



Request For Proposal (RFP)

Title: Staple Food Value Chain Situational Analysis focusing on Maize, Beans, Rice, Sorghum, Millet in Kenya, Uganda and Tanzania	
RFP No: 002	ISSUE DATE: 18 th March 2024
CLIENT: EAGC	
ISSUED BY: Eastern Africa Grain Council P O Box 218 00606 Nairobi, Kenya Tel: +254 733 444 035 / 710 607313	PROPOSAL DUE DATE: 26 th March 2024 QUESTIONS DEADLINE: 22 nd March 2024
This Request for Proposal contains the following sections:	
Part 1	Instructions to Offerors
Part 2	Evaluation Factors for Award
Part 3	Terms of Reference

Part 1: Instructions to Offerors

I. GENERAL INSTRUCTIONS TO OFFERORS

- A. The Offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP. Proposals not conforming to this solicitation may be rejected, thereby eliminating them from further consideration.
- B. Proposals must remain valid for a minimum of sixty (60) days. The Offeror should submit its proposal by the following means:
 - i. Electronically - Internet email with up to 2 attachments per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment.
 - ii. The overall proposal shall consist of two (2) physically separated parts, as follows: Volume I – Technical Proposal; and Volume II – Cost Proposal. Technical Proposals must not make reference to pricing.

- C. Alternative proposals will not be considered.
- D. Any proposal received in response to this solicitation will be reviewed strictly as submitted and in accordance with the evaluation criteria specified in Part 2, Evaluation Factors for Award.
- E. The person signing the Offeror's proposal must have the authority to commit the Offeror to all the provisions of the Offeror's proposal.
- F. EAGC or its partners is not obligated to make an award or to pay for any costs incurred by the Offeror in preparation of a proposal in response hereto.
- G. The Offeror should submit its best proposal initially as EAGC intends to evaluate proposals and make an award without discussions. However, EAGC reserves the right to conduct discussions should EAGC deem it necessary.
- H. Proposals must be clearly and concisely written and must describe and define the Offeror's understanding and compliance with the requirements contained in the Terms of Reference (ToRs) in Part 3 of this RFP. The proposal should clearly address each of the evaluation factors set forth in Part 2. All pages of each volume (cost and technical) must be sequentially numbered and identified with the name of the Offeror and the RFP number.

II. SPECIAL RFP CONSIDERATIONS

- A. This RFP is open to selected EAGC prequalified consultants.
- B. The anticipated type of contract to be awarded under this solicitation is fixed price. For the purposes of cost analysis, Offerors must prepare a detailed budget in accordance with Subpart IV below "Instructions for the Preparation of the Cost Proposal."
- C. Unnecessarily elaborate brochures or other presentations beyond those sufficient to present a complete and effective response to this solicitation are not desired and may be construed as an indication of the Offeror's lack of cost consciousness. Elaborate artwork, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.
- D. Offerors are informed that EAGC complies with the international laws and Regulations against terrorism which effectively prohibit transactions with persons or entities that commit, threaten to commit, or support terrorism. EAGC shall disqualify any bid received from a person or entity that is found to be on the participating or in any way supporting terrorism.

III. INSTRUCTIONS FOR THE PREPARATION OF THE TECHNICAL PROPOSAL

- A. The Technical Proposal should provide a straightforward, concise delineation of how the Offeror intends to carry out and satisfy the requirements of the TERMS OF REFERENCE described in Part 3. No contractual price information is to be included in the Offeror's technical proposal in order that it will be evaluated strictly on its technical merit.

