midterm Evaluation Report Outline. The complete Midterm Evaluation Report Template will be provided upon award. The Report will be professionally formatted, free of personally identifiable information (PII), and free of proprietary information.	Week 15 (Oct. 15th)	Approved Draft Evaluation Report	30%
14. Offeror receives feedback on Draft Midterm Evaluation Report from SFL and USDA.	Week 16 (Oct. 23rd)		
15. Present results in Virtual Event/Workshop to SFL team and representatives from USDA. The offeror will present key findings, conclusions, and lessons learned from the evaluation. Input from participants can be used to revise Draft Midterm Evaluation	Week 17 (Oct. 27th)		
16. Revise draft and submit Final Midterm Evaluation Report. The Report will be submitted to USDA for review and publication in accordance with the USDA Monitoring and Evaluation Policy. SFL will sign and return the USDA public evaluation disclosure statement with the final version of the Evaluation Report. Copies will be distributed via email to partners and key stakeholders. Hard copies will be published and delivered to USDA's designees upon request.	Week 17 (Oct. 30th)	Approved Final Midterm Evaluation Report	20%

14. Certification of Independent Price Determination

(a) The offeror certifies that:

(1) The prices in this offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other offeror, including but not limited to subsidiaries or other entities in which offeror has any ownership or other interests, or any competitor relating to (i) those prices, (ii) the intention to submit an offer, or (iii) the methods or factors used to calculate the prices offered.

(2) The prices in this offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror, including but not limited to subsidiaries or other entities in which offeror has any ownership or other interests, or any competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated or competitive solicitation) unless otherwise required by law; and

(3) No attempt has been made or will be made by the offeror to induce any other concern or individual to submit or not to submit an offer for the purpose of restricting competition or influencing the competitive environment.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory—

(1) Is the person in the offerors organization responsible for determining the prices being offered in this bid or proposal, and that the signatory has not participated and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; or

(2) (i) Has been authorized, in writing, to act as agent for the principals of the offeror in certifying that those principals have not participated, and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; (ii) As an authorized agent, does certify that the principals of the offeror have not participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above; and (iii) As an agent, has not personally participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above.

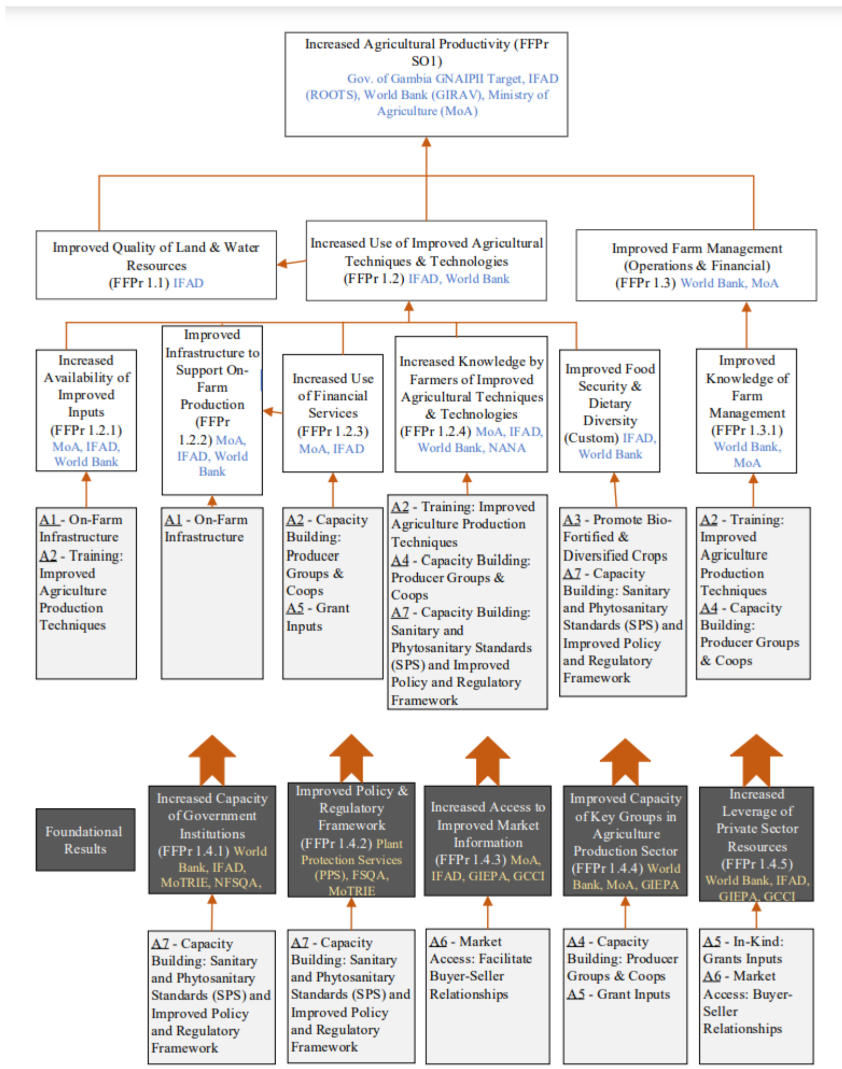
(c) Offeror understands and agrees that –

