



The American Chamber
of Commerce in Jordan

**The American Chamber of Commerce in Jordan
(AmCham – Jordan)**

REQUEST FOR PROPOSALS (RFP)

Within the scope of

**The Informal Livelihoods Advancement Activity (Iqlaa)
funded by the United States Government.**

RFP #	04/2026
Name:	Request for Proposal for Consultancy: Food Safety, Production Improvement, and Market Readiness Support for JRF's Al Mooneh Line
RFP Date of Issuance:	Thursday 30/7/2026
Deadline for submitting questions	Monday 3/8/2026 <i>Questions with respect to this RFP should be sent by email to amcham@amcham.jo.</i>
Date for submitting answers	Wednesday 5/8/2026
Closing Date/Time for Submitting the Proposals:	Thursday 13/8/2026 <i>Technical and Financial offers with respect to this RFP should be sent in separate attachments by email to amcham@amcham.jo.</i>
Proposals Submission Method:	Interested candidates are encouraged to submit their technical and financial proposals as per the details provided in this RFP with the requested attachments. Interested candidates shall provide: ▪ A technical proposal that reflects an understanding of the requirements of the contract and a clear outline of the methodology to be used. Maximum number of pages for the Technical proposal is 15 pages/ font size 12 and in PDF format. (see section X) ▪ Proposals are to be submitted in English. ▪ A financial proposal in JOD to be submitted in a separate document. ▪ Mandatory Annexes must provide the supporting documents requested in the RFP. These include the consultant's CV, list of past work, a signed conflict of interest letter, a bio-data sheet, and a copy of the National ID. These documents should be organized for easy reference. To be sent by email to: amcham@amcham.jo with the subject line: RFP - Food Safety, Production Improvement, and Market Readiness Support for JRF's Al Mooneh Line.
Date for Opening Proposals Session:	Monday 17/8/2026



**The American Chamber
of Commerce in Jordan**

Anticipated Date for final selection:	Monday 24/8/2026
Contract duration	3 months

Important Note: *Proposals received through this RFP under Iqlaa Program, does not constitute an award commitment on the part of AmCham-Jordan, nor does it commit AmCham-Jordan to pay for any costs incurred in preparing and submitting the Proposal. Further, AmCham-Jordan reserves the right to reject any or all applications received without disclosing the reason for such rejection. Proposal are submitted at the risk of the Applicant, and all preparation and submission costs are at the Applicant's own expense.*

I. INTRODUCTION:

The **American Chamber of Commerce in Jordan (AmCham-Jordan)** is a non-profit, member-based organization established in 1999, representing over 250 members, 90% of which are SMEs. For more than 26 years, it has contributed to Jordan's sustainable economic development by supporting business growth and strengthening Jordanian American economic relations. AmCham-Jordan is affiliated with the U.S. Chamber of Commerce in Washington, D.C. and is a member of the AmCham MENA Regional Council.

AmCham-Jordan is one of the implementation partners of the Informal Livelihoods Advancement Activity (Iqlaa), funded by the United States Government. Iqlaa is a five-year program that started in May 2022 and aims to support Jordan's home-based, micro and small businesses to grow, transform, and become resilient to future challenges. Iqlaa's approach explores new ways of doing business and improving access to finance, markets, and services. It focuses on four sectors: agriculture, tourism and hospitality, manufacturing, and services, with a special focus on technology development and implementation. The program encourages and supports the participation of all micro and small business owner segments.

II. CONTEXT OF CONSULTANCY:

As part of the implementation phase of the Aggregator Accelerator Program, AmCham-Jordan seeks to engage a qualified consultant to provide specialized technical assistance to the Jordan River Foundation (JRF) for its AI Mooneh product line.

The consultancy will support JRF in improving food safety practices, production consistency, product shelf life, compliance with relevant food safety standards, and overall market readiness. The assignment aims to strengthen the quality and competitiveness of the AI Mooneh product line, enabling it to better access and compete in local and international markets while enhancing the capacity and market opportunities of the MSEs/HBBs involved in its production.



**The American Chamber
of Commerce in Jordan**

III. SCOPE OF WORK

The assignment is expected to help JRF and its beneficiaries:

1. Standardize production processes across participating suppliers to achieve consistent taste, texture, quality, safety, portioning, and product presentation.
2. Improve product shelf life by enhancing processing methods, packaging solutions, preservation practices, storage conditions.
3. Strengthen food safety and regulatory compliance in line with JFDA requirements, HACCP principles, applicable food safety standards, and product labeling requirements.
4. Assess and support HACCP readiness for participating suppliers.
5. Reduce operational losses.
6. Improve operational efficiency and profitability through better production controls.
7. Build the technical capacity of approximately 120 beneficiaries through practical, on-site training, and technical guidance.

