



## **Participatory Ecological Land Use Management (PELUM) Kenya**

### **TERMS OF REFERENCE (TOR)**

## **VALUE CHAIN ANALYSIS AND ASSESMENT OF ORGANIC CONSUMERS AWARENESS**

### **1. INTRODUCTION**

#### **1.1 Introduction**

Participatory Ecological Land Use Management (PELUM) association is an indigenous African network with over 250 Civil Society Organizations (CSOs) from 12 African Countries namely: Kenya, Uganda, Tanzania, Zambia, Zimbabwe, Lesotho, Botswana, South Africa, Malawi, Swaziland and Rwanda. PELUM Association Regional Secretariat is based in Lusaka, Zambia. PELUM Kenya is a national network currently comprises 57 member organizations located in 22 Counties. Currently the 57 members of PELUM Kenya are distributed in the four (4) PELUM Kenya zones namely: Nairobi and Central, Rift and Western, Lower Eastern and Coast, Upper Eastern and Northern Region.

The vision of PELUM Kenya is empowered, Prosperous and healthy communities in Kenya. The Mission is to promote agroecological principles and practices through member organizations, for sustainable livelihoods of small holder farmers and pastoralists communities in Kenya. It is however important to note that PELUM Kenya does not work directly with the farmers but through the member organizations.

#### **Back ground of the project**

PELUM Kenya is currently in the initial stages of implementing one of its core programmes *Promoting Ecological Land Use Management (ELUM) And Networking for Livelihoods Improvement* (PENELI IV). PENELI IV has four strategic areas; one of which is Agroenterprise and Market development. It is under this focus area that the program seeks to undertake a value chain analysis and assessment of consumer awareness.

#### **Goal and Objectives of Agro Enterprise and Market Development (AEMD)**

In the current strategy of PELUM Kenya, the overall goal of AEMD is to improve household incomes among Small Holder Farmers through adoption, development of agroecological enterprises and access to markets.

#### **Strategic Objectives include;**

1. To Improve agro ecological production among mallHolder Farmers by 2025
2. To strengthen engagement of small scale farmers' in value addition and processing of agroecological products
3. To Promote diversified enterprises among pastoral and farming communities
4. To Improve access to Organic Product markets for Small Holder Farmers

#### **Result areas include**

1. Improved quality of agroecological products through adoption of agro ecological practices

2. Increased number of values added and processed products by SMEs
3. Increased number of diversified enterprises among pastoral and farming communities
4. Increased number of farmers accessing structured markets for their organic products

## **2. OBJECTIVE OF THE EVALUATION**

The main purpose of the assignment is to;

1. Conduct organic value chain analysis
2. Conduct consumer awareness on organic foods and products

The specific objectives will include:

- Mapping the existing potential organic value chains within the PELUM Kenya network
- Analyse the supporting functions that are required to make the value chain work. Including both the existing and missing functions (infrastructure, information and related services).
- Assess the competitiveness of the organic value chains and determine how to create competitive advantage for the targeted sectors and in the PELUM Kenya network
- Assess the cost, profit, marketing and supply and demand dynamics of the organic value chains
- Clarify the rules and regulations (e.g standards, laws, informal rules and norms) related to the organic value chain. Outline any gaps that must be filled for the network to develop and benefit from the value chain
- Recommend the organic value chains that are most strategic for the PELUM Kenya network
- To determine the relationship between kind of organic products customers buy and benefit of using Organic Products.
- To determine the significant relationship between reasons for choosing/not choosing organic products and benefit of using Organic Products.
- To identify the factors of consumer attitude towards organic products purchase and consumption.
- Outline the development plans and interventions that are most strategic for the network based on the data and information gathered.

## **3. SCOPE OF WORK**

The programme targets small scale farmers through member organizations that are spread in 42 counties across the Republic of Kenya spread in Four PELUM Kenya zones namely;

- i. Upper Eastern and Northern Kenya
- ii. Nairobi and Central
- iii. Lower Eastern and Coast
- iv. Rift and Western Kenya

## **4. METHODOLOGY**

The consultant is expected to develop an approach based on the structure of PENELI IV in order to address the specified study objectives using both qualitative and quantitative data collection methods. It is envisaged that the consultant will adopt a participatory approach that will entail field visits and meetings with the various, Member organizations and including but not limited to; Government Officials, different stakeholders (traders, processors, producers and the target group at large).

