

REQUEST FOR EXPRESSIONS OF INTEREST

Kenya Feed the Future – Crops and Dairy Market Systems Activity

Issuance date: June 20th, 2018

Closing date: July 15th, 2018

Program Background

The Kenya Crops and Dairy Market Systems Activity (KCDMS) is a five-year (Oct 2017– Sept 2022) program of the United States Agency for International Development (USAID). It is funded as part of Feed the Future, the U.S. Government's global hunger and food security initiative that helps to increase agricultural production and reduce poverty and malnutrition in Kenya.

The project is being implemented by RTI International. It is operational in 12 counties including; Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia and Vihiga. (The applicant need not be located within one of these counties but must be able to work with the population located within those counties.) KCDMS interventions are focused around 9 value chains, including: dairy, feed/fodder, mango, banana, avocado, pineapple, passion fruit, sweet potato and African Leafy Vegetable.

Project Objective and Approach

KCDMS's goal is to transform agricultural market systems to enable intensification and diversification into higher value commodities and non-farm activities. The project is doing this by facilitating market driven partnerships that bring together all players (agro-dealers, dairy and horticulture input suppliers, aggregators, processors and exporters) to invest in higher productivity, quality improvements and greater supply chain efficiency. Alongside efforts to enhance productivity in the priority value chains across the project's zone of poverty alleviation, KCDMS intends to ensure availability of food that has been produced in a safe manner.

Spray Service Providers (SSP)

There has been an increasing awareness of food safety in sustainable agricultural production systems in Kenya and agricultural chemicals/pesticides (herbicides, insecticides and fungicides) have played an important role in efficient and economic production of wholesome food, reducing soil erosion and maintaining human health. The ravages of pests and diseases (fungi, bacteria, locusts, insects like army worms) or weeds can severely destroy or reduce yields thus causing fall in food supplies if left unchecked. This calls for adequate control measures to be available including the use of agricultural chemicals. However, **the responsible use** of chemicals is key to ensuring that agricultural chemicals are beneficial to the community as a whole and that the community have confidence that the threat to human health and environment are protected when chemicals are used.

Pesticides are key in any Integrated Pest Management programme not only to manage the pests but also improve on the productivity. But they are also detrimental when misused thus resulting in adverse effects to both human beings and the environment.

Most of the small and medium scale farmers have for a long time been spraying their farms without knowledge of the choice of pesticides, safe use, their Pre-Harvest Intervals and various application

methods that are effective for different pests in various crops. Furthermore, they lack knowledge on how to calibrate the spray equipment, reading the pesticide label accurately and preventing any acute danger that they expose themselves and their families to upon failure to use Personal Protective Equipment (PPE). All this is done without consulting or seeking professional help. Most the farmers source their pesticides from agro dealers who also act as a source of knowledge whenever the farmer wants any extension and advisory services. Sometimes, the agro dealers do not offer sound advice because they have limited technical knowledge on the issues. The lack of appropriate spray technology in farmer hands has been observed across most of the target counties.

Call for Expressions of Interest

The program is seeking to partner with reputable organizations to carry out innovative activities to create viable self-employment opportunities for youth to offer spraying and other services provision in the horticulture and dairy value chains in project target counties. We therefore soliciting expressions of interest (EOI) from interested associations, private sector, NGO, or community stakeholders. The EOI should suggest interventions that are able to reach large numbers of the population in the targeted counties with an emphasis on sustainable service delivery and youth employment.

All applicants must have prior experience in Integrated Pest Management (IPM) safe and responsible use of CPPs, SSP training, and youth employment generation. Organizations must demonstrate efficient and effective fiscal management. Prospective implementers will be expected to make a significant cost contribution to the total investment required. Partner contributions are expected to range between 10-50%. EOI will be evaluated on the sustainability of their model, number of beneficiaries reached, impact on youth income generation, smallholder productivity improvement, and value for money. Successful EOIs will be invited to negotiate an implementation agreement with KCDMS with agreed deliverables, budget and cost share.