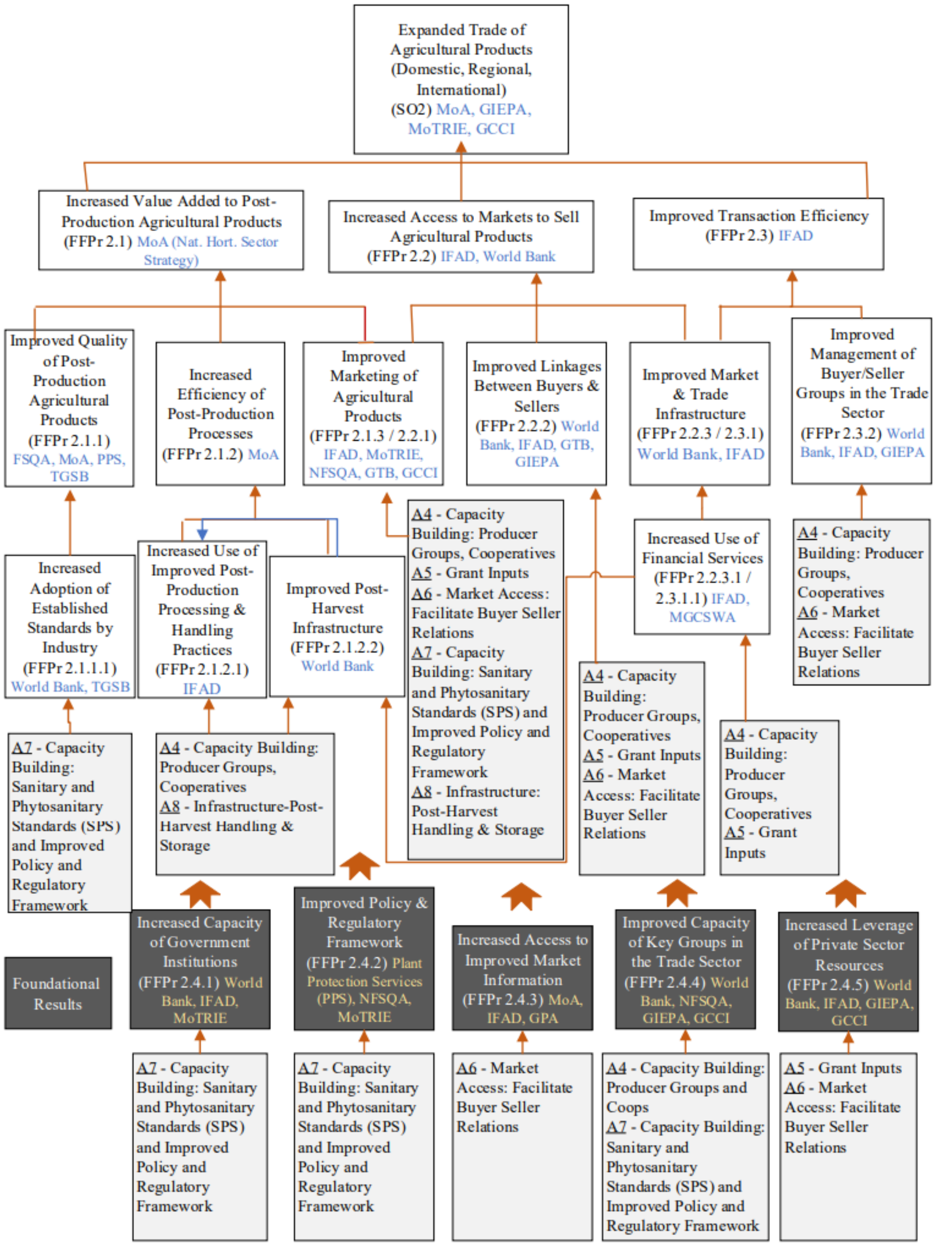
(1) violation of this certification will result in immediate disqualification from this solicitation without recourse and may result in disqualification from future solicitations; and

