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FOOD AID QUALITY REVIEW PHASE III: YEAR 4

COMMODITY RESOURCE WEBSITE: CONCEPT NOTE

PROBLEM STATEMENT

As USAID/FFP food aid products have improved there is greater need for food aid stakeholders to access well-presented information and resources to support effective selection and programming of U.S. food aid products. Improvements have been made, with the support of the Food Aid Quality Review (FAQR) team, to the USAID/FFP Commodity Resource Website and the presentation of product information has been streamlined and modernized through the development, implementation, and update of the Food Aid Product Description Sheets. Further redesign and reorganization of the website is needed to further highlight information on U.S. food aid products and the tools and resources available to aid in their selection and programming.

GOAL/OBJECTIVE

In FAQR Year 4 we will provide a set of recommendations for an updated and overhauled FFP Commodity Resource Website and its individual pages. The recommendations will provide insights as to how to highlight commodity information, processes, tools, and resources in a way that meets the needs of a variety of user groups (USAID/FFP, implementing partners, industry, researchers, etc.).

SIGNIFICANCE TO USAID/FFP AND PARTNERS

An updated website will be important for raising the profile of U.S. food aid products and the work USAID/FFP has been doing to continue to improve food aid quality. Making information on products, processes, and tools/resources easily accessible via the USAID/FFP website will facilitate better information sharing with a variety of FFP stakeholders and U.S. Government agencies. Accessibility and transparency of information is something that has been requested by USAID/FFP's stakeholders, updating the FFP Commodity Resource Website will help to address this request.

FINAL DELIVERABLES

- Recommended elements to be included in a Commodity Resource Website (tools, information, layout, function) update based on a review of existing information and recommendations.¹ This will include recommended steps to implementing proposed content/design as well as steps for ongoing website maintenance.

WORKSTREAM CONTACTS

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¹ To be integrated into website reorganization as USAID bureaus merge