



**NATIONAL PROGRAM COORDINATION OFFICE  
OF  
SPECIAL AGRO-INDUSTRIAL PROCESSING  
ZONES PROGRAM**

**TERMS OF REFERENCE (ToR)**

**Consultancy for the Development and Production of Key Nutrition Messages  
for Training under the Special Agro-Industrial Processing Zones (SAPZ)  
Programme**

**OCTOBER 2025**

## 1. BACKGROUND

The Special Agro-Industrial Processing Zones (SAPZ) Programme is a flagship initiative of the Federal Government of Nigeria, supported by the International Fund for Agricultural Development (IFAD), aimed at promoting inclusive and sustainable agricultural transformation through agro-industrialization. The Programme aims to enhance productivity, create employment opportunities, improve nutrition, and ensure sustainable livelihoods across value chains across the participating states namely: **Kano, Ogun, Imo, Kaduna, Cross River, Kwara, Oyo**) and Federal Capital Territory (**FCT**) in the first phase. SAPZ, a comprehensive agro-industrialization Project is designed as a tool for creating integrated, agricultural-focused platforms that will accelerate private sector investment in value added agro- processing to unlock opportunities for improved food security, job creation, import substitution, rural poverty reduction and increased contribution of agriculture to national GDP.

The overall Project Development Objective is to support the development in high food production areas to supply domestic food market and create exportable surpluses as well as capacitate smallholder farmers, small agro - processors and traders and community-based service providers including women and youth, to take advantage of the market demand created by SAPZ to sustainably enhance their income, household food security and resilience to climate change. The Program has four broad components namely: (i) Infrastructure Development and Management of Agro- Industrial Hubs (AIHs) (ii) Agricultural Productivity, Production, Market Linkages and Value Addition in SAPZ Catchment Areas (iii) Policy & Institutional Development Support and (iv) Program Coordination and Management. SAPZ Project aligns with Federal Government Agriculture Policies and Strategies to turn the country's huge food deficit into a market and employment opportunity for smallholder farmers.

For years, the IFAD programme in Nigeria has been financing projects that seek to develop value chains with the specific aim of improving smallholder incomes, well-being, and food security. In addition, it has up-scaled to make its value chain projects 'nutrition-sensitive' through partnerships and learning with governments and other

donors. To leverage effectively and efficiently for sustainability, IFAD-funded projects of CASP, VCDP, LIFE-ND best practices will pave the way for SAPZ to gain lessons, knowledge, skills and practices for nutrition education, awareness creation, and advocacy, including VCDP, CASP, LIFE-ND core outcome indicators, nutritional key messages, case studies, best practices documentaries, Application of Smart technology in Food demonstrations preparations, visual learning aids, among others.

As part of the nutrition-sensitive component of SAPZ, the Kano State Project Implementation Unit (SPIU) intends to engage a qualified consultant or firm to develop and produce **Key Nutrition Messages** that will serve as training tools for Farmer Organizations (FOs), beneficiaries, and extension facilitators. These messages will form the foundation for nutrition education sessions aimed at improving dietary diversity, household food utilization, and community health outcomes, particularly among women and youth.

This consultancy is critical to advancing the SAPZ's nutrition objective of improving knowledge, attitudes, and practices related to healthy diets, sustainable food choices, and disease prevention.

## **2. PURPOSE OF THE ASSIGNMENT**

The purpose of this consultancy is to design, develop, validate, and produce **Key Nutrition Messages** tailored for training and sensitization activities under the Kano and Ogun SAPZ Programme. The outputs will be used in capacity-building sessions, community outreach, and home gardening trainings to improve nutrition literacy and dietary behavior among project beneficiaries.

## **3. OBJECTIVES OF THE ASSIGNMENT**

The consultancy aims to:

- i. Develop culturally appropriate, evidence-based, and gender-responsive nutrition messages and tools for use in SAPZ training programmes.

- ii. Strengthen the capacity of Farmer Organizations and extension agents to communicate essential nutrition messages effectively.
- iii. Promote awareness of the relationship between nutrition, productivity, and overall health among rural households.
- iv. Support improved dietary diversity, healthy eating habits, and sustainable food consumption patterns.
- v. Integrate climate-smart and sustainable dietary practices into nutrition messaging.
- vi. Contribute to reducing malnutrition and diet-related illnesses within project communities.

## 4. SCOPE OF WORK

The consultant will undertake the following tasks:

### *Phase 1 – Inception and Review*

- i. Conduct an inception meeting with the Kano and Ogun SAPZ SPIU Gender and Social Safeguards Units.
- ii. Review relevant documents including documents from sister projects (VCDP, LIFE-ND), the SAPZ Programme Implementation Manual (PIM), Gender and Nutrition Strategy, and Training Manuals from IFAD and related nutrition projects.
- iii. Undertake a rapid situational analysis to identify prevailing nutrition gaps and communication needs among targeted groups.
- iv. Develop and submit an **Inception Report** detailing methodology, tools, and a detailed work plan.

### *Phase 2 – Development of Key Nutrition Messages*

- Identify and design key nutrition messages focused on:
  - i. Balanced diet and dietary diversity.
  - ii. Food groups and nutrient sources.

