



## **IGAD Centre for Pastoral Areas and Livestock Development (ICPALD),**

### **Consultancy to Develop a market strategy for grass and forage seeds for the IGAD region**

#### **Terms of Reference (ToR)**

##### **Background**

Intergovernmental Authority on Development (IGAD) was established by its member States to mitigate the effects of recurrent drought and environmental degradation, boost agricultural production, and facilitate sustainable management of natural resources. Its member States consist Djibouti, Eritrea, Ethiopia, Kenya, Somalia, South Sudan, Sudan, and Uganda. The IGAD's mandate is to promote the resilience of the region through regional cooperation and integration, fostering peace and security, boosting agricultural sector development, facilitating sustainable management of natural resources, and environmental protection.

IGAD Centre for Pastoral Areas and Livestock Development (ICPALD) was established with a mission to complement the effort of the IGAD member States to sustainably generate wealth and employment through livestock and complementary rangeland resources in arid and semi-arid areas of the region. Its overall objective is to promote, facilitate and advocate for people-cantered and gender-responsive sustainable development in Arid and Semi-Arid Lands (ASALs) and livestock in the IGAD region. ICPALD thrusts in the improvement of animal health, production and marketing; enhanced dryland production and pastoralism, including value-added rangeland products with the aim of bringing positive impacts on food and economic security, especially in rural pastoral populations. Regional cooperation and coordination of actions based on evidence of risks to shared resources remain the principal means of achieving these benefits.

Sixty to Seventy (60-70%) percent of the IGAD region's landmass is arid and semi-arid land (ASAL) where pastoral and agro-pastoral livestock production systems are the main sources of livelihoods feeding on natural rangeland. Rangelands are land on which the indigenous vegetation (climax or sub-climax) is predominantly grasses, grass-like plants or shrubs that are grazed or have the potential to be grazed, and which is used as a natural ecosystem for the production of grazing livestock and wildlife. The rangelands in the IGAD region are the backbone of livestock industry and contribute significantly to the member countries' national GDP by providing various economic and livelihood opportunities. With over 60% of livestock population found in the rangelands, livestock sector contributes 10% – 50% of the region's individual



countries' agricultural GDP. About 53% of the region's cattle (51 million), 71% of the goats (58 million) and 68% of the region's sheep (58 million) are found in the ASALs.

Rangelands in IGAD region are facing a myriad of challenges that threaten productivity, livestock forage availability and ecosystem integrity. As a result, undermines sustainability of the livelihoods of pastoral and agro-pastoral communities. Diminishing productivity and access to rangeland resources undermine rangeland health and livelihoods. The challenges include inadequate legal, institutional and organizational frameworks; climate change impacts including drought, soil erosion from floods and land degradation; land fragmentation; and, unregulated land use and access to rangeland resources.

The impacts of droughts on the population have been increasing exponentially in the last two decades of 21<sup>st</sup> century. Drought intensity coupled with climate change, have adversely affected the livelihood of many pastoral and agro-pastoral communities in the ASAL areas of Kenya. This has immensely affected pasture and forage supply for livestock which is the main livelihood option. The community's actions have also contributed much to the increasing frequencies of droughts which threaten their livelihoods. Main activities by communities that have worked against them include; over grazing, deforestation (charcoal burning and expanding crop land) and unplanned settlement and water development. As a result, many communities are vulnerable to natural and manmade disasters and continue to live below the poverty line. This however, put pressure on the current resource governance system to come up with suitable plans to alleviate poverty and build the resilience of these communities.

Pasture production and reseedling is among the interventions that will contribute to building resilience of pastoral households in these areas, besides the critical need for proper grazing and rangeland management practices. This is important since there is need to meet the nutritional demands of cattle and small stock (shoats) and camel in extreme drought situation- but still protect grazing lands from degradation. GIZ Turkana and Moroto based offices working in close collaboration with ICPALD in the implementation of SCIDA III have mobilised communities in the target area that have grown pasture and have ready pasture and pasture seed that require a market strategy including packaging with provision of contacts for market linkage. In the Turkana County, there are three communities that are currently growing grass (*Cenchrus Ciliaris*), two of the communities have ready pasture and pasture seeds while the third community is in the process of sowing seeds that would require a game plan to facilitate the buying and selling of grass and forage seeds as a business including packaging of seeds and fodder with contacts for market linkage.