(2) Discovery of any violation after award to the offeror will result in the termination of the award for default.

Annex 1: CROP-H Results Framework

The Project Level Results Framework below provides a graphic representation of the project logic, the strategy to achieve project goals that are grounded in sound cause-and-effect relationships. To achieve the project goal, CROP-H will target both FFPr Strategic Objectives 1 and 2. Under SO1 the project will address Results Streams 1.1 (Improved Quality of Land and Water Resources), 1.2 (Increased Use of Improved Agricultural Techniques and Technologies), 1.3 (Improved Farm Management (Operations and Financial) as well as all Foundational results 1.4.1 to 1.4.5. Under SO2, CROP-H plans to address Results Streams 2.1 (Increased Value Added to Post-Production Agricultural Products), 2.2 (Increased Access to Markets to Sell Agricultural Products), and 2.3 (Improved Transaction Efficiency) as well as all Foundational results 2.4.1 to 2.4.5.




Expanded Trade of Agricultural Products (Domestic, Regional, International) (SO2) MoA, GIEPA, MoTRIE, GCCI
Increased Value Added to Post-Production Agricultural Products (FFPr 2.1) MoA (Nat. Hort. Sector Strategy)
Increased Access to Markets to Sell Agricultural Products (FFPr 2.2) IFAD, World Bank
Improved Transaction Efficiency (FFPr 2.3) IFAD
Improved Quality of Post-Production Agricultural Products (FFPr 2.1.1) FSQA, MoA, PPS, TGSB
Increased Efficiency of Post-Production Processes (FFPr 2.1.2) MoA
Improved Marketing of Agricultural Products (FFPr 2.1.3 / 2.2.1) IFAD, MoTRIE, NFSQA, GTB, GCCI
Improved Linkages Between Buyers & Sellers (FFPr 2.2.2) World Bank, IFAD, GTB, GIEPA
Improved Market & Trade Infrastructure (FFPr 2.2.3 / 2.3.1) World Bank, IFAD
Improved Management of Buyer/Seller Groups in the Trade Sector (FFPr 2.3.2) World Bank, IFAD, GIEPA
Increased Adoption of Established Standards by Industry (FFPr 2.1.1.1) World Bank, TGSB
Increased Use of Improved Post-Production Processing & Handling Practices (FFPr 2.1.2.1) IFAD
Improved Post-Harvest Infrastructure (FFPr 2.1.2.2) World Bank
A4 - Capacity Building: Producer Groups, Cooperatives A5 - Grant Inputs A6 - Market Access: Facilitate Buyer Seller Relations A7 - Capacity Building: Sanitary and Phytosanitary Standards (SPS) and Improved Policy and Regulatory Framework A8 - Infrastructure: Post-Harvest Handling & Storage
Increased Use of Financial Services (FFPr 2.2.3.1 / 2.3.1.1) IFAD, MGCSWA
A4 - Capacity Building: Producer Groups, Cooperatives A6 - Market Access: Facilitate Buyer Seller Relations
A7 - Capacity Building: Sanitary and Phytosanitary Standards (SPS) and Improved Policy and Regulatory Framework
A4 - Capacity Building: Producer Groups, Cooperatives A8 - Infrastructure-Post-Harvest Handling & Storage
A4 - Capacity Building: Producer Groups, Cooperatives A5 - Grant Inputs A6 - Market Access: Facilitate Buyer Seller Relations
A4 - Capacity Building: Producer Groups, Cooperatives A5 - Grant Inputs
Foundational Results
Increased Capacity of Government Institutions (FFPr 2.4.1) World Bank, IFAD, MoTRIE
Improved Policy & Regulatory Framework (FFPr 2.4.2) Plant Protection Services (PPS), NFSQA, MoTRIE
Increased Access to Improved Market Information (FFPr 2.4.3) MoA, IFAD, GPA
Improved Capacity of Key Groups in the Trade Sector (FFPr 2.4.4) World Bank, NFSQA, GIEPA, GCCI
Increased Leverage of Private Sector Resources (FFPr 2.4.5) World Bank, IFAD, GIEPA, GCCI
A7 - Capacity Building: Sanitary and Phytosanitary Standards (SPS) and Improved Policy and Regulatory Framework
A7 - Capacity Building: Sanitary and Phytosanitary Standards (SPS) and Improved Policy and Regulatory Framework
A6 - Market Access: Facilitate Buyer Seller Relations
A4 - Capacity Building: Producer Groups and Coops A7 - Capacity Building: Sanitary and Phytosanitary Standards (SPS) and Improved Policy and Regulatory Framework
A5 - Grant Inputs A6 - Market Access: Facilitate Buyer Seller Relations

