



STATE DEPARTMENT FOR AGRICULTURE
MINISTRY OF AGRICUTURE AND
LIVESTOCK DEVELOPMENT



**National Agricultural Value Chain Development Project
(NAVCDP)**

PROJECT ID : P176758

TERMS OF REFERENCE (TOR)

**FOR
AGRIBUSINESS AND MARKETS EXPERT (AME)**

May, 2025

Client:

The Principal Secretary
State Department for Agriculture
The Ministry of Agriculture and Livestock Development
P.O. Box 30028-00100
Nairobi
Kilimo House, Cathedral Road
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I. Background

The National Agricultural Value Chain Development Project (NAVCDP) is a World Bank and Government of Kenya Project funded and implemented by the Ministry of Agriculture and Livestock Development (MoALD) through the State Department for Crop Development (SDCD). It is implemented in thirty-four (34) counties. The Project is also piloting the Safer Urban Food Systems component in Nairobi, Machakos, Kajiado, and Kiambu Counties.

The Project Development Objective is to increase market participation and value addition for targeted farmers in the selected value chains. However, the project beneficiaries continue to face challenges, including limited access to market information, weak value chains, inadequate market infrastructure, and limited market diversification. To achieve the PDO, NAVCDP aims to support approximately 4.5 million small-scale farmers accessing structured profitable output markets by facilitating linkages between FPOs and private sector off-takers. This assignment aims to engage an agricultural marketing expert to develop and implement strategies that improve market access and increase the competitiveness of agricultural products in Africa.

2. Objective of the Assignment

To support the achievement of the Project Development Objective (PDO) of increasing market participation, value addition, and processing for targeted farmers in 16 select value chains in 34 counties. The expert will also develop and implement innovative strategies to increase the competitiveness of NAVCDP commodities and products by creating marketing opportunities through FPOs and private sector off-takers.

3. Scope and Specific Tasks of the assignment

The Agribusiness and Markets Expert (AME) will support 777 FPOs and selected Private sector players in the 34 counties. The AME will work with the county teams to support the 16 prioritized value chain; dairy (30), chicken (28), avocado (18), coffee (15), banana (15), apiculture (11), tomato (11), potatoes (9) mangoes (6), pyrethrum (4), green grams (4), cotton (4), rice (5), local vegetables (3), cashew (2) and red meat (beef) (2).

The specific tasks will include the following tasks:

- 3.1. Conduct market analysis of local, regional, and international markets for NAVCDP Priority value chains to identify market trends, demand patterns, and emerging opportunities for the priority value chains, with a view to increasing smallholder farmers' market access.
- 3.2. Facilitate the establishment of productive alliances and other business partnerships to attract investments in agribusiness opportunities, including access to quality and affordable input,

finance, digital extension services, infrastructure development and maintenance, storage and cold chains, insurance schemes and consumer retail.

- 3.3. Provide effective leadership and develop strategies to guide the project staff at the counties and other partners in implementing activities geared towards, value chain development, and commodity commercialization.
- 3.4. Support counties in identification of key investment areas to be supported through Enterprise Development Grants (EDGs), and Value Chain Upgrading Matching Grants (VCUMGs) for FPOs.
- 3.5. Coordinate the preparation of value chain development handbooks for all priority value chains to be supported under the Project and their subsequent utilization in training agripreneurs and other extension providers.
- 3.6. Engaging stakeholders, including farmers, cooperatives, processors, distributors, and exporters, to identify key opportunities and develop strategies to enhance value addition, processing, and improved market efficiency.
- 3.7. Develop a comprehensive marketing strategy that addresses identified challenges and opportunities.
- 3.8. Recommend and facilitate implementation of approaches to improve product quality, branding, and packaging to meet market requirements.
- 3.9. Develop and deliver training programs on marketing best practices, quality control, and value addition for FPOs and other stakeholders.
- 3.10. Establish linkages between farmers and potential buyers/off-takers, including local markets, exporters, and agribusinesses.
- 3.11. Support the federation of CIGs/VMGs to FPOs (where such do not exist) to strengthen the bargaining power of smallholder farmers.
- 3.12. Work with business accelerators to identify and promote innovative business models among FPOs and other value actors for supply chain efficiency.

4. Duration and Location of the Assignment

The overall assignment period is twenty eight (28) calendar months. The assignment will be for an initial contract duration of twelve (12) calendar months from commencement date of the contract. The contract duration is subject to extension based on satisfactory performance, extension of the project, budget availability and project needs.

The position of the assignment shall be based in Nairobi, Kenya, at the Capitol Hill Towers, Cathedral Road, Nairobi, Kenya with frequent travels to the participating counties. All such travels shall be approved in advance by the coordinator.