The assignment shall cover both plant-based and animal-based products currently produced or targeted by Al Mooneh Line, including but not limited to:

- Carrot & Orange Jam
- Strawberry Jam
- Grapes Jam
- Fig Jam
- Makdous
- Za'atar
- Pomegranate Molasses
- Halaweh Spread
- Sumac
- Labneh
- Chocolate
- Halloumi Cheese

The selected expert shall assess products by category, processing method, food safety risk, shelf-life requirements, packaging needs, storage conditions, labeling requirements, and market-readiness level.

Task 1: Inception phase, Document Review, and Workplan Finalization

The expert shall begin the assignment with an inception phase to confirm the implementation approach, workplan, product priorities, beneficiary sample, training structure, and required documentation.

This shall include:

- Conducting a kick-off meeting with AmCham-Jordan, and JRF as needed.



The American Chamber of Commerce in Jordan

- Reviewing available information on Al Mooneh Line products, production practices, supplier structure, existing certifications, food safety systems, packaging, labeling, shelf-life status, and market-readiness needs.
- Reviewing JRF's current compliance and certification status.
- Agreeing on the final list of priority products and beneficiary sites to be covered under the assignment.
- Preparing a detailed 12-week implementation plan, including site visits, training, number of cohorts, deliverables, review meetings, and reporting deadlines.

Deliverable 1: 12-Week Workplan (3 pages max)

Indicative timing: Week 2

Task 2: Training Needs Assessment and Technical Gap Assessment

The expert shall conduct a practical Training Needs Assessment and technical gap assessment to identify beneficiary capacity gaps and product-specific production, food safety, quality, and compliance needs.

The assessment shall cover:

1. In partnership with JRF, expert is to conduct a preliminary assessment of beneficiaries' current knowledge of food safety, hygiene, HACCP, GMP, cleaning, sanitation, allergen control, cross-contamination prevention, and recordkeeping, current production practices.
2. Recommended training locations, number of cohorts, trainees per cohort, and grouping by geography, product category, and skill level.
3. The exact number of cohorts and trainees per cohort shall be finalized based on the assessment. However, bidders should plan for approximately 120 beneficiaries, with training delivered at beneficiary premises.

Deliverable 2: Training Needs Assessment Report (3 pages max)

Indicative timing: Weeks 2-3

Task 3: Production Standardization, Food Safety, HACCP Readiness, and Market Readiness Support

Preparing a practical market-readiness and training preparation action plan covering documentation, including obtaining and reviewing the technical and regulatory export requirements for target markets, testing needs, packaging, labeling, traceability, shelf-life validation, priority product readiness, and identifying areas to be addressed in the following training step. This task will also provide the technical basis for the training and capacity-building step that follows.

This shall include:

1. Defining practical standard production parameters, including ingredients, measurements, cooking time, temperature, cooling, filling, packaging, storage, transport, and basic recordkeeping requirements.
2. Developing simple production tools, including standard recipes, process control forms, quality checkpoints, and product-specific SOPs.



The American Chamber of Commerce in Jordan

3. Reviewing hygiene, sanitation, equipment use, production layout, storage, raw material handling, finished product handling.
4. Identifying food safety hazards and control points for priority products and developing practical HACCP-based tools, including basic control plans, checklists.
5. Assessing shelf-life risks by product category, including spoilage, microbial risk, packaging failure, temperature sensitivity, oxidation, moisture, texture, color, and quality changes.
6. Recommending practical improvements to reduce waste, improve production efficiency, extend shelf life, strengthen preservation, improve storage and handling, and address cold-chain needs where applicable.
7. Reviewing packaging suitability in terms of food safety, shelf-life protection, durability, cost, market appeal, and local or potential export requirements.
8. Reviewing current product labels and identifying required corrections.
9. Assessing basic HACCP readiness.
10. Preparing a practical market-readiness and training preparation action plan covering documentation, testing needs, packaging, labeling, traceability, shelf-life validation, priority product readiness, and areas to be addressed in the following training step.

The expert is not expected to act as a certification body or guarantee certification approval. However, the expert shall provide the practical tools, findings, recommendations, and action plan needed to help JRF and selected beneficiaries progress toward improved production standards, HACCP readiness, and market readiness.

Any laboratory testing, packaging trials, certification audits, or official fees shall be clearly identified in the financial proposal as included, optional, or reimbursable costs.