- B. Technical proposals shall be limited to 25 pages in total. Pages in excess of this limit will not be read or evaluated. The front and back sides of a single page shall be counted as two pages. Detailed information should be presented only when required by specific RFP instructions. Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. Key personnel resumes, bio-data sheets, dividers, and past performance report forms are not included in the page limitation. No material may be incorporated in the proposal by reference, attachment, appendix, etc. to circumvent the page limitation.
- C. Technical Proposals shall be written in English, typed on standard A4 size paper, single spaced, only 12 font type may be used, with each page numbered consecutively. Page margins shall be a minimum of one inch at the top, bottom, and each side.
- D. The technical proposal should include the following:

1. Technical Approach

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the TERMS OF REFERENCE. The technical approach should include:

- a) The Offeror's capacity statement clearly indicating any specialized competence the organization possesses regarding the requirements described in the TERMS OF REFERENCE.
- b) Proposed detailed methodology to undertake the assignment. This should clearly indicate the step by step approaches the bidders proposes to use in delivering the assignment.
- c) An annotated outline of the report indicating the high level structure the applicant proposes to adopt in the preparation of the report.
- d) Bidders proposed detailed work plan covering the entire assignment.

2. Team Composition and Qualifications

The Offeror shall identify in summary format the names of the individuals proposed to perform the requirements described in the TERMS OF REFERENCE in Part 3 and their roles. The Offeror shall indicate the level of effort for each proposed person who will perform under the contract. The Offeror shall submit a complete and current resume for each proposed professional employee (not exceeding 3 pages each) who will be carrying out the work if award is made. These resumes must clearly describe the individuals' education, experience, and professional credentials.

3. Past Performance

The Offeror shall provide:

- a) A description of experience in project monitoring and evaluation, socio-economic development, grain sector analysis and similar studies conducted within the target countries; Kenya, Uganda and Tanzania.
- b) A list of all relevant current contracts and subcontracts and those completed within the last three (3) years that are similar in size, scope, and complexity to the TERMS OF REFERENCE in this RFP. Additionally, for the three most recent similar contracts, the Offeror shall provide the customer's

name, contract number, contract value, current postal and email addresses, telephone number for a currently available point of contact.

IV. INSTRUCTIONS FOR THE PREPARATION OF THE COST PROPOSAL

- a) The Offeror must propose costs that it believes are realistic and reasonable for the work in accordance with the Offeror's technical approach. The Offeror shall provide a complete budget by the cost elements.
- b) All cost and financial data should be fully supported, complete in every detail, and organized in a manner that facilitates review and permits cost analysis.
- c) The financial proposal must be in United States Dollars (US\$) and inclusive of all applicable taxes.
- d) As part of the financial proposal the offeror must attach;
 - i. A copy of the P.I.N
 - ii. A copy of the VAT certificate where applicable
 - iii. A copy of the registration document such as incorporation certificate.

Part 2: Evaluation Factors for Award

I. GENERAL – PROPOSAL EVALUATION

- A. Part 1 provides guidance to Offerors concerning the documentation necessary to conduct an informed evaluation of each proposal. The Offeror must furnish adequate and specific information in the proposal. A proposal may be eliminated from further consideration before a detailed evaluation is performed if the proposal is considered obviously deficient as to be totally unacceptable on its face or which prices are inordinately high or unrealistically low. In the event a proposal is rejected, the Offeror will be sent a notice stating the reason(s) that the proposal will not be considered for further evaluation.
- B. In conducting its evaluation of proposals, EAGC may seek information from any source it deems appropriate to obtain or validate information regarding an Offeror's proposal.
- C. Competitive Range: If EAGC determines that discussions are necessary, EAGC may establish a Competitive Range composed of only the most highly rated proposals. EAGC may exclude an offer from the competitive range if it is so deficient as to essentially require a new technical proposal. EAGC may exclude an offer from the competitive range so unreasonably priced, in relation to more competitive offers, as to appear that there will be little or no chance of becoming competitive. EAGC may exclude an offer from the competitive range requiring extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.
- D. EAGC reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

II. BASIS FOR CONTRACT AWARD

- A. The evaluation factors presented below will serve as the basis upon which proposals will be evaluated. The relative weight accorded to each factor is expressed in points with 100 points possible.

