

TERMS OF REFERENCE

FOR

CONDUCTING VALUE CHAIN AND MARKET ANALYSIS

Position title: Consultant

Expected period of commitment: 1st - 31st October 2023

Application deadline: 23th September 2023

Location: Kirinyaga, Muranga and Nakuru Counties

ABOUT THE SLOW FOOD KENYA

Slow Food Convivia Association of Kenya (here-in after referred to as Slow Food Kenya) is an affiliate of Slow Food International, a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us. Slow Food in Kenya started its activities in 2004 after the first edition of Terra Madre Salone del Gusto (an international food and agriculture event that brings together producers and artisans of the food industry from around the world every two years in Turin, Italy). The association was officially registered as a legal entity in the country in the year 2014 and launched in 2015.

Today SFK brings together 28 local chapters (called *convivia*) and over 100 food communities that are spread in different areas across the country. Its main activities focus on defense of food biodiversity, sustainable agriculture and promotion of local and traditional food. It supports small-scale farmers to rediscover themselves and promote their cultural food traditions with pride and dignity.

Mission

Slow Food Kenya believes that everyone has the right to good, clean, and fair food.

- **Good:** food should taste good and be rooted in season, place, and culture.
- **Clean:** food and farming should promote health and well-being, preserve agricultural resources, protect the environment and biodiversity, and ensure animal welfare.
- **Fair:** food should be accessible and affordable to all, and should provide dignity and fair compensation to workers at every link in the food chain.

Vision

Slow Food envisions a society in which all people can access and enjoy food that is good for them; good for those who grows it and good for the planet.

1. BACKGROUND

SFK is implementing a project called, "Foster agroecological food systems in Kenya by enhancing healthy food production, market access and consumption." The overall goal of the project is to contribute to the transition towards agroecological food systems in Kenya while improving the livelihoods of local farming communities. Therefore, the markets are an integral part of the project.

The project is being implemented in eight counties namely Nakuru, Kirinyaga, Embu, Narok, Baringo, Nyandarua, Nairobi and Murang'a.

2. OBJECTIVES

The overall objective of the consultancy is to conduct value chain and market analysis.

3. PURPOSE OF THE ASSIGNMENT

Slow Food Kenya seeks the services of consultant to:

- Conduct a detailed market analysis to understand the exact number of producers serving the current Earth Market (Gilgil/Nakuru), the volume of products sold, identify/understand the roles of the current/future market players, secondary markets/delivery system and the key constraints. The assignment seeks to understand the key players in the market and how they relate with each other. It also seeks to provide essential information that will be necessary in developing context specific market interventions.
- Conduct value chain analysis on bananas with a bias towards two traditional banana varieties (Gitogo Kiiru and Mutahato – from Kirinyaga and Muranga respectively) to understand the constraints, needs and opportunities in production, processing, marketing, access and identify/understand the roles of the current/potential, future value chain actors. This information will be vital in developing new Slow Food Presidia (community projects that sustain quality production of breeds and plant varieties at risk of extinction; protect unique regions and ecosystems; recover traditional processing methods; and safeguard local breeds and plant varieties) on the above varieties and defining context specific interventions that meet the needs and aspirations of different actors, especially local communities and consumers.
- Conduct a study on Mau Forest Dried Nettles presidium and its marketing system to act as the basis for development and improvement of the Presidia.

4. SCOPE AND PROPOSED STUDY METHODOLOGY

The consultant will be expected to adopt a mix method approach, i.e., a qualitative and quantitative approaches. Qualitative data collection methods will include Focus Group Discussions with the target population, Key Informant Interviews and Desktop Research. The consultant will be expected to design stakeholder mapping matrix that will clearly outline the roles, responsibilities and power influence of the stakeholders to be interviewed. In addition, the consultant will adopt quantitative approach in the assessment. This will include conducting in- person interviews with the relevant study participants.

Gender Sensitivity: The consultant will adopt gender responsive method to the assignment and will put in place measures that mitigate any gender biases that may arise during the study.

Sample Size Calculation: The successful consultant will be expected to come up with appropriate sampling technique for both the qualitative and quantitative data collection methods which will be discussed and agreed with SFK prior to the data collection process.

Data collection tools and instruments: The successful consultant will develop relevant data

collection tools and identify the appropriate means for collecting the data, which will be discussed and agreed with, prior to the data collection process.

Data analysis: The data should be presented in a logical, meaningful, reader friendly and simple language on a date agreed with SFK.

