



Madagascar Desk Review and Market Study Proposed Program Description

Purpose and Objectives:

BHA proposes a resilience, food, and nutrition security desk review and market study (DRMS) and the associated deliverables to inform the BHA multi-year activity design process and serve as a publicly available resource for implementing partners developing concept notes and applications to BHA multi-year RFSAs solicitations in Madagascar. BHA will require one report covering two provinces (to be determined). The DRMS has two specific objectives:

- To provide BHA and potential implementing partners with a deep contextual understanding regarding the resilience and food and nutrition security context, stakeholders, and key activity design issues for consideration.
- To inform the [Bellmon determination](#) and the selection of food assistance modalities for each of the targeted geographic areas.

The DRMS will document the general country and targeted subnational context (two provinces, to be determined), the food security situation, and the food and nutrition security related strategies, initiatives, and programs, as well as the lessons learned from such efforts.

Objective 1 – Understanding of the Context and Stakeholders

This objective seeks to provide an overview and synthesis of the current, projected, and recent historical trends of the resilience and food and nutrition security context and stakeholders in a targeted geographic area. The purpose of this objective is not to provide recommendations for programming, but to provide BHA and implementing partners with a deep understanding of the context and stakeholders to make informed activity design decisions.

Objective 2 – Inform the BHA Bellmon Determination and Selection of Food Assistance Modalities

This objective seeks to provide USAID/BHA and potential BHA awardees with sufficient evidence to inform response analysis for a specific geographic context (most often subnational). More specifically, this objective aims to provide information about the appropriateness of various food assistance transfer modalities (cash, vouchers, LRP, and U.S. In-kind) based on local market conditions, as well as feasibility to deliver those modalities. The study will provide an analysis of the operating environment in a specific subnational area of a BHA country of interest and is designed to integrate directly into the [BHA Modality Decision tool](#) to inform the Tool's first two tiers of questions around appropriateness and feasibility. The study's intent is not however to provide specific modality recommendations.

The DRMS will document the general country and targeted subnational context, the food security situation, and the food and nutrition security related strategies, initiatives, and programs, as well as the lessons learned from such efforts. The following list of contextual questions are of concern to BHA and potential partners working to address food insecurity for the most vulnerable in the

targeted departments. To the extent possible, awardees should use these guiding questions to inform the analysis. BHA understands that information sources and time may be limiting factors in seeking to comprehensively research all of the factors highlighted below.

Each of the questions should be considered at two different levels of analysis, the local (defined household and community levels) and non-local (which includes the provincial, national, and regional contexts) levels. Further, the target participants of BHA RFSA will focus on the most vulnerable. All core questions should include a focus on those populations.

1. Demographic and Social Characteristics:

● Gender, Age, and Social Inclusion:

- What are the key demographic characteristics, scale, and distribution of the population in the targeted geographic area? Specific characteristics should include but are not limited to: gender, age, ethnicity, socioeconomic status, language, religious, disability, socially excluded, and livelihood.
- What are the characteristics, scale, and distribution of populations that have the highest levels of need for humanitarian assistance, food insecurity, poverty, and chronic and acute malnutrition?
- To what extent are groups excluded from food and nutrition security related strategies, resources, and decision-making?
- How do social dynamics influence food and nutrition security strategies, resources, and decision-making? Specific characteristics should include but are not limited to: marriage, fertility, family size and distribution, migration, and group affiliation (ethnic, political, religious, etc.).
- How does women's access to resources (money, fuel, and water) and women's time affect food choices, food access, and food preparation, meal frequency, dietary diversity, and nutrition?
- How do shocks influence and impact social dynamics related to food and nutrition strategies, resources, and decision-making?