Deliverable 3: Production Standardization, Food Safety, HACCP Readiness, and Market Readiness Package

The package shall include:

- Production Standardization Tools
- Food Safety, Quality Assurance, and HACCP Readiness Tools
- Shelf-Life, Packaging, Labeling, and Market Readiness Action Plan

Indicative timing: Weeks 4–7

Task 4: On-Site Training and Group Coaching for Beneficiaries

The expert shall design and deliver practical, hands-on training and group coaching to approximately 120 beneficiaries at beneficiary premises. Training shall be adapted to the education level, technical capacity, production realities, and working conditions of beneficiaries.

Training topics shall include, but not be limited to:

- Basic food safety and hygiene.
- GMP and good handling practices.
- Personal hygiene, workplace sanitation, disinfection and cross-contamination prevention.
- Safe production of plant-based products.



The American Chamber of Commerce in Jordan

- Safe production of dairy and animal-based products.
- Recipe standardization, batch control and quality control during production.
- Packaging and storage practices.
- Shelf-life basics.
- Labeling basics.
- Traceability and batch records.
- Waste reduction and product loss prevention.
- HACCP principles and practical application.

The expert shall conduct pre- and post-training assessments to measure improvement in knowledge and practical understanding.

The final number of cohorts, trainees per cohort, and training locations shall be confirmed after the Training Needs Assessment. However, bidders should propose a practical training structure that can be completed within the 12-week assignment period.

Deliverable 4: Training Completion Package

The package shall include:

- Training materials in Arabic and English versions.
- Attendance sheets.
- Pre- and post-training assessment results.
- Photos or evidence of training delivery, subject to JRF consent and safeguarding policies.
- Summary of participant performance and remaining gaps.

Indicative timing: Weeks 7–11

Task 5: Final Report

At the end of the assignment, the expert shall prepare a final report and sustainability roadmap that JRF, AmCham-Jordan, and Iqlaa can use to track progress, follow up with beneficiaries, and support continued improvement beyond the consultancy period.

Deliverable 5: Final Report

Indicative timing: Week 11

All deliverables must be completed and submitted within the 12-week assignment period. The final implementation schedule may be refined during the inception phase based on the results of the Training Needs Assessment, number and location of beneficiary sites, product prioritization, and agreed training cohort structure.

10. Proposal Requirements

Interested bidders shall submit a technical and financial proposal including:

- Understanding of the assignment.
- Proposed methodology.



The American Chamber of Commerce in Jordan

- Proposed team structure, indicating whether the bidder proposes one integrated expert/team or separate experts.
- Relevant experience in similar assignments.
- Proposed approach for the Training Needs Assessment and training delivery
- Proposed approach for production standardization, HACCP readiness, shelf-life improvement, packaging, labeling, and market/export readiness.
- CVs of proposed expert(s).
- Examples of similar tools, SOPs, manuals, or training work developed, where possible.
- Detailed financial proposal, clearly separating professional fees, travel costs, field visit costs, training costs, laboratory testing costs if included, and any optional or reimbursable costs.

II. Roles and Responsibilities

AmCham-Jordan shall be responsible for:

- Contracting and managing the selected expert under the Iqlaa project.
- Coordinating with JRF, Mercy Corps/Iqlaa, and the selected expert, as needed.
- Reviewing deliverables and providing feedback in coordination with JRF and relevant project stakeholders.
- Monitoring implementation progress against the approved scope, timeline, and deliverables.
- Ensuring that the assignment remains aligned with Iqlaa objectives and AmCham-Jordan's role under the project.

JRF shall be responsible for:

- Providing background documents and available product information.
- Providing access to beneficiary premises.
- Coordinating with beneficiaries and confirming training schedules in coordination with AmCham-Jordan and the expert.
- Sharing available certification, compliance, production, packaging, labeling, and testing documents.
- Reviewing technical deliverables and providing feedback.
- Supporting logistical arrangements for field visits and trainings, as agreed.
- Supporting beneficiary mobilization and participation.
- Avail material needed for training including supplies, requirements, tools.

Participation Enablement:

***Kindly go through the participation enablement guiding framework attached to ensure the sample includes MSEs/HBBs owned by vulnerable women, youth and PLWDs, men and that you as a consultant adapt as needed implementation accordingly.**



**The American Chamber
of Commerce in Jordan**

IV. QUALIFICATIONS:

The bidder must demonstrate relevant technical expertise in food safety, production processes, quality assurance, shelf-life improvement, packaging, labeling, and compliance for food products.