The Specialist will generally work from Monday to Friday 0800h to 1700h on a full-time basis and shall be responsible for providing services in line with the ToR. The Agribusiness and market expert will prepare monthly, quarterly and annual activity reports summarizing progress of the project implementation of agribusiness and marketing activities. These reports will take stock of the achievements of the month, quarter or year, will present the main issues raised and the solutions provided and also articulate strengths and weaknesses of the approaches or actions carried out. The reports will be due no later than five (5) working days after end of the reporting period for the monthly reports, ten (10) working days after end of reporting period for the quarterly and not later than one month (30 days) after end of reporting period for annual reports. The report format shall be developed, discussed and approved by NPC in consultation with the Value Chain Development lead and M&E.

All reports will be submitted to:

Principal Secretary,

State Department for Agriculture

Ministry of Agriculture and Livestock Development,

Capitol Hill Towers, Cathedral Road,

P.O. Box 8073-00200.

Tel: +254773-203-315, Email: info@navcdp.go.ke

Attention

The National Project Coordinator

National Agricultural Value Chain Development Project (NAVCDP)

5. Payment Schedule/Remuneration

The Specialist shall be remunerated based on a monthly rate (inclusive of all clearly identified taxes), which will be negotiated with the successful candidate during negotiations. Remuneration will be based on national competitive rates, commensurate with the selected candidate's area of expertise and work experience, provided he or she has satisfactorily fulfilled all requirements stipulated herein above.

Payment shall be made monthly upon submission and approval of the monthly reports. Costs incurred by the Agribusiness and Markets expert outside the NAVCDP - NPCU office will be reimbursed upon submission of a statement of expense and verifiable supporting documentation to the coordinator.

6. Minimum Requirements for Expert's Qualifications and Experience

The ideal candidate should be a private sector results-oriented marketing practitioner professional committed to market-oriented, value chain development approaches in empowering and re-orienting smallholder farmers towards commercial agriculture. The candidate should have strong knowledge of agricultural value chains and market dynamics and be a team player with the following qualifications:

Qualifications and Experience

- Minimum of a Master's degree in marketing, agribusiness, agricultural economics, cooperative development, rural development, or a related discipline from a recognized university.
- General experience of ten (10) years of in marketing and agribusiness development, rural livelihoods or related fields.
- Specific experience in marketing strategy development and implementation, capacity building, training, and stakeholder engagement assignments over a period of 8 years of which five (5) years at a managerial position. Should have executed and completed at least 2 similar assignments.

7. Management and Accountability of the Assignment

Throughout the contract execution, the expert will provide the client regular updates regarding the assignment. These updates will summarize the assignment's status, including the progress of tasks, allocation of resources, schedule updates, coordination with county governments, and other key factors. Additionally, any issues that require attention will be highlighted. It is imperative that the client and expert are in agreement regarding the scope and progress of the assignment and

that there is an opportunity to review any challenges or support needed for the tasks' successful execution.

The assignment will be conducted with the State Department for Agriculture (SDA) as the client, with the Principal Secretary- SDA serving as the client's representative. The Project Coordinator - NAVCDP, under which this assignment will be housed, will oversee overall quality control and coordinate various aspects of the Project. The expert will report to the National Project Coordinator (NPC) and work closely with the National Value Chain Development Lead (NVCDL) at the NPCU during assignment execution. The NPC will share updates on the consultancy's progress and activities with the World Bank.

The NVCDL on behalf of the client, will manage the day-to-day coordination of the consultancy. NVCDL will be the primary point of contact for coordinating logistics and administrative details for events such as field excursions, facilitation, data collection, and consultative and engagement workshops.

8. Obligations of the Client

- The client will nominate a liaison officer who will maintain regular contact with the expert on matters regarding the consultancy.
- The client will facilitate field visits and meetings if required.
- The client will provide all necessary documentation required for this assignment.
- The client will facilitate any other additional engagements and associated costs if required.

9. Obligations of the Expert

The Expert shall be responsible for their own insurance, communication and other associated costs while executing the assignment. The Expert is expected to undertake activities that will ensure that outputs are consistent with the professional and legal requirements. It is also required that the tasks executed will be aligned to the PDO.

10. Propriety Rights of Client in Reports and Records.

The Expert is tasked with submitting the requisite reports to the NAVCDP NPC within the stipulated schedule. The NAVCDP shall be regarded as the substantive owner of the respective reports and shall hold copyright ownership where necessary thereof. All data and information obtained during the assignment from stakeholders, the MoALD, and the World Bank are to be treated with utmost confidentiality and used solely in connection with the execution of these Terms of Reference. All intellectual property rights that arise from the execution of these Terms

of Reference are assigned to the MoALD. The content of written materials obtained or prepared during this assignment shall not be disclosed to any third parties without the expressed advance written authorization of the MoALD and/or the World Bank.