● Youth engagement:

- How are youth engaged in village life? How does engagement vary by age, ethnicity, socio-economic status, and other social or demographic characteristics?
- What options do youth view as their future opportunities? What opportunities do they aspire to/wish they had?
- To what extent do youth have access to education? What factors drive school attendance?
- What role do youth play in family farming, food production, and livelihoods?
- What livelihood opportunities do youth have access to? How does education impact livelihood opportunities?
- What are the important differences between adolescent girls and boys, given early marriage and childbearing among adolescent girls? How does this differentially affect youth roles in farming, access to livelihoods and income, and ability to meet food security needs – either their own or their families?
- What is the role of youth in childcare and household chores?
- How is the balance of gender reflected in the youth's role in childcare and household chores?

2. Food availability:

- **To what extent is food available in sufficient quantities and quality to meet local demand, at all times?**
 - **What is the market structure, conduct and performance for key food staples (by key commodity – to be determined) in the selected geographic areas of Madagascar, and the marketing basins that serve those areas?**
 - What is Madagascar's production capacity? Is it typically self-sufficient, deficit, or surplus-producing? What is the most likely trend in the next one-three years?
 - What commodities do households primarily grow for own-consumption and what do households grow for potential income generation?
 - Related to the above, how have household commodity production trends (i.e. crop selection) shifted over time? What is the most likely trend in the next one-three years?
 - What are the greatest risks associated with commodity production in the targeted geographic area and what mitigation measures are used?
 - How do government policies and macroeconomic conditions influence agricultural production and staple food commodity availability? What is the anticipated trend over the next one-three years?
 - What is the basic profile of key reference markets in and serving the selected geographic areas, including an inventory of key commodities sold, the number of markets/vendors broken down by category along with a typology of market size/type, quantities traded (broken down by post-harvest and lean season), market days/schedule, contacts?
 - How do shocks (especially conflict), migration, and other contextual factors influence the capacity of the private sector, government and non-government actors to provide agricultural production related services (inputs, extension, marketing, etc.) for staple food and livestock?
 - **To what extent do markets for staple foods and livestock function in the targeted area?**
 - What are the current and longer-term commodity price trends (for multiple years if available) for staple food and livestock markets in the targeted area?
 - How do government policies and macroeconomic conditions influence agricultural trade and staple food prices?
 - To what extent are property rights secure and contracts enforceable in the targeted geographic area?
 - Are economic policies and conditions sufficiently predictable to encourage planning and investment?
 - To what extent are the local markets in the given geographic area well integrated with national, regional, and/or international markets?

- Do key commodity markets operate in a competitive manner across the marketing basins relevant for programming? Describe the level of competition amongst market actors (wholesalers, retailers and transporters) and price setting behavior. What are the primary barriers/constraints faced in conducting and/or scaling up business?
 - When supply of locally produced food is insufficient to meet local demand, does the market meet demand (price responsive)? What are the barriers to market functionality?
 - How do shocks (especially conflict), migration, seasonality, and other contextual factors influence the functionality of the market and staple commodity price trends?
 - To what extent are there other factors that are known to introduce variability (or instability) in availability and price levels? These may be localized, national, regional, or international.
 - To what extent are there any localized gender dynamics related to purchasing and selling?
- **If the program includes US in-kind or large-scale local/regional procurement:**
 - To what extent will there be adequate storage facilities available in Madagascar at the time of the arrival of the commodities to prevent spoilage or waste of the commodity?
 - To what extent would the distribution of the commodity in Madagascar (at the proposed scale) result in a substantial disincentive or interference with domestic agricultural production or marketing?
 - What is the recent history of export restrictions from neighboring countries and how might they affect the reliability of regional procurement options?
 - What, if any, restrictions does the Host Government impose on the importation of commodities, e.g. Genetically Modified Organisms (GMO) considerations?
 - What, if any, Title II commodities are currently, or previously, have been provided within BHA-funded programs in Madagascar.
- **If the development program includes cash transfers, food vouchers, or small-scale local procurement:**
 - How does the current macroeconomic context, particularly as it relates to uncertainty around local currency and US dollar exchange fluctuations, affect the feasibility of cash and voucher-based transfers?
 - To what extent are markets able to provide the necessary commodities in the quantity and quality needed and meet increases in effective demand without inducing price increases at a rate above an appropriate benchmark for average inflation?
 - Assuming current market conditions hold in the next one-two years, which transfer modalities could be implemented and at what scale without significantly distorting markets?
- **What are the range of feasible modality delivery mechanisms within the geographic area of concern?**
 - What is the state of the transportation and storage infrastructure,

including regional analysis if markets are integrated and reliant on external markets?