The proposed expert/team should have:

- A degree in food science, food technology, food engineering, food safety, dairy technology, agricultural engineering, quality management, or a related field.
 - At least 7–10 years of relevant professional experience in food production, food safety, quality assurance, or food manufacturing advisory services.
 - Demonstrated experience with HACCP implementation and readiness support.
 - Experience with both plant-based and animal-based food products.
 - Practical experience with dairy products, jams, pickled products, dried herbs/spices, spreads, and shelf-stable food products is strongly preferred.
 - Experience supporting HBBs, MSEs, community-based suppliers, women-led production units, cooperatives, or small-scale producers is strongly preferred.
 - Knowledge of JFDA requirements and Jordanian food safety and labeling expectations.
 - Knowledge of U.S. FDA requirements, food labeling, FSMA preventive controls, food facility registration, importer expectations, and export-readiness requirements is an advantage.
 - Experience developing SOPs, HACCP plans, quality manuals, training materials, production records, and practical checklists.
 - Ability to deliver practical on-site training in Arabic. English reporting ability is required.
- Strong facilitation and coaching skills, especially with beneficiaries of different education and technical levels.

V. TIMING & LEVEL OF EFFORT:

The anticipated duration of the assignment is **12 weeks (60 working days)** from the date of contract signing.

Given the limited timeframe, the assignment should prioritize practical implementation, high-impact improvements, and realistic corrective actions that can be adopted by JRF and beneficiaries.

VI. COMMUNICATIONS, BRANDING AND MARKING:

VII. The awarded consultant will need to comply with the United States Government and Mercy Corps Branding and Marking requirements and guidelines that will be provided upon awarding the applicants. Failing to do so might result in disallowed costs. Any material developed within this scope of work should be shared with the Iqlaa communications team for branding, marking, and messaging review and approval. MANAGEMENT & REPORTING:



The American Chamber of Commerce in Jordan

- The Consultant(s) will report to AmCham-Jordan's CEO and Business Development /Head of Jordan-U.S. Free Trade.
- All activities and delivery schedule (work plan) will be developed and implemented in coordination with AmCham-Jordan relevant technical team and aggregator.
- All documents are to be provided in word format in soft copies delivered by email in English language.

VIII. TENDER EVALUATION METHOD:

The selection process must obtain the below criteria:

Criteria	Weight	Minimum Score per Sub-Section
Technical Weight	80%	60% or above to pass technical evaluation
Technical Approach & Methodology (<i>understanding the assignment, workplan, training design</i>)	30 pt.	
Expert Qualification (<i>academic background in relevant field, technical expertise in food safety & production, ability to deliver training</i>)	30 pt.	
Expert Past Experience (<i>track record of similar assignments, experience in designing/delivering similar training sessions, experience in working with similar targeted beneficiaries MSEs/HBBs</i>)	20 pt.	
Financial Weight	20%	-
Bidders must score at least 60% on the first three sections (Technical) to even be considered for the financial review and final selection.		

IX. GENERAL TERMS AND CONDITIONS:

Interested candidates should take into consideration the following general and financial terms and conditions when preparing and submitting their proposals:

- AmCham-Jordan will arrange for a meeting whereby shortlisted bidders (scored 60% and above) present their technical offers and engage in a discussion with AmCham-Jordan team.
- All prices should be quoted in Jordanian Dinars inclusive of all expenses with clear breakdown (table format) of the daily rates and number of days for each deliverable.
- The proposal must include all the above requirements in addition to the signed conflict of interest letter provided with this RFP.
- Bidders who fail to submit all the requested documents are automatically disqualified from the evaluation process.

X. Suggested Sections for Technical Offer



The American Chamber of Commerce in Jordan

- **Cover Page:** This section should include the title of the proposal, the RFP reference number, the consultant's full name, and the date of submission.
- **Cover Letter:** The cover letter should briefly introduce the consultant and confirm interest in the assignment. It should also state eligibility, including a declaration of no conflict of interest, and demonstrate relevant experience in business development and aggregator support. Contact details must be clearly provided.
- **Executive Summary:** The executive summary should present a concise overview of the proposal, summarizing the consultant's understanding of the assignment, the proposed approach, and the unique value the consultant brings. It should be no more than 1 page.
- **Understanding of the Assignment and Proposed Methodology & Approach:** Here, the consultant should outline the step-by-step methodology to be applied in carrying out the assignment.
- **Implementation Timeline & Milestones:** This section should provide a clear schedule of implementation, ideally using a Gantt chart or table. It should describe how the consultant will complete activities and deliverables within the provided timeframe. Milestones and deadlines should be clearly marked.
- **Relevant Experience & Past Performance:** This section should highlight past work and provide examples of similar assignments. Case studies may be included to illustrate relevant expertise. At least two references with contact information should also be listed here.
- **Expected Results:** This section should describe the expected results and measurable indicators of success.

Mandatory Annexes

Annexes must provide the supporting documents requested in the RFP. These include:

- Consultant's CV.
- List of past work.
- Signed conflict of interest letter
- Bio-data sheet.
- Copy of the National ID.

These documents should be organized for easy reference.