

TERMS OF REFERENCE (TOR)

FOR NORTHERN KENYA AND SOUTHERN ETHIOPIA LIVESTOCK MARKETS SURVEY AND VALUE CHAIN ANALYSIS CONSULTANCY

Project title: Enhancing Market Response to Resilience in Livestock Value Chain in Eastern Africa

I. BACKGROUND

Some 20 million livestock keepers in the Horn of Africa are threatened by increasingly frequent severe droughts. Their food and nutrition security, indeed the existence of the pastoral economic system, is under threat. The frequent droughts have eroded the pastoralists' adaptive capacity and resilience to such an extent that almost every drought now results in a humanitarian crisis. Drought has always been a feature of the Eastern African ecosystem, so why are pastoralists no longer able to cope with drought? One explanation is that they lack assets other than livestock that would allow them to recover from a drought disaster. Moreover, market mechanisms for risk transfer are not yet fully operational in the pastoral livestock system. By definition, pastoralists' main asset is their livestock, which they are unlikely to transform into less risky assets. This prevents them from integrating fully in the non-livestock markets. Many approaches have been tried to increase the coping strategies of the pastoral economic system, including disaster risk reduction, but most of these approaches apply supply driven livelihood models, which lack in sustainability.

The International Institute of Rural Reconstruction (IIRR), jointly with partners and with support from the Technical Centre for Agricultural and Rural Cooperation (CTA) is implementing the project '*Enhancing Market response to resilience in livestock value chain in Eastern Africa (CLI-MARK)*'. The project aims at enhancing resilience of pastoralist's livestock value chains through market system responses in Northern Kenya/Southern Ethiopia. The project will promote strategies for upgrading cattle, shoats and camels value chains to address

systemic constraints and leverage existing opportunities through a market facilitation approach. The strategies to be employed include improving preparedness to climate shocks through market based blended weather information system; mitigating risks of livelihood failure through promotion of livestock insurance; boosting livestock trade to trigger off take; and; promoting enterprises for youth and women. Through the support of 5 livestock markets along stock routes in each country, the impact is expected to contribute to the development of inclusive, profitable and resilient value chains benefitting 100,000 livestock producers and 80 enterprises owned and operated by women and youth.

IIRR and project partners intend to generate better understanding of the current livestock marketing situation in the 2 regions in Kenya/Ethiopia and build on the local knowledge to maximize the gains from the sector to move the people of the regions out of poverty.

2. PURPOSE OF THE ASSIGNMENT

This consultancy shall provide IIRR and partners' proper understanding of the livestock (cattle, shoats and camels) value chains to inform its strategy for building resilient pastoral communities in the project areas in Southern Ethiopia and Northern Kenya.

IIRR will undertake the consultancy work in tandem for both Kenya and Ethiopia country programs, therefore each country will separately engage services of a consultant (or consultancy firm) to be supervised by IIRR Country Directors and their line managers in the 2 countries.

Specific objectives:

- a) To collect relevant secondary and primary data on identified livestock value chains that will include opportunities and challenges, quantities, prices, core actors, including role of livestock marketing institutions, women and youth.
- b) To map out the flow of demand and supply of value chain products, which should include live animals, meat, milk products, hides, skins and any other product.
- c) To assess the effectiveness of inputs and services such as appropriate feeds, animal health, extension services, finance, transport etc.
- d) To provide a detailed analysis of the market opportunities in the region for the various livestock products that can be maximized, including linkages with local and external markets, locations, quantities, main competitors, ICT and mobile application, barriers to competitiveness, quality management and participation of livestock marketing associations, women, men and youth.
- e) To recommend upgrading strategies for the three value chains, outlining future strategic interventions, policy and practice advocacy areas that can make the livestock sector in Northern Kenya robust.

- f) To obtain baseline information which could help to track progress towards the project outcomes and finally check the project impact

3. SCOPE OF THE ASSIGNMENT

The scope of the consultant(s) work will entail:

For each country, the hired consultant(s) will undertake detailed livestock markets mapping and value chain analysis to identify the main primary value chain actors for cattle, camels, goats and sheep, producers and inputs supply to the end consumers, market quantities, challenges and opportunities. Besides, consultants will do analysis of primary actors, indicating price variations along the value chains for meat and live animals, hides and skins and milk products. The consultant(s) should also evaluate socio-cultural aspects of the value chain, such as participation of women, men and youth, wealth, assets control and governance.

