

SCOPE OF WORK

Consultant Name:	TBD				
Project/Activity Name:	USAID/Sweden FARMA II Project {Bosnia}	Activity #			
Assignment Title:	Consultant for Practical Training of Food Business Operators (FBOs) on Food Information Provision for Consumers				
Position Type:	Full Time		Part Time		STTA X
Consultant Nationality:			TCN	X	CCN
Engaged By:	Cardno Emerging Markets USA, Ltd.				
Position Reports to:	Component 2 Lead / CoP				
Assignment Period:	Start Date: TBD		End Date: TBD		
Total LOE for Position:	Total LOE: 8 days	Onsite: 5	Offsite: 3	Travel:	

USAID/Sweden FARMA II - Description of Project

USAID and the Government of Sweden have awarded Cardno Emerging Markets USA a five-year US\$16.2 million contract for implementation of the Fostering Agricultural Markets Activity II (FARMA II) project in Bosnia & Herzegovina (BiH). The purpose of the FARMA II Project is to create agricultural and agribusiness economic opportunities for BiH farmers and entrepreneurs. FARMA II will achieve this by assisting agricultural producer organizations to adopt European Union (EU) and international agricultural and food standards and new production techniques, produce new high value products and expand their access to foreign and domestic markets. The objective of FARMA II's Component 2 is to strengthen the BiH public sector such that it fully implements regulations, norms, practices, and rules in the areas of agriculture & food, veterinary & plant health and safety, accreditation, standardization and quality certifications related to food and agricultural products which meet EU and international best practice requirements.

Background

The poultry and dairy sub-sectors in BiH are currently the most developed and concentrated sector in animal production. Further development of this sub-sectors will be conditioned by future exports to the EU, especially to Croatia, which represented a significant export market for BiH producers prior to its accession to the EU. Further expansion of these sub-sectors are promising as there is strong demand for poultry and dairy products from local consumers, and there is also potential to further strengthen these sectors value chains which can lead to improved organization and alignment of production and processing with EU standards. While these sectors are recording growth, the state needs to secure permits from the EU for the export of poultry meat and dairy products. Strict import rules with respect to food and feed hygiene, consumer safety and animal health status aim at assuring that all imports fulfill the same high standards as products from the EU itself. In this regard, it is a general principle of EU food law to provide a basis for consumers to make informed choices in relation to the food they consume and to prevent any practices that may mislead the consumer.

In February 2012 the European Commission's Directorate General for Health and Food Safety audited the official control system for poultry meat, poultry meat products and table eggs in BiH. At that time the system did not meet standards in line with EU legislation. The next step was to develop and implement an Action Plan in response to the recommendations of the FVO Report, with a timetable to correct the identified deficiencies. In 2016 the State Veterinary Office (SVO) sent a request to HFAA (ex FVO) for a follow up evaluation to take place focused upon the official control system for poultry meat, poultry meat products and table eggs destined for export to the EU.

In the past period FARMA II has supported various activities in support of the implementation of the SVO Action Plan (including (i) a Mock inspection to assess and evaluate the current status of the Action Plan; (ii) Assessment and evaluation of current status of National Program for Salmonella Control; and (iii) Categorization of Food Establishments and Development of Program for Upgrading their Compliance with EU requirements for Poultry Sector with STTE). Insights gained by these experts into the current situation has led to a series of recommendations being made for corrective

actions and improvements. The recommendations have led to the definition of new rules and additional education for inspectors and FBOs on EU requirements in completing an initial official control in accordance with the adopted new rules/documentation.

Extending this support, consideration is now being given to other related priorities, as these relate to the export of food to EU markets which requires that states institutions enforce food law, and monitor and verify that the relevant requirements of food law are fulfilled by feed and food business operators (FBOs) at all stages of production, processing and distribution.

In this regard, FARMA II, together with the BiH Food Safety Agency has identified, amongst other priorities, that further technical support is needed to assist the FSA and relevant FBOs in the area of food labeling, advertising and food presentation. These areas are considered to be amongst the most important forms of business communication in the food business sector (i.e. for manufacturers, traders, caterers and other food businesses that market food) with the consumer, and is also one of the most complex and challenging regulated areas in the EU. Labeling, advertising and food presentation for informing consumers of food, must be undertaken in ways that do not mislead the consumer, in particular with regard to composition, quantity, durability, origin, production process, food characteristics, nature, identity and properties of food.

Purpose of Assignment

The purpose of this assignment is to support the FSA in implementation of the BiH *Rulebook on the Provision of Food Information to Consumers* (Official Gazette of BiH, No 68/2013). This Rulebook was adopted on 13 December 2014, transposing the provisions of EU Regulation (EU) No 1169/2011 on Provision of Food Information to Consumers, whose requirements must be fulfilled regarding the placing of products from third markets (such as BiH) on EU markets. This Regulation indicates that the energy and nutrient content should be labelled as the 'average value', which means the value that best represents the amount of the nutrient which a given food contains, and allows for natural variability of foodstuffs, seasonal variability, patterns of consumption and other factors which may cause the actual value to vary.

The aim of this activity is to ensure appropriate knowledge and capacities of the FBOs, Laboratories and Advisors on EU requirements in provision of information to consumers and labelling of food, which is a part of official control, and other relevant requirements, related to labelling of food to the EU markets. The special accent shall be given to the "nutrition declaration" or "nutrition labelling" and its calculations. BiH need to strengthen the capacity on the calculation of tolerances of nutrients and nutritional claims to be able to ensure export of food products to the EU. This area of knowledge and expertise has been recognized by the FSA as one of the most demanded technical support needs for BiH FBOs that are either planning or currently exporting food products to the EU.

Activities

The consultant is expected to provide a draft Agenda, training materials and deliver theoretical training for the FSA, Laboratories, Advisors and FBOs (manufacturers, traders, caterers and other food business that market food) in line with the defined Agenda including (but not limited to) the following topics:

- Theoretical training on labelling, according to the requirements of the Rule book focusing on nutrition declarations;
- Develop a brief on "Nutrition declarations";
- Prepare theoretical parts of the guidelines on the calculations of nutrients content of food;
- Prepare suitable user-friendly training and advisory materials based on the above materials for publication on the AgMENTOR platform;
- Prepare a short final report detailing the progress made in the steps above and future specific recommendations for improvements of the system and/or additional training support needs, as required.

Deliverables

- Technical trainings delivered to FSA staff, Laboratories staff, Advisors and FBOs on EU requirements for provision of food information to consumers;
- Full package of relevant training materials and power point presentations prepared;

- Brief on “Nutrition declaration”;
- Draft theoretical parts of the Guidelines for the calculations of nutrients;
- Full package of on-line materials prepared and published on the AgMENTOR platform on all related topics for us by FBOs;
- Final report on the activities and outcomes, and recommendations.

Timing and Level of Effort

Total LOE is estimated at up to 8 days (5 on site & 3 off site), is expected to take place between December 2017 and March 2018. The consultant is expected to undertake one trip to BiH during this period. Some on-line support may also be required during the period.

Qualifications and skills

- University degree in nutrition science studies or food technology science;
- Excellent analytical, communication, presentation and facilitation skills;
- Excellent written and oral in English language (preferably also in local BHS)
- Excellent computer skills and proficiency in Microsoft Office applications;
- Proven ability to work in a team and under pressure.

Professional experience

- At least 10 years of relevant professional experience (and implementation of EU food legislation);
- At least 10 years of relevant professional experience in food technology and/or nutrition;
- Experience in nutrition labelling, presentation of Nutrition Information, calculation of Nutrient Values