- To what extent would financial service providers be able to facilitate cash transfers in the current context? To what extent are mobile money transfers advisable given currency and exchange rate uncertainty?
- To what extent are there any restrictions on modalities and/or delivery mechanisms by relevant authorities (e.g., formal or informal government policies)?
- What food security and food assistance activities are currently or have recently been implemented in the area and what modalities/delivery mechanism did they utilize? What were the key lessons learned and challenges faced?
- What are the particular risks to delivering assistance across modalities (security, fraud, liquidity, government interference, etc.)?

3. Food access:

- **How do populations currently access food in the selected geographic areas?**
 - What are the main sources of income by livelihood zone for BHA target population? To what extent do livelihoods and income sources meet basic food requirements?
 - What are the main staples accessed through own-production, and how does that vary by livelihood zone and/or wealth group (to the extent known)? What proportion is this of their total food needs?
 - What is the typical food basket profile of households in the selected areas? To what extent are there differences in how people access food based on level of wealth, vulnerability and other social characteristics (sex, age, ethnicity, political affiliation, etc.)?
 - What do households typically purchase at markets?
 - What are the specific varieties of grains, legumes and edible oil that are consumed most widely as staple foods in the selected geographic areas of Madagascar?
 - What is the range of preferences for different food staples, and how does that vary by livelihood zone and/or wealth group to extent known?
 - How do purchase patterns vary seasonally?
 - How do populations access markets?
 - Who typically purchases commodities for the household?
 - How do people travel to the market (modes of transport)?
 - How far do they typically travel and what average costs do they typically incur?
 - How do people of different socioeconomic groups generally use cash, credit or barter to purchase goods and any relevant services (e.g., milling) at food markets?
 - What are the physical, social, economic and other barriers to accessing markets?
 - How do households in different socioeconomic groups in the selected geographic areas of Madagascar tend to spend additional disposable income (e.g., education, health, agricultural inputs including

- investments in livestock/re-stocking)?
 - If present, how does violent conflict affect food access?
 - If present, how does migration affect food access?
 - What is the structure and characteristics of informal and formal mechanisms of social protection? To what extent are there differences in how people access social protection based on level of wealth, vulnerability and other social characteristics (sex, age, ethnicity, etc.)?
 - How do people cope if they have inadequate access to food? To what extent are there differences in how people access food based on level of sex, age, socio-economic status, and other social characteristics?

4. Food Utilization and Nutrition:

- **What are the current, recent, and projected trends related to malnutrition, dietary diversity, child feeding, family planning, infectious disease (i.e. upper respiratory disease, COVID-19, malaria), diarrhea, and water, sanitation and hygiene behavior knowledge, and status?**
 - To what extent are there differences in these trends, based on socio-economic status, vulnerability, level of education, and other social characteristics (sex, age, ethnicity, political affiliation, etc.)?
 - How do social dynamics influence the aforementioned practices? What stakeholders are the most influential in the adoption of nutrition related practices?
 - What other characteristics, risks, and factors that are associated or contribute to poor nutrition related outcomes?
 - How do the aforementioned practices and status change as a result of a shock?
- **What is the structure and characteristics of systems that provide nutrition, family planning, water, sanitation, and hygiene related resources and services, especially related to the surveillance, prevention, and treatment of malnutrition?**
 - How does access to nutrition related resources and services differ between communities, ethnic groups, older and younger men and women, by age and life-stage and how does this affect nutrition related outcomes?
 - What is the current level of capacity of private sector, government, and non-government stakeholders to provide nutrition related services, especially during shocks or emergencies?

