

## Forecast Announcement

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**Subject:** Monitoring and Evaluation Services anticipated procurement with IESC for a United States Department of Agriculture (USDA) Food for Progress (FFPr) Baseline Study with Option Periods.  
**Location:** North Central America Region (Guatemala, Honduras, and El Salvador)  
**Announcement:** 22 September 2022  
**Updated:** December 2, 2022  
**Posting:** IESC Website  
**Type:** Cost plus fixed fee (CPFF) services contract  
**Solicitation No:** TBD  
**Point of Contact:** globalawards@iesc.org

**Anticipated Solicitation Release Date:** 3 January 2023  
**Anticipated Award Date:** 15 February 2023  
**Anticipated Total Estimated Cost/Amount Range:** Up to \$850,000 to \$955,000 as follows:

- \$300,00 to \$335,000 base period for La Huerta Baseline Study;
- \$250,000 to \$285,000 Option Period 1 for the La Huerta Midterm Evaluation; and
- \$300,000 to \$335,000 Option Period 2 for La Huerta Final Evaluation

**Eligibility Criteria:** Incorporated U.S. and/or Central American regional for-profit firms or not-for-profit organizations with relevant experience and active Unique Entity Identifier (UEI) Numbers.

### Description

IESC is a leading U.S. nonprofit organization that fosters private sector development in the economically developing world. Since 1964, we have delivered lasting solutions that have resulted in more than 1.5 million jobs in 137 countries. We partner with businesses, cooperatives, entrepreneurs, jobseekers, and governments to sustainably build capacity, create jobs, and grow enterprises, sharing proven skills and experience that improve the lives of individuals, families, and communities around the world. Our major funders today are the U.S. Agency for International Development (USAID) and the U.S. Department of Agriculture (USDA), among others.

The USDA has awarded IESC new funding in the Northern Triangle Region of Central America—El Salvador, Guatemala, and Honduras—to address the root causes of migration through a holistic approach to horticulture and trade. The five-year, \$30.8 million Horticulture Uplifting and Energizing Resiliency through Trade (La Huerta) Project will facilitate local, regional, and international trade and build resilience to address climate change to reduce the economic insecurity and inequality that drive migration.

In the three countries, IESC will engage the public sector to: simplify, modernize, and harmonize processes for trade in horticultural products in keeping with the World Trade Organization Trade Facilitation Agreement (WTO TFA); support implementation of science- and risk-based sanitary and phytosanitary (SPS) measures, standards, and regulations; and improve efficiency, coordination, and transparency of trade-related SPS/food safety processes. The project aims to facilitate a 20 percent reduction in the time and cost of trade.

IESC will also partner with the private sector to strengthen climate smart agriculture, engage communities through inclusive business models, and improve on- and off-farm income sustainability in strategically selected horticultural value chains with U.S. and regional market linkages. We will leverage growth in targeted sectors to create opportunities for the populations most likely to migrate, including youth, women, minorities, and indigenous communities. IESC will implement the relevant actions identified in the U.S. Government's Root Causes Strategy for addressing economic insecurity and inequality in the context of food and agriculture by leveraging horticulture sector growth as a catalyst for change. IESC will work closely with the public sector to improve the enabling environment, and directly connect the populations most likely to migrate with meaningful income-generation and employment in the horticulture sector.

IESC will seek third-party, independent monitoring and evaluation services to conduct the project's baseline Study. The anticipated schedule for the baseline study is as follows, but may vary by up to a month:

- February 2023: Commence secondary research and conduct field work in the region
- March 2023: Continue field work in the region, draft report, present findings, and submit baseline study
- April 2023: Respond to client feedback and finalize baseline study.

The procurement will include a base period for the La Huerta Project Baseline Study and two options periods, including one for the midterm evaluation, anticipated for October to December 2025 and another for the final evaluation anticipated for May to July 2027.

The project includes 23 indicators, 9 have a baseline of zero, 9 will require a baseline, and there are 5 context indicators. The indicators are consistent with USDA Monitoring and Evaluation [Policy](#) (2019), USDA Food Assistance Indicator [Handbook](#) (2019); USAID Feed the Future Indicator [Handbook](#) (2019), and USAID Trade Indicators [Handbook](#) (2013).

The baseline study, midterm evaluation and final evaluation reports will be in English, but offerors will need to propose bilingual staff, including a Spanish speaking team lead.

This information serves as an announcement of an intended procurement, it does not represent the full terms of reference and proposal instructions, nor does it commit IESC to awarding a contract for the services described.