Annex 2: CROP-H Performance Indicators

CROP-H PERFORMANCE INDICATORS

No.	Indicator
FFPr 22	Number of individuals participating in USDA food security programs
	Sex: Male
	Sex: Female
	People in government
	Proprietors of USDA-assisted private sector firms
	Smallholder Producers
FFPr 23	Number of individuals benefiting indirectly from USDA-funded interventions
Custom	Number of irrigation systems rehabilitated and modernized to improve productivity
Custom	Number of Resilient Model Farms equipped and functional
Custom	Percentage of beneficiaries who have added highly nutritious foods to their diet
Custom	Percentage of participants in USDA funded project that are food secure
FFPr 01	Yield of agricultural commodities of program participants with USDA assistance
	Type of Commodity: Tomato (MT/ha)
	Farm size: Smallholder (ha)
	Sex: Male
	Sex: Female
	Type of Commodity: Chili Pepper (MT/ha)
	Farm size: Smallholder (ha)
	Sex: Male
	Sex: Female
	Type of Commodity: Onion (MT/ha)
	Farm size: Smallholder (ha)
	Sex: Male
	Sex: Female
	Type of Commodity: Okra (MT/ha)
	Farm size: Smallholder (ha)
	Sex: Male

No.	Indicator
	Sex: Female
	Type of Commodity: Other horticultural crops (MT/ha)
	Farm size: Smallholder (ha)
	Sex: Male
	Sex: Female
FFPr 20	Number of jobs attributed to USDA assistance
	Type of Employment: Part-time
	Sex: Male
	Sex: Female
FFPr 13	Number of public-private partnerships formed as a result of USDA assistance
	Agricultural production
	Agricultural post-harvest transformation
	Nutrition
FFPr 12	Number of organizations with improved performance with USDA assistance
	Producer Associations
	Private Sector Firms
	Government Agencies
FFPr 02	Number of hectares under improved management practices or technologies with USDA assistance
FFPr 03	Number of hectares under improved management practices or technologies with USDA assistance
	Type of Hectare: Cropland
	Sex: Female
	Sex: Male
FFPr 04	Number of individuals in the agriculture system who have applied improved management practices or technologies with USDA assistance
	Value chain actor type: Smallholder producers
	Sex: female
	Sex: Male

No.	Indicator
	Value chain actor type: People in government
	Sex: female
	Sex: Male
	Value chain actor type: People in private sector firms
	Sex: Male
	Sex: Female
FFPr 07	Number of loans disbursed as a result of USDA assistance
Custom	Number of farmers who gain organic certification with USDA assistance
	Sex: Male
	Sex: Female
FFPr 08	Value of agriculture-related financing accessed as a result of USDA assistance
	Type of financing accessed: Debt
	Sex of producer or proprietor(s): Male
	Sex of producer or proprietor(s): Female
	Type of financing accessed: Non-debt
	Sex of producer or proprietor(s): Male
	Sex of producer or proprietor(s): Female
FFPr 21	Number of individuals who have received short-term agricultural sector productivity or food security training as a result of USDA assistance
	Sex: Male
	Sex: Female
	Producers
	People in Firms
	People in government
Custom	Number of farmers with increased knowledge of improved management practices and technologies promoted with USDA assistance
	Sex: Male
	Sex: Female
FFPr 18	Value of annual sales of farms and firms receiving USDA assistance