5. Key Stakeholders

- Who are the various actors involved in resilience and food and nutrition security in the selected geographic areas of Madagascar?
- What are the mandates, missions, and objectives of each stakeholder?
- What alliances and relationships exist between stakeholders?
- What are the strengths, challenges, risks and opportunities for collaboration or coordination associated with working with each stakeholder?
- What are the key resilience and food and nutrition security policies, strategies, and plans that exist or are planned?
- What programs and projects exist or are currently planned in the selected geographic areas of Madagascar?
 - Where are programs geographically and programmatically?

- What are the objectives of the program and who are the intended beneficiaries?
- What type and level of resources do the programs and projects provide?
- What is the timing and duration of the programs and projects?
- What activities have been most successful and least successful in improving the resilience of the most vulnerable? What factors contributed most significantly to high and poor performance?

Research Methods

DRMS research methods should include reviewing academic literature, project documents, evaluations and meta-analysis. The research team may determine the most effective way to fill gaps in the literature and may include primary data collection such as a survey and/or conducting in-country consultations (or if not feasible by phone, skype or other 'remote' technology platforms) through key informant interviews and focus group discussions with international, regional, national, and local stakeholders as necessary.

Desired Team Competencies and Composition

Desk Review and Market Study:

Desk Review

- Demonstrated experience designing and conducting desk reviews, in international humanitarian or development contexts
- Demonstrated ability to manage large multi-sectoral and interdisciplinary research or product development teams.
- Demonstrated experience with rapid rural appraisal approaches, tools, and methodologies.
- Demonstrated experience with other qualitative data collection and analysis methods is highly desired.
- Demonstrated experience in conducting research in international humanitarian or development contexts.
- Masters or PhD level education in nutrition or public health, food security or agricultural/development economics, political economy, or related disciplines.
- Demonstrated capacity to develop ArcGIS mapping products and Tableau database and dashboard products.
- Demonstrated strong communication skills related to report writing and providing oral presentations. Demonstrated ability to manage teleconference platforms, such as Zoom, Webex, and Adobe Connect is highly desired.
- Demonstrated knowledge of and ability to manage institutional review boards and ethical compliance processes.

Market Study

- Demonstrated experience designing and conducting market analyses.
- Demonstrated experience conducting research that will inform the Bellmon determination, food assistance modalities and programming such as the graduation approach, or similar experience.
- Demonstrated experience with market structure, conduct and performance analyses and the rapid rural appraisal and other qualitative methods highly desired.
- At least five years experience related to food security or agricultural sectors, with a Masters

- or PhD in economics, business, agriculture, or other relevant disciplines.
- Demonstrated experience working with the Madagascar food security or agricultural context.
- Demonstrated good communication skills related to report writing and providing oral presentations.

Deliverables and Schedule:

Deliverable	Submission/Delivery Date
Deliverable 1: Workplan	June 16, 2023
Deliverable 2: Data Collection Tools	June 20, 2023
Deliverable 3: DRMS Report Outline	July 7, 2023
Deliverable 4: Annotated Bibliography (one annotated bibliography will be submitted for all studies)	July 28, 2023
Deliverable 5: Presentation on Initial Findings (actual presentation and PowerPoint)	October 6, 2023
Deliverable 6: One (1) DRMS Report (<35 page max main text)	October 27, 2023
<p><i>Proposed Milestones:</i></p> <ul style="list-style-type: none"> • <i>Co-Creation of Program Description</i> • <i>IRB Submission</i> • <i>Enumerator recruitment and training</i> • <i>Data collection completion</i> • <i>Data analysis</i> 	
Deliverable 7: Ad Hoc Briefing or Presentation Requests	Early December 2023
Deliverables (All):	Final deliverables must be completed and submitted to USAID no later than December 29, 2023