- iii. Infant and young child feeding practices.
  - iv. Safe food handling and hygiene.
  - v. Prevention of malnutrition and micronutrient deficiencies.
  - vi. Linkages between nutrition, productivity, and well-being.
  - vii. Gender roles and shared household nutrition responsibilities.
  - viii. Climate-smart and sustainable dietary choices.
- Ensure messages are simple, context-specific, and adapted to literacy levels of local communities.
  - Develop visual aids, infographics, and pictorial content for use in trainings and sensitization campaigns.
  - Integrate messages that promote inclusivity, especially for women, youth, and persons with disabilities.

### *Phase 3 – Validation and Pretesting*

- Organize a **Stakeholder Validation Workshop** with representatives from the Kano and Ogun SAPZ SPIUs, Ministries of Agriculture, Health, Women Affairs, and Education, as well as selected farmer organizations and community representatives.
- Pre-test the messages and materials in selected pilot communities to assess clarity, comprehension, and cultural relevance.
- Revise and finalize messages based on feedback.

### *Phase 4 – Production and Delivery*

- Produce finalized versions of the key nutrition messages and training aids (brochures, posters, flip charts, cue cards, and digital templates).
- Deliver both soft and hard copies of materials in editable and printable formats.
- Conduct a **brief orientation session** for extension workers and SAPZ facilitators on effective use of the materials.

## **5. EXPECTED DELIVERABLES AND TIMELINES (10 WEEKS MAXIMUM)**

| <b>Deliverable</b>                                           | <b>Description</b>                                         | <b>Timeline</b> |
|--------------------------------------------------------------|------------------------------------------------------------|-----------------|
| <b>1. Inception Report</b>                                   | Includes methodology, detailed work plan, and timeline     | Week 1          |
| <b>2. Desk Review &amp; Situational Analysis Report</b>      | Summary of findings from literature and field review       | Week 2          |
| <b>3. Draft Key Nutrition Messages and Tools</b>             | First version of nutrition message set and visuals         | Week 4          |
| <b>4. Validation Workshop Report</b>                         | Feedback summary and stakeholder validation outcomes       | Week 6          |
| <b>5. Revised &amp; Finalized Key Nutrition Messages</b>     | Updated messages integrating feedback                      | Week 7          |
| <b>6. Production of Training and Communication Materials</b> | Printed and digital IEC materials ready for dissemination  | Week 9          |
| <b>7. Orientation for Facilitators and Final Report</b>      | Orientation conducted and Final Technical Report submitted | Week 10         |

## **6. METHODOLOGY**

The consultant is expected to adopt participatory and evidence-based approaches that include:

- i. Desk review of relevant policy and technical materials.
- ii. Focus group discussions with target beneficiaries.
- iii. Consultation with key stakeholders (nutrition officers, extension agents, and women farmer organizations).
- iv. Pretesting of messages and materials.
- v. Integration of gender-sensitive and culturally responsive communication methods.

## **7. REPORTING AND COORDINATION**

The consultant will report directly to the National Program Coordinator while the **National Gender and Social Safeguards Officer shall be the focal person in conjunction with her state counterparts.** Periodic review meetings will be held to ensure quality assurance and alignment with programme objectives.

## **8. REQUIRED QUALIFICATIONS AND EXPERIENCE**

The Individual Consultant must have:

- i. At least a Masters' degree in **Human Nutrition, Public Health, Food Science, Agricultural Extension, or Communication for Development.**
- ii. Minimum of **5 years' experience** in community health and rural development or relevant fields, developing nutrition education and communication materials.
- iii. Proven experience working with IFAD, FAO, UNICEF, WFP, or similar donor-funded projects.
- iv. Demonstrated understanding of community nutrition, gender mainstreaming, and participatory training approaches.
- v. Strong report writing, illustration, and IEC material design skills.
- vi. Ability to deliver within tight deadlines.

## **9. DURATION OF ASSIGNMENT**

The duration of the consultancy shall not exceed **10 weeks** from the date of signing the contract.

## **10. BUDGET AND PAYMENT SCHEDULE**

Total approved budget: **\$16,000.00**

Payment shall be made in tranches linked to deliverables:

1. **20% payment upon submission and acceptance of the inception Report**
2. **50%** upon submission and acceptance of draft key nutrition messages.
3. **30%** upon submission and approval of the Final Technical Report.

## **11. EXPECTED OUTPUTS**

- Comprehensive set of Key Nutrition Messages tailored for SAPZ training in Kano and Ogun States.
- Pretested and validated nutrition communication materials (IEC tools).
- A final report summarizing process, content, validation feedback, and recommendations.
- Enhanced capacity of trainers and extension facilitators to deliver nutrition education.

## **12. ETHICAL CONSIDERATIONS**

All materials and messages developed must be culturally sensitive, evidence-based, and non-discriminatory. Data collected shall respect participant confidentiality and ethical research principles. All materials developed and produced (excluding reports) must be in English and Hausa.

## **13. OWNERSHIP AND INTELLECTUAL PROPERTY**

All developed materials and intellectual products under this assignment shall remain the property of the **Special Agro-Industrial Processing Zones Program** and the **Federal Ministry of Agriculture and Food Security** under the SAPZ framework.