Ethical Considerations: The consultant should put in place measures to ensure data collected adheres to the necessary ethics and guidelines provided by local laws on data protection and ‘Do no Harm’ standards.

5. EXPECTED DELIVERABLES

The expected deliverables schedule is as follows:

a) Inception Report

Within 3 days after signing the contract. The inception report should detail the following:

- The consultant’s clear understanding of the proposed assignment.
- Methodology to be used for the assignment.
- Data types, collection plans and analytical approach.
- Overall work plan for the assignment

b) Zero draft report

c) Final Report

Within the last five days to the expiry of the contract duration.

The production of the final report will be the sole work of the consultancy team covering all the aspects as outlined in the TOR. The final report should be:

- Produced in English language and should be simple in expression and easy to understand.
- An A4 paper size and a legible font.
- The consultant will be liable to submit an electronic copy of the assessment report by the agreed deadline.

The assessment report should contain the different elements mentioned below. All parts should be clearly distinguished from each other and of sufficient quality.

- Cover page.
- Table of contents.
- An executive summary that should include the major findings of the assessment, summaries, conclusions, and recommendations.
- The objectives of the assessment.
- A justification of the methods and techniques used (including relevant underlying values and assumptions, theories) with a justification of the selections made (of persons interviewed, towns/counties or activity sites visited).

- Eventual limitations of the assessment.
- A presentation of the findings and the analysis thereof (including unexpected, relevant findings).
- Conclusions, which must be derived from findings and analysis thereof.
- Recommendations should be clearly related to conclusions but presented separately. Recommendations should be practical and divided up for various actors or stakeholders in the various thematic areas and include guidelines of how they can be implemented.
- Report annexes that include data collection tools and schedule, sampling procedures and frame and sampled towns/counties, and list of survey team members.
- References to sources used, such as interviews, literature, reports, must be given.

6. ROLES AND RESPONSIBILITIES

The assignment will be conducted by the consultant while direct reporting to SFK's Country Director and with support from the Programme Manager, MEAL Officer and the partners.

Activity	Responsible	Others
Agreement on Terms of Reference	Slow Food Kenya	With agreement from consultants
Training of research assistants	Consultants	Consultants
Development of research tools	Consultant in collaboration with SFK and partners	Consultants
Piloting of research tools	Consultants	Consultants
Data collection	Consultants	Consultants
Data analysis	Consultants	Consultants
Report writing	Consultants	With support of SFK and partners as required, including for review

7. EXPERTISE

a) Academic Qualifications

At least a master's degree in a relevant field in the area of Project Management, Agricultural Economics, Agribusiness Management, Marketing Analytics, Business Management, Development Studies and Monitoring and Evaluation and any other related field.

b) Experience

- At least five years professional experience in Value Chain, Market Analysis and related field.
- Demonstrated experience in working with a network or consortium

c) Skills and Competencies:

- Ability to work with minimal supervision
- High level written and oral communications skills in English and Kiswahili
- Must be result-oriented, a team player, exhibiting high levels of enthusiasm, tact, diplomacy and integrity
- Skills in conducting qualitative and quantitative surveys
- Proven experience in research, management and programming-related work.
- Proven experience in the use of participatory approaches and processes.

8. HOW TO APPLY:

Interested candidates are kindly requested to submit the following:

- Expression of Interest stating why the consultant is suitable for the position.
- Financial proposal showing the total cost of consultancy broken down into daily costs.
- The terms for payments in terms of percentages in order to carry out the exercise.
- Evidence of having undertaken a similar assignment in the past specifying the work done and the client.
- Evidence of having undertaken similar assignments – at least two samples of the documents developed to be submitted as support documents.
- Sample data collection tools (survey questionnaire) in word format
- Detailed curriculum vitae of the main consultant and the support consultants (including names and contacts of three referees - phone numbers and email) to be involved in the assignment, with relevant university certificates and relevant supporting documents and testimonials.

If you believe you are the right candidate for the above role and can clearly demonstrate your ability to deliver on it and meet the qualifications required, then submit the above-mentioned documents to info@slowfoodkenya.org and copy slowfoodkenya@gmail.com with the subject heading: CONSULTANCY FOR VALUE CHAIN and MARKET ANALYSIS

Any documents submitted for this purpose will be treated as confidential and used solely for the purposes of assessing your application for this role.

Only shortlisted candidates will be contacted and notified by either phone or email.