



PARTICIPATORY ECOLOGICAL LAND USE MANAGEMENT (PELUM) KENYA

TERMS OF REFERENCE (TOR)

FOR MARKET ANALYSIS ON ORGANIC HERBS & SPICES

1. INTRODUCTION

1.1 BACKGROUND

PELUM Kenya is a member of the greater Participatory Ecological Land Use Management Association in East, Central and Southern Africa. It is a membership networking organization founded in 1995 which promotes people-driven development towards sustainable land management. The organization facilitates learning, networking and advocacy on agroecological practices for improved livelihoods. PELUM Kenya membership is drawn from Non-Governmental Organizations, Faith based Organizations, Community Based organizations, and civil societies and currently stand at 60 organizations operating in 42 counties in Kenya. For more details about PELUM Kenya, please visit www.pelumkenya.net.

1.2 ABOUT THE SMALL PROJECT

“Enhancing Agricultural productivity and sustainability through promotion of bio-inputs and Herbs & Spices –Business Grant” is an initiative of PELUM Kenya and OACK with support from the Agroecology Fund (AEF) intended to strengthen and enhance bio-inputs production and sale as well as organic herbs & spices farming by women. The planning grant actions seek to assess the business production capacity, marketing and distribution channels’ needs, enhance knowledge on agroecological production and create linkages for business strengthening.

Widely, herbs and spices farming by small holder farmers are primarily produced for household consumption. Through this initiative however, women and youth farmers are engaged in production for the market. The project is particularly targeting women and youths for the reasons; Herbs and spices plants do not require large land areas for profitable cultivation and growing can be achieved without excessive investments as the plants can be produced with minimal inputs of cash, labour and land which are the main constraints for women and youths. Herbs are also less prone to pests and diseases and are able to withstand weather variations once established and easily regenerates hence reducing greatly the production cost.

Production is currently done in small scale by individual farmers who then jointly process for sale in the local market at Kangari, Muranga and through referrals. The five main herbs produces are Mint, Rosemary, Lemon grass, Oregano and Sage.

The aim of the grant is to assess the business production capacity, marketing and distribution channels’ needs, enhance knowledge on agroecological production and create market linkages as well as envision upscaling plans for herbs and spices farming by the groups.

To help in this, OACK and PELUM Kenya plan to undertake a market assessment on herbs and spices to determine the value chain viability. The market assessment will inform the business plan to be developed at the end of this initiative.

1.3 RESULTS AREAS OF THE PLANNING GRANT.

- i. Established and strengthened stakeholders' linkages.
- ii. Established marketing strategy and distribution channels for herbs & spices products.
- iii. Developed elaborate business plan in place encompassing the expansion plans

2. OBJECTIVE OF THE ASSIGNMENT

The main purpose of the assignment is to produce a market analysis report on herbs and spices to addressing the following questions:

- i. Who are the potential herbs and spices buyers/customers?
- ii. Which herbs and spices are their preference
- iii. In which state do they prefer the products (raw or processed)?
- iv. What are customers' buying habits and quantities required?
- v. How large is the target market?
- vi. How much are buyers/customers willing to pay for the products?
- vii. The preference of Organically produced herbs and spices
- viii. Herbs and spices companies' willingness to sub-contract farmers in herbs and spices farming.
- ix. Emerging trends:

3. SCOPE OF WORK

The consultant will be required to do the following.

- i. Define the purpose of the market analysis for herbs and spices
- ii. Through desk review, research and present on the state of the herbs and spices farming and marketing in Kenya. Include where the industry seems to be heading with plenty of data to support your findings. Quote sources.
- iii. Visit the entrepreneurial women group and document their herbs and spices production, processing and marketing capacities and needs.
- iv. Identify and interview at least 20 potential herbs & spices buyers (companies, enterprises, aggregators etc) and map their needs and interests on herbs and spice. Address the questions in section two (2) above.
 - a. For the purposes of market linkages later on the consultant is to include the contact information of contacted potential buyers/companies.
- v. Through the analysis of information collected, give brief on the viability of herbs and spices farming outlining best strategies for adoption by the farmer groups in herbs and spices farming focusing on creation of marketing linkages.
- vi. Take quality pictures of interviews and products for incorporation in the report.
- vii. Edit, design, print and present final 30 copies of report booklet.

4. METHODOLOGY

The consultant will conduct interviews with relevant herbs and spices industry stakeholders that He /She will identify apart from the farmer group which PELUM Kenya shall introduce to collect data. He/She will also conduct desk review and provide up-to date information on the herbs and spices industry.

5. KEY DELIVERABLES

The expected key outputs of the assignment are:

- i. An agreed upon schedule of visits and interviews to identified herbs and spices potential buyers and the farmer group.
- ii. The final printed 30 copies of the booklet.

6. CONSULTANTS QUALIFICATION

To undertake this assignment, PELUM Kenya is looking for a qualified, competent and experienced professional. Key consideration shall include:

- i. At least a Bachelor's degree or equivalent in agriculture, marketing, sociology, development studies, journalism, economics or any other relevant degree.
- ii. Experience in working with NGO, FBOs.
- iii. Experience in value chain and market development.
- iv. Demonstrated ability to undertake market analysis/assessments/ surveys and to write/document Agricultural related documents/Articles/success stories etc.
- v. Have successfully done similar / related work in recent past. Such details should be included in the profile that will be submitted.
- vi. Excellent writing and communication skills.

7. DURATION OF CONSULTANCY

- The consultancy shall take a maximum of 30 days from the time the contracts is signed.

8. LOGISTICS

- The consultant is expected to travel on his own arrangements.
- The consultant is required to include his/her logistical costs while quoting for this assignment.

9. HOW TO APPLY:

Interested bidders should submit the following:

- i. Technical proposal indicating your understanding of the assignment, proposed methodology for conducting the assignment and work plan.

- ii. Financial proposal showing the total cost of conducting the assignment, breakdown of consultancy costs and other costs associated with this assignment.
- iii. The terms for payments in percentages.
- iv. Attach at least one report of a near-similar assignment conducted elsewhere in the past three years specifying the work done, stating the costs of doing the exercises and the client or clients and the duration it took to do the same.
- v. Profile of the consultancy firm and a soft copy of KRA PIN
- vi. Detailed curriculum vitae with relevant supporting documents and testimonials
- vii. Names and contacts of two referees (phone numbers and email)

If you are interested in the above consultancy and can demonstrate your ability to meet the qualifications required and submit the deliverables within stipulated timelines, then submit your expression of interest with the above-mentioned documents to procurement@pelumkenya.net copied to info@pelumkenya.net with the subject heading: **Consultancy for herbs and spices market analysis (2024).**

The closing date for applications is **Friday 3rd May, 2024**. Only shortlisted candidates will be contacted.