Workplan

- The workplan will describe the planned strategies, methodologies, activities, timelines, and resources associated with completing the developing the deliverables, including but not limited to sub-contracting or staffing (if applicable), analysis, and report writing.
- As part of the work plan, the selected applicant will be asked to develop, in a 2-page written brief, an overview of the research team’s ethical framework for the project. The ethical framework overview should acknowledge authorship guidelines and state there is no concurrent research projects using USAID funds, in addition to the following:

1. **Scientific methodology:** Researchers should adhere to rigorous scientific methodology in designing, conducting, and analyzing their research. This includes using appropriate controls, minimizing biases and confounding factors, and using valid and reliable measures to collect and analyze data. Researchers should also be transparent in reporting their methods and results, and make their data and materials available for critique and replication by others.
2. **Informed consent:** Participants are informed about the purpose, procedures, and risks involved in the study, and provide their voluntary consent to participate.
3. **Privacy and confidentiality:** Measures taken to protect the privacy and confidentiality of the participants, such as using anonymous or pseudonymous data collection methods and securing data storage and transfer.
4. **Respect for research participants:** Participants are treated with respect and dignity and their rights and welfare are protected. This includes ensuring that vulnerable populations are not exploited, and that participants have the option to withdraw from the study at any time.
5. **Justice:** Researchers should ensure that the burdens of the research on participants are balanced fairly with the anticipated benefits of the research. Populations are not exploited or subject to unfair selection criteria.
6. **Scientific integrity:** Researchers adhere to high standards of scientific conduct, including honesty, transparency, and accurate reporting of data. This includes disclosing any conflicts of interest and ensuring that the research is not influenced by financial or other interests.
7. **Responsible conduct:** Researchers follow applicable laws, regulations, and ethical standards in conducting research, and seek approval from relevant research ethics committees or institutional review boards.
8. **Plan for author contributions and standards for authorship:** Researchers have a plan for author contributions to ensure that all anticipated authors have a substantial role in the research that is in alignment with Section 6 “Meeting Standards for Authorship” of the [USAID Scientific Research Policy](#).

At a minimum, the ethical framework will align with:

1. [USAID Scientific Research Policy](#), with special attention to Section 3. Quality standards; Section 4. Ethical Standards; and Section 6 subsection “Meeting Standards for Authorship”¹
2. [USAID BHA Emergency Application Guidelines](#) Common Requirements Section 12.5 “Code of Conduct and Protection from Sexual Exploitation and Abuse and Section 12.6 “Accountability to Affected Populations” (Section 12.5 and 12.6 are available [here](#))
3. [Declaration of Helsinki Ethical Principles for Research Involving Human Subjects](#)

USAID highly recommends that applicants consider the following resources when constructing their ethical framework:

1. Doing Global Science: A Guide to Responsible Conduct in the Global Research Enterprise” (2016) by the InterAcademy Partnership (IAP) (a free PDF is [available](#))
2. [USAID Gender Equality and Women’s Empowerment Policy](#)

¹ If these resources are updated, the research team should use the latest available version. USAID will make a best effort to provide the latest version as it becomes available.

In addition, the research team will include reference to their own institution-specific policies, procedures, and/or practices in place that ensure technical quality, and research standards.

Report Outline

- The DRMS report outline will be drafted by the awardee team and reviewed by the USAID/BHA design team, and finalized based on mutual agreement/feedback received, or later upon mutual agreement of the awardee team and USAID. The exact report outline will reflect the USAID design team's core research questions for a given work assignment. It is anticipated that the DRMS report outlines will include an Executive Summary (maximum of 3 pages, including a table that summarizes key findings in 1 page), a brief report that summarizes the report findings (no more than 35 pages), and a series of annexes that provide detailed information related to the points covered in the brief report.

