



THE COUNTY GOVERNMENT OF KIAMBU
DEPARTMENT OF AGRICULTURE, CROP PRODUCTION,
IRRIGATION & MARKETING
P.O. Box 2344 – 00900 KIAMBU

CALL FOR EXPRESSION OF INTEREST (EOI)

EXPRESSION OF INTEREST
FOR
CONSULTANCY SERVICES TO CARRY OUT A FEASIBILITY STUDY
ON PINEAPPLE PROCESSING IN KIAMBU COUNTY

NEGOTIATION NUMBER; 843639

CLOSING DATE
4TH FEBRUARY, 2021
AT 12:00 NOON

REQUEST FOR EXPRESSION OF INTEREST FOR CONSULTANCY SERVICE TO CARRY OUT A FEASIBILITY STUDY ON PINEAPPLE PROCESSING IN KIAMBU COUNTY

Introduction

Pineapple production in Kiambu County is mainly by two leading multinationals, Del Monte and Kakuzi. However, there are a number of smallholder producers of pineapples in Kiambu County, in particular in Gatundu North Sub-County. In as much as the leaders like Del Monte and Kakuzi remain the dominant processors of pineapple in the region, the role of smallholder producers remains untapped and there exists huge opportunity to expand smallholder production of pineapple especially in Gatundu North where the agronomics are suitable for pineapple farming. If production is enhanced there exists a potential of setting up a mid-level pineapple processing plant in Kiambu County.

The County Government of Kiambu intends to enhance pineapple production in the County with the initial focus being Gatundu North Sub County. The information on the status of pineapple production in this area is scanty making it difficult for the County to initiate a pineapple development program for this sub county.

Some of the information challenges include lack of data for the following:

- a) Number of farmers of farmers involved in pineapple production in Gatundu North
- b) Total pineapple production per year from Gatundu North
- c) Marketing system of pineapple in Gatundu North
- d) Pineapple varieties being produced in the region
- e) Current production acreage in Gatundu North
- f) Price and market dynamics for pineapple in Gatundu North
- g) Current market demand for pineapple

2.0: Objectives of the assignment and scope of work

The overall objective of this study is to examine the Pineapple value chain and market systems in Gatundu North and identify opportunities for designing a sustainable smallholder production in the short term and a pineapple processing plant in the medium term.

3.0 Specifically the Consultant will:

- a) Identify and sketch the supply chain and routes of pineapple in Gatundu North.
- b) Analyze the historic and current availability of pineapple on local markets including potential recent changes and patterns of seasonality and supply in the study areas.

- c) Analyze the overall market environment in which pineapple trade takes place, including relevant government policies and regulations, the (current) socio-political situation, security, road and transport infrastructure; corruption etc.
- d) Analyze and describe the pineapple market structure in terms of actors and institutions of relevant supply chains, barriers and constraints to enter trade or maintain and increase levels of supply, as well as market catchment areas.
- e) Analyze the market conduct, i.e. price setting behaviors, weights and standards including the transparency of transactions, competition and potential corruptive behavior.
- f) Identify key market outcomes such as seasonality and volatility patterns of prices, market integration with supply sources, including physical flow of fruit and vegetables.
- g) Analyze the market's potential for responding to increased supply of pineapple e.g. storage facilities, processing facilities, market for pineapple juice concentrate, duration of stocks and expected price developments due to increased levels of supply.
- h) Explore opportunities of establishing a processing plant with an aim of increasing pineapple production, increasing employment opportunities and providing ready market for the smallholder farmers.
- i) Analyze private sector linkages of the existing markets and opportunities that could catalyze commercial investment in pineapple juice processing plant in Gatundu North.
- j) Analyze local community demand conditions: their physical and economic access to local markets (including inflation patterns of food and non-food commodities, households' purchasing power, livelihood and market participation behaviors, self-sufficiency and resilience statuses, and preferences).
- k) Identify and analyze any marketing system promoted by existing development partners and the government in the region.
- l) Provide brief description of how pineapple production will contribute to improved livelihood in the region
- m) Identify bottlenecks to supply of pineapple in the study areas and possible solutions.
- n) Identify bottlenecks to demand of pineapple in Gatundu North and possible solutions.

4.0 Application Procedure

Mandatory Evaluation Criteria	
1	<p>Company Profile</p> <p>Attach Company/organization profile of the lead applicant describing experience in offering the services outlined above</p>
2	<p>Business Registration Certificate</p>

3	Valid and current Tax Compliance
4	CR12 Certificate
5	Current Business Permit
6	six months bank statements / Audited books of accounts

Technical Evaluation Criteria	
<p>General Qualifications of the consulting firm related to the assignment</p> <ul style="list-style-type: none"> • Five (5) years of experience in consultancy services • Related job assignments undertaken in last five years • Track record of success (as can be verified from prior assignments in this area) 	<p>Copy of contracts/LSO</p> <p>(25 marks)</p>
<p>General Qualifications of the consultants (3):</p> <ul style="list-style-type: none"> • Should possess at least an undergraduate qualification in agriculture, economics, finance, commerce or business administration • Master's Degree and/or Professional qualifications in Business Management, accounting and agricultural economics will be an added advantage. 	<ul style="list-style-type: none"> • Attach relevant certificates (15 marks)
<ul style="list-style-type: none"> • At least 10 (ten) years in the public or private sector with a bias toward cooperative development and have served at senior level in management. 	<ul style="list-style-type: none"> • Attach CV (25 marks)
<p>Professional experience relevant to the assignment.</p> <ul style="list-style-type: none"> • Previous assignments within the co-operative and agriculture sector or similar institutions • Professional experience in areas of strategic planning, institutional strengthening, capacity needs assessment, feasibility studies, capacity building, policy development and governance, project management, monitoring and evaluation 	<ul style="list-style-type: none"> • Attach recommendation Letters (35 marks)

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| <ul style="list-style-type: none">• Strong familiarity with the Co-operative Societies Act, co-operative development policy and emerging trends in the co-operative sector.• Recently completed or ongoing assignments specifically on business processes, strategic planning, and capacity needs assessment, capacity building, institutional strengthening, development of lobby and advocacy strategy, resource mobilization strategy. | |
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5.0 Qualifying Criteria

Stage 1: Expression of interest (EOI) received from consultant firms that have submitted all required documentation will be reviewed by the evaluation committee.

Stage 2: The technical and financial proposal will be evaluated following the guidelines outlined.

6.0 Submission

The completed tender documents should be uploaded on www.supplier.treasury.go.ke

The **CLOSING DATE FOR SUBMISSION OF THE EXPRESSION OF INTEREST** is **February 4th 2021 at Noon**, and tenders will be opened immediately thereafter on the Integrated Financial Management System (IFMIS)