Applicant should clearly demonstrate how they will carry out the intervention. We are specifically looking for effective and innovative ways to offer safe and effective spray services for smallholder farm households as a business opportunity for youth.

The proposal should explain how the following tasks will be completed in a sustainable manner.

(Partnerships, joint activities with other stakeholders and other innovative approaches are welcome.)

- Identify of entrepreneurial youth from the KCDMS counties who are interested in establishing and offering professional spray services as a business, including both the supervisor and the implementer levels.
- Development of training materials and tools on IPM, covering diverse training methodologies that enhance adult learning, are relevant to dairy producers and the horticultural value chains of focus in each county, and demonstrate best practice in safe use and handling.
- Design and deliver actual trainings at all levels, including:
 - i. IPM trainings in relation to the value chains, including the practical aspects of pest control (cultural, mechanical, biological and chemical), theoretical and practical sessions.
 - ii. Business development trainings to ensure that the businesses will have the requisite business acumen to run their businesses in a profitable manner.

- Development of an illustrative field handbook for the SSPs that will serve as a reference book on pest control with focus on good strategies to reduce exposure to agricultural chemicals; for example, during purchase, storage, when preparing solution to apply. Also included are care with equipment to use, care when applying chemicals, and finally on disposal of containers after agro-chemical application
- Linking the SSPs to the key commercial stakeholders, including AAK member companies, suppliers, agrovets, farmer associations and offtakers/processors of produce as one of the ways of enhancing the sustainability of the model.
- Providing the SSPs with the necessary Personal Protective Equipment and suitable professional spraying equipment.
- Building the commercial viability of the trained SSPs
- Monitoring of impact and sustainability.

Additional preference will be given to proposals that also include training of agrovets on safe and sustainable use of agro-chemicals.

Eligibility

Applicant organizations will only be considered if they are:

- Legally registered
- Have been in operation for more than one year
- Have appropriate financial and management systems
- Can demonstrate capacity in the intervention proposed.
- Demonstrate willingness to abide by restrictions in the approved PERSUAP which specifies measures to promote safe use of appropriate agro-chemicals and prohibits promotion of banned and highly toxic product.

Criteria for selection

- Innovativeness
- Sustainability of the business model
- No. of people reached
- Geographic coverage of the intervention
- Potential to change behavior
- Cost efficiency; an EOI will have an added advantage if it is able to have an effective intervention at a lower cost
- Cost share contribution
- Proven organizational capacity (experience, recommendations)

Anticipated Funding Levels and Cost Share

Individual agreements awarded under this call are expected to be in the range of KES 5,000,000 to KES 15,000,000 as a pilot in year 1. An EOI with an effective intervention at a lower cost will score highly. Effective interventions may be considered for continuation in subsequent years, subject to performance evaluation and the availability of funds.

Applicants are expected to contribute towards the overall activity cost in the form of cost share. (Cost share refers to the resources a partner contributes to the total cost of implementing an intervention or activity. Cost share may be cash, in-kind or both, but may not come from other US government funding.) The cost share requirement is essential to demonstrate the commitment, ownership, and buy-in of the implementer. Applicants with budgets in excess of KES 5,000,000 should expect to contribute a cost share of at least 50%.

Submission Guidelines

EOI should be in English and not exceed five (15) pages (excluding cover page, executive summary and annexes). Use the official proposal format marked Annex A and the results framework and activity budget template marked Annex B.

Expressions of interest should be submitted via email to APS2018@kcdmsd.rti.org. Applicants should indicate the reference number **KCDMSD-2018 SSP EOI** in the subject line.

Disclaimer: Issuance of this call does not constitute an award commitment on the part of KCDMS nor commit the project to pay for costs incurred in the preparation and submission of an EOI. Further, KCDMS reserves the right to reject any or all EOI received. Similarly, an invitation for further negotiation or to submit a full application is not a commitment to fund that application.