RFA -KCDMS-FY19-021
RFA FOR DEVELOPING AN AFRICAN LEAFY VEGETABLES STRATEGY FOR THE DEPARTMENT OF AGRICULTURE -KISII COUNTY

1.0 Project: Kenya Crops and Dairy Market Systems (KCDMS) Activity

2.0 Staffed by: KCDMS Policy Team

3.0 Reports to: KCDMS Policy Director through Regional Policy Coordinator

4.0 Location: Kisii County

5.0: Value chains: African Leafy Vegetables

6.0 Start date: Mid-November 2019

7.0 Duration: 20 days

8.0 About KCDMS Activity

The Kenya Crops and Dairy Market Systems (KCDMS) Activity is a five-year (Oct 2017– Sept 2022) project 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 in 12 counties namely; Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia, and Vihiga. Amongst other endeavors, KCDMS works in Market Access, Productivity, Policy, and Social Inclusion for the selected value chains not limited to dairy, feed/fodder, mango, banana, avocado, pineapple, passion fruit, sweet potato and African Leafy Vegetables.

9.0 Introduction

African leafy vegetables (ALVs) are a diverse set of crops grown across the sub counties of Kisii county. For a long time, it has been a brand of a staple of traditional diets for the Kisii community and plays an important role in food security however its importance has been largely ignored by policymakers at the expense of imported crops. However, the market for ALVs is changing rapidly, and future research/policies and strategies is needed to monitor trends and provide an enabling environment for private investors in these value chain.

African Leafy Vegetables (ALVs) are fast becoming the vegetable of choice, especially in the hitherto, non-consuming segments of the society including the upper- and middle-class
households, and generally among the elite in Kenya. The paradigm shift in the consumption patterns of ALVs has implications on the continued availability of the vegetables to the lower-end of the market consumers—the poor. Therefore, the reality that their income and nutritional resources could be exploited to their disadvantage is very much a possibility.

It is against this background that KCDMS, in partnership with the County government of Kisii, proposes to facilitate creation of solution-oriented strategy that will address emerging trends in the ALVs Value chain. ALVs strategy will cushion the vulnerable groups, who have previously dominated the ALVs market, against the emerging big and medium commercial players by providing an enabling environment for all to do business. The idea is to identify, and tackle risks associated with agricultural investment, such seed systems, drought tolerance, hydroponic production, market barriers and consumer preference.

10.0 Project Objective and Approach

KCDMS goal in its policy component, is to have a transformed agriculture market system by providing an enabling environment that attracts private sector investments through strategies and policies facilitation. Investors tend to consider the agricultural sector particularly risky, especially at the primary production level. Therefore, mechanisms need to be put in place to reduce those risks for the private sector, as a way of encouraging more and better investments. In addition to private sector actors, agriculture is a broad sector that goes to embrace other Non-State Actors (NSAs) such as farmers, agribusinesses, producer organizations, and Civil Society Organizations (CSOs). To transform county’s agriculture, it is imperative to build broad and inclusive coalitions committed to improving the sector’s policies, programming and institutions. Therefore, Kisii county should, individually and collectively work in partnership with NSAs and other stakeholders in making environment conducive for investments.

11.0 Objective of the Assignment

1) Develop a detailed ALV Strategy for Kisii county

11.1 Scope of Work and Objectives

The scope of the assignment will include:

1. Development of a comprehensive strategy for an effective African leafy vegetable production and marketing in Kisii county
2. Identify obstacles and solutions to production and marketing of African leafy vegetables in Kisii county
3. Involve the stakeholders during development of the strategy to factor in their inputs
4. Provide a roadmap on stakeholder involvement in the development of the strategy.
5. Refer to previous studies done by other partners especially in Nyanza counties by KEA and World Vision
6. Outline the role of private sector in the development and strengthening of the ALVs value chain

11.2: Strategy Development

Using the recently contacted ALVs feasibility study by Farm Concern, and the ALVs PPD Report, it will provide a diagnostic review on the Production, Market analysis, consumer analysis and distribution on the current status of ALVs in Kisii County, the consultant will be in a position to incorporate the outcome of the study and the report by providing solution on the identified gaps emerged during the study.

12.0 Specific Activities and Deliverables:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deliverable</th>
<th>Time Frame</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>County introductions of the consultant</td>
<td>Inception report</td>
<td>1 Day</td>
<td>Regional policy coordinator Nyanza and the county Executive and his team</td>
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<tr>
<td>Technical workshop</td>
<td>Inputs from the Field technical staff by providing primary data, stakeholders, Grantees involved in the value chain and their contribution</td>
<td>1-day workshop</td>
<td>KCDM policy team and the county Agriculture Team</td>
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<tr>
<td>Stakeholder involvement workshop</td>
<td>Inputs from the stakeholders captured and discussion on the Finding of the Scooping study for ALVs</td>
<td>1 day</td>
<td>KCDM policy team and the county</td>
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<tr>
<td>Primary data, discussion with Directors, visiting the markets and any other relevant activity</td>
<td>Information and knowledge sharing with the county and the stakeholders Report writing</td>
<td>17</td>
<td>Consultant</td>
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</tbody>
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13.0 Final Report

The following reports will be expected from the consultant.
- Inception report
- Workplan for the approved period
- Participation list
- Draft ALVs strategy

14.0 Assignment duration

The duration of the assignment shall be 20 working days.
15.0 Supervision of the Consultant
The selected Consultant will work under the direct supervision of the KCDMS Regional Policy Coordinator under the duration of the contract.

16.0 Confidentiality
It should be noted that all the information collected in the process of undertaking this exercise together with the reports shall be the property of the County Government of Kisii.

17.0 Conflict of Interest
This assignment shall be executed as per the terms of reference contained in the contract entered into during partnership engagement and any adjustment, must be agreed upon by all parties in advance before execution of the issue at hand. No conflict of interest is anticipated during the undertaking this assignment.

18.0 Payment Modalities

1. 20% payment upon submission of Inception report, and final revised Chapter 1 of the Africa Leafy Vegetables
2. 40% payment upon submission of a complete draft of ALVs Strategy
3. 40% payment upon submission of final ALVs strategy and having been approved by KCDMS Agricultural Policy and Institutional Capacity Development

N/B: All payments shall be done only after presentation to and approval by the County Executive Member (CEC) for the department of Agriculture Kisii. Director Agricultural Policy and Institutional Capacity Development – USAID-KCDMS

19.0 Submission Guidelines
The proposals must be submitted using the English language and must not exceed ten (10) pages (including annexes).

Questions relating to this RFA may be submitted to procurement@kcdmsd.rti.org by October 31, 2019.

Application including cover letter, technical proposal and financial proposal should be completed and submitted to procurement@kcdmsd.rti.org with ‘KCDMS – Kisii ALVs Strategy RFA-021’ in the subject line reference by November 2, 2019.

Disclaimer: Issuance of this RFA 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 application. Further, KCDMS reserves the right to reject any or all applications received. Similarly, an invitation for further negotiation or to submit a full application is not a commitment to fund that application.