It is expected that both primary and secondary sources will be used. It is expected that approaches such as: Key informant interviews, Focus Group Discussions and Direct observation will be used.

## **5. SPECIFIC TASKS FOR THE CONSULTANT**

- Literature review on Key documents such as PELUM Kenya strategic plan and relevant data from the government departments.
- Preliminary discussion about the focus of the assessment with PELUM Kenya team to propose and agree on evaluation methodology and analysis tools
- Develop an inception report to be discussed and agreed upon by the consultant and the PELUM Kenya team, time frame and scheduling of the consultation meetings including the date for the feedback
- Collect data both qualitative and quantitative from the targeted community members and /or member organizations through agreed data collection tools and actual field visits/ Focus Group Discussions/Key Informant Interviews including secondary data.
- Analyse the collected data and formulate draft report.
- Present draft results of the findings in a one-day validation workshop for PELUM Kenya staff and selected partners and stakeholders
- Incorporate comments from the feedback workshop and present final report in soft and hard copy.

## **6. KEY DELIVERABLES**

The expected key outputs of the evaluation are:

- a. An inception report: Elaboration of the external evaluation methodology and tools including a detailed schedule of activities to be undertaken across the four zones;
- b. The Draft Report; and
- c. Final Reports: The report should be logically structured including the executive summary, intervention description, assessment purpose, assessment methodology, findings, conclusions, lessons and recommendations, and annexes (Key officials interviewed, documents consulted, and data collection instruments). The report should include a set of specific and clear recommendations

## **7. CONSULTANTS QUALIFICATION**

To undertake this evaluation, PELUM Kenya is looking for a qualified, competent and experienced professional consultant. Key considerations include:

- 1) At least a master's degree or equivalent in agriculture, Marketing, sociology, development studies, economics or related social sciences.
- 2) Experience in working with NGO, FBOs
- 3) Demonstrated ability to assess complex situations to analyze critical issues clearly and draw conclusions and recommendations.
- 4) Proven in-depth understanding and consulting experiences in conducting similar assignments
- 5) Substantive knowledge of participatory M&E processes and experience with multi stakeholder/community development interventions.
- 6) Have successfully done similar / related work in recent past. Such details should be included in the profile that will be submitted.
- 7) Excellent English and good report writing and communication skills
- 8) Preferably a gender balanced team

## **8. DURATION OF CONSULTANCY**

The Consultancy will take a maximum of 40 days from the time the contracts are signed.

## **9. LOGISTICAL SUPPORT**

In addition to providing all the necessary documentation and contacts, PELUM Kenya will cater for the cost of doing the FGDs after prior discussion and agreement with the consultant. The consultant is therefore expected to cost other expenses related to the evaluation in the financial proposal.

## **10. HOW TO APPLY:**

Interested candidates should submit the following:

1. Technical proposal indicating their understanding of the assignment, proposed methodology for conducting the assignment and work plan.
2. Financial proposal showing the total cost of conducting the evaluation, breakdown of consultancy costs (including costing of each member the team during the entire exercise, man-days for each team member), travel and other costs associated with this assignment.
3. The terms for payments in terms of percentages in order to carry out the exercise.
4. At least one report of a 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.
5. Detailed curriculum vitae of the main consultant and the support consultants (if any) to be involved in the assignment, with relevant university certificates and relevant supporting documents and testimonials.
6. Names and contacts of three 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 [pelumkenya@pelum.net](mailto:pelumkenya@pelum.net) copied to [pelumkenya@gmail.com](mailto:pelumkenya@gmail.com) with the subject heading: **Consultancy for organic value chain analysis and Consumer Awareness Survey**

The closing date for applications is 22nd Sept.2021. Only shortlisted candidates will be contacted.