Note:

- For Kenya the consultant will cover the project areas including stock routes in Marsabit and Isiolo Counties of Northern Kenya
 - For Ethiopia, the consultant will cover the project areas including Borana stock route and Afar zones/regions in Southern Ethiopia
- a) Recommend selection of 5 livestock markets along predominant stock routes in each project area in each country, based on most potential to support the up-scaling of the prioritized livestock value chains.
 - b) Identify and map the key chain support services/extension services or secondary actors, their roles and services, the bottlenecks experiences in accessing their services, existing gaps, and mitigating actions.
 - c) Identifying capacity gaps limiting competitiveness of traders, butchers, LMA's and Women engaged in livestock Marketing enterprises and other service providers.
 - d) Establish gaps of actors such as community based CBOs, NGO's & other community development agents engaged in livestock trading arrangements.
 - e) Examining policy and regulatory frameworks that negatively or positively impact the region in exploiting the potential of livestock sector. It is also expected that the consultant(s) will make recommendations on advocacy on existing policies and practices that will support engagement with government and relevant stakeholders in order to support the development of livestock marketing.
 - f) Analyzing the overall business environment that facilitates regional, national cross-border market linkages
 - g) Identifying and documenting successful livestock marketing models and enterprises for replication and scaling up

- h) Recommending potential business opportunities for entrepreneurs to invest in viable businesses, including livestock marketing associations, women and youth.
- i) Document/Recommend existing mechanisms/models that provide opportunity for Business coaching and mentoring for women and youth businesses in the livestock value chains
- g. Providing statistical data for the selected project locations in Northern Kenya/Southern Ethiopia on the economic potential of the livestock sector, including annual production trends in livestock and its products, volumes of trade, prices stability, market quality requirements, consumers and their perceptions, production costs, pricing and packaging.
- h. Advising on the possibility of campaigning and advocating for strategic livestock-related infrastructural investment in line with the selected markets in Northern Kenya/Southern Ethiopia
- i. Recommend interventions which will enable the livestock producers to engage more with markets and other key actors
- j. Recommending upgrading strategies for the selected value chains including how to grow the livestock enterprises into business hubs which will increase pastoralists bargain power , market access and demand for services

4. CONSULTANCY DURATION

The consultancy will cover a period of **30 days** from the time the contract is signed. The period will cover data collection, data analysis, presentation of preliminary results and final report submission.

5. REPORTING ARRANGEMENTS

The Manager – Food Security and Livelihoods Resilience (FSLR) Program is in charge of the consultancy in each of the 2 countries. The consultant will be supervised by this manager and also work closely with other key partners while undertaking the various tasks under this consultancy.

6. IIRR's RESPONSIBILITIES

IIRR will:

- Provide information on the context of the project and the consultancy to be undertaken, contact numbers of relevant people/stakeholder/partners to be visited/met
- Organize the itinerary for field related activities and meetings
- Mobilize project constituents in the project locations and provide any other relevant administrative support
- Facilitate transport to and from the project locations and during the field visits

EXPECTED OUTPUTS

- a) An inception report which should not exceed 8 pages, outlining the methodology and consultancy approach and work plan. This report should be submitted to IIRR for review and approval 5 days after signing of the contract.
- b) Draft report to be presented to stakeholders 4 days after completion of fieldwork.
- c) Final report to be handed over to IIRR 5 days after the stakeholders' dissemination workshop, incorporating IIRR and stakeholders views. The report should be presented electronically.

7. CONSULTANT(S) QUALIFICATION

The consultant (s) must possess the following:

- a) At least Master's Degree in business related disciplines, development studies, or economics.
- b) At least 10 years demonstrated experience in agribusiness or livestock production and marketing research and/or practice, with a good understanding of value chain development.
- c) Demonstrable ability to work and link with the private sector, local and national institutions, business service providers and relevant government departments.
- d) Good understanding of working in pastoral areas, with knowledge of working in Northern Kenya being an added advantage.
- e) Good understanding of cross-cutting issues such as governance, advocacy and gender mainstreaming.
- f) Good experience in application of participatory tools and methodologies.
- g) Excellent written and oral communication skills in English.
- h) Knowledge of the local language is an added advantage (For Ethiopia- Oromo language and for Kenya any of the local languages in Marsabit/Isiolo)

8. APPLICATION PROCESS

Firms and Consultant(s) who meet the above requirements should submit a maximum of 8 pages expression of interest, which should include the following:

- a) A suitability statement, including commitment to availability for the entire period of the assignment.
- b) A narrative/technical proposal which should include consultant(s) understanding of the TOR, study methodology, a detailed work plan;
- c) A financial proposal indicating fees for the consultancy, daily cost per major activity and VAT;
- d) Updated CVs/Profiles that clearly show the qualification and experience of the lead consultant and his/her team and organizational profile of the consulting firm. (These can be annexed and are not part of the expression of interest).
- e) Contacts of three organizations recently worked with.

All interested and qualified consultants or consulting firms should send their applications to:

For Kenya:

recruitment@iirr.org

Indicating APPLICATION FOR NORTHERN KENYA LIVESTOCK MARKET SURVEY AND VALUE CHAIN ANALYSIS

For Ethiopia:

ethiopia@iirr.org

Indicating APPLICATION FOR SOUTHERN ETHIOPIA LIVESTOCK MARKET SURVEY AND VALUE CHAIN ANALYSIS

All applications should be submitted by Friday 14th July 2017 at 17:00. Application received after this time will not be considered.

Only shortlisted consultants (consultancy firms) will be contacted