No.	Indicator
	Type of producer/firm: Smallholder producers
	Sex: Male
	Sex: Female
	Type of producer/firm: Small and medium enterprises
	Sex: Male
	Sex: Female
	Value of trade with United States markets
FFPr 19	Volume of commodities sold by farms and firms receiving USDA assistance
	Type of producer/firm: Smallholder producers
	Sex: Male
	Sex: Female
	Type of producer/firm: Small and medium enterprises
	Sex: Male
	Sex: Female
	Volume of trade with United States markets
Custom	Number of direct beneficiaries using an improved market information platform
	Sex: Male
	Sex: Female
Custom	Number of agreements signed between buyers and sellers with USDA assistance
FFPr 14	Value of new USG commitments and new public and private sector investment leveraged by USDA to support food security and nutrition
	Type of investment: Host Government
	Type of investment: Other public sector
	Type of investment: Private sector
	New USG commitments
FFPr 09	Number of technologies, practices, and approaches under various phases of research, development, and uptake as a result of USDA assistance
	Under research as a result of USDA assistance

No.	Indicator
	Under field testing as a result of USDA assistance
	Made available for uptake as a result of USDA assistance
	Demonstrated uptake by the public and/or private sector with USDA assistance
FFPr 17	Number of policies, regulations and/or administrative procedures in each of the following stages of development as a result of USDA assistance
	Stage: Stage 1
	Stage: Stage 2
	Stage: Stage 3
	Stage: Stage 4
	Stage: Stage 5
FFPr 16	Total increase in installed storage capacity (dry or cold storage) as a result of USDA assistance
	Storage type: Cold
	Storage status: New
FFPr 05	Number of individuals accessing agriculture-related financing as a result of USDA assistance
	Type of financing accessed: Debt
	Producers
	Sex: Male
	Sex: Female
	Type of financing accessed: Non-debt
	Producers
	Sex: Male
	Sex: Female
	Proprietor of Small and Medium Enterprises
	Sex: Male
	Sex: Female

Annex 3: Evaluation Team Composition

The evaluation team responsible for the Midterm Evaluation of CROP-H should consist of professionals who are technically qualified, culturally sensitive, and with prior experience working in rural agricultural communities. It is encouraged that the evaluation team will be composed of a mix of nationals and international backgrounds.

The evaluation team leader will provide overall guidance, prepare the evaluation design, coordinate activities, hold regular meetings, consolidate individual input from team members, and coordinate the assembly of the final findings and recommendations into a high-quality report.

Additionally, the evaluation team leader will lead the presentation of the key midterm evaluation findings and recommendations to the CROP-H team. They will report to the Chief of Party and designated SFL Evaluation Manager and coordinate with CROP-H staff as necessary to obtain the required information, liaise with local partners and key informants, and facilitate site visits and other surveys.

Evaluation Team Leader: The Evaluation Team Leader will be responsible for ensuring that the survey produces the field-based information required for the evaluation by maintaining communication and coordination between the team members. Competencies should include:

- a graduate degree in agricultural economics, agribusiness management, enterprise development, economics, or an applicable social sciences field – or 10+ of similar experience at the senior level
- a minimum of 15+ years of professional work experience in donor-funded development programming and/or economic development, experience in evaluations and research and demonstrated expertise in managing multidisciplinary and mixed quantitative and qualitative method studies
- demonstrated experience leading at least two evaluations of projects with similar scope and complexity within the past 5-7 years
- extensive experience in conducting quantitative and qualitative evaluations and strong familiarity with agribusiness, market systems, value/supply chain development, etc.
- familiarity with USDA regulations and systems, including performance monitoring guidance on policies and project management, budgeting, and financial analysis and reporting
- fluency in English and excellent communication skills – particularly writing.

Experts/Analysts: The evaluation team will consist of members with diverse technical capacities and experience including the following

- qualitative and quantitative approaches and methodologies for research and analysis
- survey design – including experience creating data collection tools, calculating sample sizes, and determining appropriate sampling methods, and working with large datasets
- technical research and/or work experience related to horticulture
- experience to work in a multicultural environment and to hire qualified field-survey personnel

Junior Field Staff: The evaluation team will be supported by a staff of junior-level enumerators and data collection agents – to be recruited and managed by the evaluation firm.