Evaluation Criteria s	Maximum score/ Point
1. Technical Approach & Methodology	
The extent to which the services provider clearly understands and interprets the Terms of Reference through the proposition.	20%
Demonstration of a sound Approach & Methodology	20%
Sub-Total	40%
2. Personnel	
Individual/Team Composition, relevant qualification, technical experience of team members and time allocation per team member.	15%
The extent to which the Service provider presents the required level of expertise and knowledge in similar assignments to fulfil the requirements	15%
Sub-Total	30%
3. Financial Proposal	
Realistic budget demonstrating of value for money	30%
Sub-Total	30 %
Maximum Total Score	100%

The review of proposal may include follow-up questions as well as face to face interviews. EAGC may enter into negotiations with the Offeror that scores the highest number of points using the criteria above.

- B. Offerors are reminded that EAGC is not obliged to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Although for this procurement technical proposal merits are considered more important than cost relative to deciding who might best perform the work, cost factors and EAGC budget will also be considered. Therefore, after the final evaluation of proposals, EAGC will make the award to the Offeror whose proposal offers the best value to EAGC considering both technical and cost factors.
- C. EAGC responses to questions concerning this RFP may be will be openly shared to ensure equal awareness of important facts and details. By submitting a proposal, the firm certifies that it has fully read and understands the RFP, has full knowledge of the scope of work to be provided, and accepts the terms and conditions under which the services are to be performed.
- D. EAGC reserves the right to interview some, all, or none of the firms responding to this RFP based solely on its judgment as to the firm's proposals and capabilities. EAGC reserves the right to request and consider additional information from offerors and to reject any or all submittals on any basis without disclosing the reason. EAGC reserves the right to waive any irregularities and technical defects.

Terms of Reference

Staple Food Value Chain Situational Analysis focusing on Maize, Beans, Rice, Sorghum, Millet in Kenya, Uganda and Tanzania

1.0 Introduction

The Eastern Africa Grain Council (EAGC) is a regional Not-for-Profit membership organization of the grain value chain players in Eastern Africa. Its membership constitutes players in all levels of the grain value chain including farmers/producers, traders, processors, and service providers among them financial institutions, technology suppliers, input suppliers, and professional institutions. EAGC work focuses on market-oriented interventions along the grain value chains hinged on four pillars of; promoting structured trading system, provision of market information to inform production and trade decisions, capacity building of value chain players to promote adoption of management practices and technologies that increase production and quality of marketable produce, and policy interventions to create an enabling environment with an overall goal to contribute to the macro-level objectives of food security, employment creation and poverty reduction.

2.0 Background

The Eastern Africa region has a relatively high potential for food staples production and intra-regional trade due to its diverse agro-ecology, abundance of labor and a fast-growing population that provides a huge food market. Trade in staple food grains currently accounts for almost half of all food trade in the region driven by differences in crop harvest calendars and comparative advantages for production. Tanzania and Uganda are surplus producers while Kenya is a net deficit country making it the key destination market and prime price mover in the regional markets. However, this potential has not been adequately harnessed. The food commodities trade has been unstable and generally declining over years due to a myriad of constraints that hinder trade competitiveness among them:

1. Low aggregation, informal trading and low farmer integration into formal trade leading to high transactional costs.
2. Inadequate storage and quality management infrastructure
3. Inadequate skills and knowledge in post-harvest handling and quality management.
4. Limited information on export market opportunities.
5. Inadequate access to quality management services
6. Limited access to finance and investment capital for trade and infrastructure development.
7. High logistical costs due to inefficiencies in road transport and delays in cross-border processing.
8. Weak regulatory enforcement due to inadequate investment in relevant agencies.

To address the challenges TradeMark Africa (TMA) has partnered EAGC to support implementation of a three-year project on “**Strengthening Competitiveness in Export-Oriented Staple Food**

Value Chains in East Africa” with funding from the United States government, Feed the Future initiative through the USAID’s **Economic Recovery and Reform Activity (ERRA)** program.

The goal of the project will be to contribute to **Increase in inclusive jobs creation and incomes among staple food value chain actors** including smallholder farmers, Kenya, Tanzania, and Uganda. The specific objectives to achieve the goal are:

- **Objective 1:** Strengthen farmer operated grain business hubs (G-Hubs) to access and use technology to improve grain production, quality, and trade.
- **Objective 2:** Develop enterprise-level capacities and institutional mechanisms to scale SPS & quality compliance and increased export-oriented grain trade.
- **Objective 3:** Establish and strengthen an information hub to inform regional food balance sheets and national and regional food security and trade policy response that creates enabling regulatory environment for trade.

