STATE DEPARTMENT FOR AGRICULTURE

MINISTRY OF AGRICUTURE AND

LIVESTOCK DEVELOPMENT

REPUBLIC OF KENYA

NAVCDP
NATIONAL AGRICULTURAL VALUE CHAIN DEVELOPMENT PROJECT

National Agricultural Value Chain Development Project (NAVCDP)

TERMS OF REFERENCE (TOR)

FOR

TECHNICAL SUPPORT AND PARTNERSHIP SPECIALIST I FOR COFFEE VALUE CHAIN REVITALISATION & FACTORY MODERNIZATION

July, 2026

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

Nairobi

Email: info@kilimo.go.ke

1. 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-three (33) 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 select value chains in project areas*". 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 Farmer Producer Organizations (FPOs) and private sector off-takers. Coffee is one of the sixteen NAVCDP priority Value chains which was prioritized by 15 counties among the project implementing counties.

Coffee a remains one of Kenya's most important value chains under the Bottom-up Economic Transformation Agenda (BETA), employing over 800,000 farmers across 33 counties. Despite Kenya's reputation for high-quality Arabica coffee, production has declined from 128,000 MT in 1988/89 to about 49,501 MT in 2023/24. Challenges include aging processing infrastructure, outdated technologies, weak cooperative governance, limited investment, climate vulnerabilities, and fluctuating global prices. To address these systemic challenges, the Government of Kenya is implementing the Coffee Revitalisation Programme, approved by Cabinet and championed by H.E. the President. It targets an increase in production from 50,000 MT to 150,000 MT by 2028/29. A key pillar of the programme is the modernization and digitization of 1,176 coffee factories across 33 counties, supported by reforms in seedlings multiplication, extension services, cooperative governance, EUDR compliance, and resource mobilization. This assignment aims to engage a Coffee Value Chain Development Specialist to offer technical leadership in coffee factory modernization programme and general coffee value chain development to increase its competitiveness in the world market in collaboration with national and county governments, cooperatives, universities, development partners, and the private sector.

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 FPOs in the coffee value chain 15 counties. The Specialists will provide strategic and technical leadership in the planning, implementation, monitoring, and reporting of the Coffee Revitalisation Programme, with a focus on the modernization and digitization of coffee factories. He/she will ensure technical rigor, value chain integration, stakeholder coordination, and alignment with international sustainability and market requirements.

3. Scope and Specific Tasks of the Assignment

The Specialist will support modernization of 60 coffee factories from selected cooperatives (also known as FPOs) among the 152 Cooperatives supported by NAVCDP in the 15 counties that prioritized coffee as one of the priority value chains. The specialist will work with the county teams to support the coffee value chain in fifteen (15) counties.

The specific tasks will include the following tasks:

3.1. Stakeholder Engagement & Sector Collaboration

3.1.1 Map and profile all stakeholders involved in the coffee value chain modernization, including cooperative societies, farmers, private sector partners, equipment suppliers, development partners, and county governments.

3.1.2 support development and implementation of technical frameworks for coffee value chain revitalization, with emphasis on modernization and digitization of factories.

3.1.3 Establish and facilitate multi-stakeholder forums, workshops, and learning exchanges to align priorities and coordinate interventions.

3.1.4 Promote inclusion of youth and women in factory modernization and post-harvest value addition initiatives.

3.1.5 Ensure integration of international sustainability requirements, including EU Deforestation Regulation compliance, into collaborative initiatives.

3.2. Partnership Development & Resource Mobilization

3.2.1 Identify and secure strategic partnerships to support modernization of 60 coffee factories, including financing, technology provision, and technical expertise.

3.2.2 Develop partnership frameworks, agreements, and MoUs with stakeholders to operationalize factory digitization, renewable energy solutions, security systems, and infrastructure upgrades.

3.2.3 Facilitate strategic linkages between cooperatives, and farmer SACCOs and other financial institutions to mobilize blended finance, credit facilities, or cost-sharing arrangements for modernization activities.