Annex 4: Midterm Evaluation Report Outline

Cover Page (with photo, if possible)

List of Acronyms

Table of Contents, which identifies page numbers for the major content areas of the report.

Executive Summary – Stand-alone document that concisely states the project background and purpose, evaluation questions, design, methods, limitations, findings, conclusions, and recommendations (not to exceed 4 pages)

Body of Report

1. **Introduction and Purpose**

   1.1 Project Context - Describe the context in the country that the project is being implemented, including any social, political, demographic, institutional, or economic factors that are relevant to the project.

   1.2 Project Description – Describe the project including project activities and implementation strategy, location(s) of project activities, target population, stakeholder roles and contribution to the project, project status, and budget.

   1.3 Purpose of the Evaluation – Describe the purpose of the evaluation including the evaluation type and purpose, any previous evaluations related to the project, the intended audience of the evaluation, how the evaluation findings will be used by the implementer, and how the evaluation informs the program's learning agenda.

2. **Evaluation Design and Methodology**

   2.1 Evaluation Questions - List the evaluation questions in the context of relevance, effectiveness, efficiency, impact, and sustainability (as outlined in the Midterm Evaluation TOR).

   2.2 Evaluation Design – Describe the overall design/approach used for the evaluation, including the type of evaluation, how culturally appropriate participatory methods were incorporated into the design, and how ethical standards regarding all participants, especially at-risk populations, were incorporated into the evaluation design.

   2.3 Sampling Methods – Describe the basic sampling strategy used during the evaluation including the sampling frame, rationale, and mechanics of participant selection for the sample, number of participants selected out of potential subjects, limitations of the sample, minimum detectable effect, and confidence level.

   2.4 Data Collection Methods - Describe data collection methods and instruments (both qualitative and quantitative) and analysis tools used in the evaluation. The actual instruments themselves (e.g., full surveys and interview guides) should be included in the annexes. Items of discussion include level of precision (quantitative), value scales or coding used (qualitative), level of participation, description of how tools were developed/adapted to be relevant to local stakeholders and culturally appropriate, empowerment of stakeholders through the evaluation process, reliability of the data, and how the data collection methods were design to collect data, including disaggregated data.

2.5 **Data Analysis Methods –** Describe how those data are analyzed. Common methods of analysis include regressions, difference-in-difference calculations, interview coding, etc. It should be clear how these methods are linked to each of the evaluation questions and why they are appropriate to answer those questions.

2.6 **Evaluation Limitations -** Outline key limitations of the evaluation (for example: lack of quality data; selection bias as to sites, interviewees, comparison groups; seasonal unavailability of key informants; contamination of control groups, etc.) and how these were mitigated.

3. **Findings -** Findings are empirical facts based on data collected during the evaluation and should not rely only on opinion, even of experts. It should report both qualitative and quantitative data and also report on the project's key performance indicators (a table with the results of all performance indicators should be included in an annex). The findings should also consider the possibility of additional results of the intervention.
4. **Conclusions -** Describe the conclusions of the evaluation. Clearly explain how the logic behind the conclusions correlates with actual findings. Conclusions should be substantiated by findings consistent with data collected and methodology used and ultimately answer the Evaluation Questions. If conclusions are tentative, clearly identify the details of what is known and what can be plausibly assumed. Ensure the conclusions add value to the findings. Do not highlight simple conclusions that are already well known and obvious.
5. **Recommendations -** Recommendations should be relevant to the project, Terms of Reference (TOR), and objectives of the evaluation and formulated clearly and concisely. Describe how the evidence and analysis provide the basis for the recommendations. Recommendations must be specific and actionable, prioritized to the extent possible, and include responsibilities and a timeframe for their implementation. They should also take into account other intersectional issues, as relevant.
6. **Annexes –** All relevant annexes should be part of the report. Annexes that are required for USDA evaluations are: bibliography, table of indicator data, results framework, data collection instruments (questionnaires, interview guides, observation protocol, sampling tools, etc.), terms of reference or statement of work for the evaluation, conflict of interest forms, key elements of statistical results.

Note that USDA requires evaluators to submit a version of the report free from personally identifiable information (PII). Items that should NOT be included in the Annexes (or anywhere in the report) include: a list of participants and/or people interviewed for evaluation and names, email addresses, phone numbers, addresses, or similar information linked to individuals. *For a more detailed description of potential PII, please see FAS's PII Guidance Document.*