The interventions will realize a host of short-term and intermediate-term outcomes among them:

- Increased market access with 25,000MT valued at US\$ 7.9 million realized.
- 20,000 individual including farmers participating in the export-oriented food trade.
- Creation of 1,500 new jobs and preservation of 1,500 other jobs because of improved business management.
- US\$500,000 in value of private sector resources leveraged to support the ERRA program objectives.
- US\$500,000 investment leveraged to improve business enabling environment.
- Improved capacity of 100 G-hubs and 80 SMEs to trade in export-oriented staple food value chains.
- 5,000 Individuals and businesses apply improved management practices or technologies in grain businesses.
- US\$1,500,000 in value of agriculture-related financing accessed as a result of project support.
- Farmers and enterprises increase their capacity to comply with SPS requirements and quality standards.
- Equitable representation of gender including women and youth of at least 30% at all levels of the value chain.
- 20,000 farmers trained in climate adaptation practices.

In addition, the project will pursue outcomes on cross cutting themes of inclusivity focusing of women, youth and other disadvantaged persons including PLWDs and refugees and resilience to climate change.

The project design proposes a combination of approaches and strategies to achieve the desired objectives among them:

- **Upscaling of private sector driven solutions:** linkages and promoting private sector driven solutions for SPS/quality management, business management and trade facilitation.
- **Market systems development approach:** provision of market focused interventions along the value chain to increase market access.

- **Grain business Hub (G-Hub) model:** enhancing capacity of farmer organizations to operate as commercially oriented entities to link farmers to services and markets.
- **A structured trading system:** Services that a organized and predictable exchange
- **Inclusivity:** focusing on participation and benefits to women, youths, and disadvantaged groups.
- **Policy interventions:** encompassing data gathering and analysis and establishment of a sector platform to facilitate public private dialogues to create an enabling environment for staple foods export trade.

The project will be implemented for the period January 2024 to June 2026. As the project commences EAGC wishes to engage the services of an independent consultant/firm to undertake a value chain situation analysis to establish the baseline situation to inform the implementation strategies and future investments along the value chain.

3.0 Objective of the assessment

The purpose of this assignment is to undertake a value chain situational analysis of the export-oriented Staple foods value chain in relation to export trade along the Uganda–Kenya and Tanzania-Kenya trade corridors. The study will cover five value chains, namely, maize, beans, sorghum, millets, and rice and will focus to:

- Determine the baseline situation as benchmarks for measuring change resulting from the project interventions.
- Inform approaches and strategies to realize positive project outcome in relation staple food trade competitiveness and prosperity.
- Provide information and recommendations to inform future investments to address challenges along the value chains.

4.0 The Scope of Work (SOW)

The SOW will focus on scanning the entire ecosystem around export-oriented staple for grain trade sourced from Uganda and Tanzania to the destination markets in Kenya. Specifically, the study will entail:

- Identification of the key value chain actors, their organization, and inter-relationships along the export-oriented value chains; producer groups, aggregators, traders, and off-takers (anchor firms) as well as key service providers supporting quality and trade.
- Assess the existing capacities of value chain actors and gaps that require to be addressed to improve business performance in export-oriented trade. In Kenya the focus will largely be on the firms that provide markets for the Uganda and Tanzania grains.
- Specifically for producer groups assess of memberships, composition in terms of gender, youth and disadvantaged groups (PLWD, refugees, etc), their organizational structure and level of commercial orientation in staple grain trade, and access or linkage to services for post-harvest management and trade.