Annotated Bibliography

- The annotated bibliography will provide the secondary sources that the awardee reviewed and considered for the development of the DRMS. Each entry should follow the Chicago Manual of Style Guide (Zotero or similar platforms will not be accepted), include specific web-based links, and provide a summary that is relevant to the context of the DRMS and the specific geographic areas. Sources cited should be recent (from the last seven years) and can be peer reviewed or gray literature, as long as it is specific to the provinces or country of interest. Older sources can be included if no newer data is available or have a unique vantage point unavailable in newer sources. All sources used in the DRMS Report should be included in the annotated bibliography.
- Organizational Structure:
 - Title: Annotated Bibliography for Food and Nutrition Security in Madagascar
 - Relevant branding and marking, award information, and acknowledgements
 - Orientation / Introduction:
 - Purpose of the annotated bibliography
 - Organizational structure (description of the geographic and thematic tags used)
 - Analysis (if applicable)
 - Orientation towards other resources
 - Publication entries
 - Other resources (if needed)
- For each publication entry, please include:
 - Citation of the publication (using the Chicago Manual of Style Guide)
 - Abstract of the publication (using the Chicago Manual of Style Guide)
 - Geographic relevance tag(s)
 - Relevant thematic tag(s) - see below for further information related to tags
- Given the purpose of the annotated bibliography and the supporting role that it plays related to the DRMS, the research team should consider organizing the annotated bibliography in a thematic structure similar to the organization of the DRMS (Climate and Resource, Infrastructure, Policy Context, Food Availability, Crop Production, Livestock, etc.). - which will aid use of the bibliography for those publications. If organized in this way, place the publication under the area of greatest influence and provide other relevant thematic tags as appropriate.
- Please review the following examples for general experience and consideration:
 - [Tools for Operationalizing Essential Nutrition Actions Annotated Bibliography](#)
 - [Universal Health Coverage: An Annotated Bibliography](#)
 - [An Annotated Bibliography on Payments for Environmental Services](#)

Presentation on Initial Findings

- This includes a briefing to USAID on initial findings prior to report writing. This gives USAID the opportunity to provide feedback on the research to inform the final report. The briefing will occur at a mutually agreeable time and location, however, if feasible, it is preferred to occur at the USAID/Mission, prior to the departure of staff from the country (if applicable). The briefing must include a slide deck presentation.

DRMS Report

- The narrative report must be provided in a Microsoft Word format and based on the approved Report Outline. Annexes may be provided in Microsoft Word or Excel, as appropriate. USAID will provide feedback within three weeks of receipt of the first draft of the DRMS Report. Upon approval of the final reports and products for public consumption, the awardee team will process them for accessibility (508 compliance) and submit them to USAID and other platforms as suggested by USAID [[LASER website](#), [Development Experience Clearinghouse \(DEC\)](#)].

Ad Hoc Briefings or Presentations

- USAID may request up to three ad hoc briefings or presentations on content directly related to DRMS content. The purpose of the briefings or presentations may be to orient staff or explore available research and information on specific content or topical areas relevant to the DRMS. All meetings will provide two weeks' notice, along with a briefing or presentation outline and description of the content requested and slide deck requirements (if applicable). The timing and agenda of the briefing will be mutually agreed upon. It is anticipated that the briefings will be no greater than 2 hours in duration, and use Zoom, Webex, Google Hangouts, or Adobe Connect as platforms.

All Deliverables

- All reports/deliverables submitted to USAID should maintain quality standards (e.g. writing, research methodology, Scientific Research Ethics [see Request for Concept Notes], etc.). Specific standards of quality will be provided to the research team. Deliverables lacking in quality will not be accepted for review.
- During the review process, USAID will provide feedback as outlined in the timeline. USAID reserves the right to request a teleconference to review the draft or provide additional context. The revision process for plans, outlines, reports, and materials will continue until approval is provided.
- All reports/deliverables must follow USAID approved branding and marking guidelines.

Past Examples of DRMS

- [Mali Enhanced Market Analysis](#)
- [Malawi Enhanced Market Analysis](#)
- [Mozambique Market Analysis](#)
- [Zimbabwe Market and Food Security Analysis](#)