3.2.4 Coordinate donor engagement and harmonize existing projects (NAVCDP, FSRP, FAO among others) with national coffee revitalization efforts.

3.3. Implementation of the Modernization of coffee factories

3.3.1 Guide the roll-out of the coffee factory modernization programme, including and not limited to eco-pulpers, solar dryers, fermentation tank rehabilitation, digital weighing and traceability systems, and renewable energy solutions as appropriate.

3.3.2 Ensure digitization of coffee factory operations (farmer databases, payments, record-keeping, HR, cooperative governance).

3.3.3 Promote climate-smart, resource-efficient, and environmentally sustainable technologies.

3.3.4 Support security enhancements for coffee factories, including CCTV, biometric access, and perimeter protection

3.4. Value Chain Development

3.4.1 It improves productivity and quality at farm level by enhancing access to inputs, finance, and extension services

3.4.2 Support efficient aggregation, processing, and storage translating into higher farmer earnings and competitiveness in global markets.

3.4.3 Facilitate youth and women integration in value addition, digitization, and management roles within the value chain.

3.4.4 Strengthen cooperative governance and accountability to ensure sustainability of modernization investments

3.5. Technical Support & Advisory

3.5.1 Support development of training curricula for factory staff, cooperative management, and extension officers on modernized and digitized operations.

3.5.2 Facilitate knowledge exchange and benchmarking with international coffee-producing counties on processing technologies, sustainability, and market access.

3.5.3 Support development of training curricula for factory staff, cooperative management, and extension officers on modernized and digitized operations.

3.6. Communication, Knowledge Sharing & Advocacy

3.6.1 Develop communication products (policy briefs, reports, presentations) highlighting modernization achievements, partnership opportunities, and sectoral impact.

3.6.2 Promote domestic and international awareness of Kenya's coffee modernization, digitization, and sustainability initiatives.

3.6.3 Support dissemination of lessons learned from pilot factories to other counties for upscaling modernization efforts.

4. Duration and Location of the Assignment

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.

4.1. The Coffee Value Chain Development specialists will prepare monthly, quarterly and annual activity reports summarizing progress of the project implementation of coffee revitalization programme.

4.2. These reports will take stock of the achievements of the month, quarter or year, will present the progress of coffee revitalization, main issues raised and the solutions provided and also articulate strengths and weaknesses of the approaches or actions carried out.

4.3. 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.

4.4. The report format shall be developed, discussed and approved by NPC in consultation with the Value Chain Development lead and M&E.

All reports upon evaluation and acceptance by the National Value Chain Development Lead 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 here in above. Payment shall be made monthly upon submission and approval of the monthly reports. Costs incurred by the specialist outside the workstation will be reimbursed upon submission of a statement of expense and verifiable supporting documentation to the coordinator.

6. Minimum Requirements for Specialist Qualifications and Experience

The ideal candidate should be a results-oriented coffee value chain development professional committed to 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

6.1. A minimum Bachelor of science degree in Agriculture, Agricultural Engineering, Agribusiness, Value Chain Development, or related fields.

6.2. A Minimum of 5 years specific experience in agriculture/agribusiness, with proven expertise in coffee value chains, digital transformation,

6.3. A minimum of 8 years general experience in leadership in large-scale agricultural modernization or value chain programmes,, climate-smart technologies, and blended finance.

7. Management and Accountability of the Assignment

Throughout the contract execution, the specialist 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 specialist 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 Specialist 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

8.1. The client will nominate a liaison officer who will maintain regular contact with the specilaists on matters regarding the consultancy.

8.2. The client will facilitate field visits and meetings if required.

8.3. The client will provide all necessary documentation required for this assignment.

8.4. The client will facilitate any other additional engagements and associated costs if required.

9. Obligations of the Specialist

The specialist shall be responsible for their own insurance, communication and other associated costs while executing the assignment. The specialist 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 specialist 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 MoA&LD, 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 MoA&LD. 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 MoA&LD and/or the World Bank.