- d) Identify the specific opportunities for women, youth and disadvantaged groups and recommend models that may be established to increase their participation and benefits from the value chains.
- e) Analysis of the market in terms of levels of trade for the last 3 years, annual sales for the surveyed actors for local and export markets including the farmer G-hubs, aggregators, traders/exporters, and the level of market integration between the three countries and opportunities for improvement.
- f) Assess the local and export market structure, identifying weakest link in the supply chain, key risks/bottleneck to export trade and opportunities including possible new links that can be created and existing links that can be improved.
- g) Identify existing business models for sourcing/procurement mechanisms, market requirements (quality and other standards, conditions for delivery) and the situation around logistical services for trade facilitation.
- h) Analyze the supporting functions that are required to make the value chain work, including both existing and missing support functions (e.g. infrastructure, information, related services) and identify existing service delivery actors active in the selected five value chains.
- i) Assess the situation relating to access to finance and make recommendations on how access to trade finance may be improved.
- j) Assess the enabling environment and improved ecosystems mapping relevant stakeholders and their roles, existing policies/ legal frameworks) impacting export-oriented trade.
- k) Analyze the needs, the role, and the extent to which data, sector platform and stakeholder dialogues can contribute to improvement in the enabling environment.

5.0 Deliverables

The key deliverables of the assignment will include:

- i. **An inception report** incorporating a detailed activity workplan to comprehensively achieve the assignment;
- ii. **Approved data collection tools**
- iii. **Draft Report**-Synthesize information gathered into a draft report and share with EAGC and TMA project management team for their review and reflection..
- iv. **Final Report**. Incorporating feedback and reflection from EAGC and TMA teams prepare and submit the **Situational Analysis Final Report** consisting of.
 - Executive summary
 - Background
 - Methodology and documentation of the process
 - Limitations and challenges
 - Findings of market assessment, (size, SWOT analysis, export business management capacity potential for growth and profitability for each of the value chains.

- A chapter for each selected value chain with findings reflecting the scope of work including (market players, functions including production, sourcing and marketing mechanisms, opportunities)
- Conclusion of market assessment and recommendations including opportunities and challenges for each value chain.

6.0 Methodology

The methodology will largely focus on primary data collected from the sampled project beneficiary groups covering the entire value chains. The primary data collection will consist of interviews by the consultants to establish the practical experiences of the actors along the value chains. The key respondents will include:

- Farmers groups/ G-hubs including women, youths, and disadvantaged groups.
- Local aggregators
- Traders and exporters
- Off-takers (trading/processing anchor firms)
- Service providers (post-harvest and quality management)
- Government agencies

Additionally, conduct literature review including review of the project documents, existing statistics, and relevant cross border trade reports to supplement the primary data.

7. Professional Qualifications of the Consultant

The EAGC analysis will be carried out by a consulting firm with a solid background in socio-economic development and analysis, projects monitoring and evaluation; a good understanding of the regional grain trade aspects, climate change and gender aspects of the staple food grains value chains.

Specifically, the Consultant should demonstrate:

- Practical knowledge of the grain sector in East Africa especially knowledge on the relevant issues associated to the assignment including trade and quality related context;
- Experience in conducting or participating in similar studies /review processes;
- Ability to articulate and make policy and investment recommendations.
- Expertise in surveys, analytical and report writing skills.

7.0 Assignment Duration

The duration of the assignment will be 26 calendar days commencing April 1, 2024, and ending June 30, 2024, as reflected in the table below:

Deliverable	Description		Deadline
Inception Report	The inception report shall be produced demonstrating how the assignment will be executed including a detailed workplan and the tools for data collection.	1	April 5, 2024
Development and review of tools of tools for data collection	Developing questionnaires, interview guides and data collecting templates for primary and secondary data collection	2	April 10, 2024
Primary and secondary data collection	Undertake literature review and primary data collection through interviews with the selected respondents.	15	May 10, 2024
Draft Report	Submission of draft report for review by TMA and EAGC teams	5	May 31, 2024
Final Value chain analysis Report	Final reports incorporating feedback and reflections by EAGC and TMA tams	3	June 20, 2024
Total days		26 days	

Approved By:	
Name: Gerald Makau Masila	Title: Executive Director
Signature:	Date: March 18 th , 2024
	