ICPALD secured funding from GIZ for implementation of SCIDA III towards sustainable management of rangelands. The ICPALD activity contributes towards Natural Resource Management output that aims to enhance the sustainable management and use of transboundary rangeland resources for community resilience. One of the expected results is technical and community training material on pasture and seed production developed.

This assignment will involve the engagement of an individual consultant.

## **Purpose**

The purpose of the technical service is to develop a market strategy for grass and forage seeds for the IGAD region while paying attention to the SCIDA III project area covering the cross-border areas of Uganda (Karamoja sub region) and Kenya (West Pokot and Turkana Counties). Propose specifications for seed and fodder packaging including the recommended packaging material, branding, required standards with government and quality of seed to be packaged. Provide contacts for market linkage for the IGAD region.

## **Scope of the assignment**

This assignment will include but is not limited to the following tasks:

1. Desk review of the overall market opportunities and challenges for grass and forage seeds for the IGAD region while targeting the SCIDA III project area covering the cross-border areas of Uganda (Karamoja sub-region) and Kenya (West Pokot and Turkana Counties). Ascertain current practices- good practices to build on and gaps to be addressed.
2. Assess the magnitude of both commercial and small-scale grass and forage seed production within the SCIDA III project area covering the cross-border areas of Uganda (Karamoja sub region) and Kenya (West Pokot and Turkana Counties).
3. Develop a market strategy to promote grass/fodder seeds and generate demand through;
  - a. Key customer segmentation of the market within the IGAD region
  - b. Projection of demand for grass/ forage seed by customer segment
  - c. Compelling and targeted proposition to the different customer segments
  - d. Appropriate packaging and other forms of availing the grass/forage seed to the respective customer segments in desired quality
  - e. Viable distribution alternatives for the different customer segments
  - f. Estimated supply costs to the different customer segments
  - g. Applicable regulations and proposed measures for compliance



4. Present the draft market strategy at a regional technical meeting that will be organized by IGAD for validation and further input;
5. Submit the final market strategy (printable format in English).

### **Deliverables**

- a. An inception report detailing understanding of the assignment and schedule, literature review, quotation for consultancy fee, air tickets/ road transport, DSA, etc. and draft table of content of the strategy;
- b. A field assessment on marketing of grass and forage seeds in the IGAD region and the SCIDA III project area;
- c. An assessment report on marketing of grass and forage seeds in the IGAD region and the SCIDA III project area;
- d. Draft market strategy depicting a game plan to facilitate the buying and selling of grass and forage seeds as a business including packaging of seeds and fodder with contacts for market linkage with simple diagrams and illustrations to provide insights on marketing in the context of pastoral production system;
- e. Presentation of the draft market strategy at a regional technical meeting that will be organized by ICPALD for validation and further input;
- f. Policy brief
- g. Final market strategy in a printable format.

### **Qualifications, Competence, Skills and Knowledge**

#### **Academic Qualifications**

- Master's degree or above in livestock, agronomy, marketing, business, or a business-related field from a recognized university.

#### **Work Experience and Competencies**

- Proven experience (5+ years) in market systems development;
- At least five years of experience in ASALs rangelands in the context of pastoral and agro-pastoral livelihood systems;
- In-depth knowledge of digital marketing channels, tools and best practices;
- Understanding of the marketing of fodder/ seeds within the IGAD region following the recommended guidelines of the mandated government regulatory bodies;
- Strong analytical skills and experience with analytics and reporting tools;



- Experience with Microsoft Office, including Word, Excel, PowerPoint, and Outlook; and
- Past experience in similar strategy development.

### **Other Experience/ Knowledge / Abilities**

- Experience working in multiple countries in the region through a regional and international organization (s) is desirable;
- Strong interpersonal skills and ability to deal with technical and people management challenges;
- Analytical skills, creativity and attention to detail;
- Verbal and written communication skills in English. French will be an added advantage.

### **Consultancy Duration and Fees**

The consultancy is fixed at a maximum of 25 person-day spread over four months.

### **Consultancy Location and Office Accommodation**

The consultant will be closely working with assigned technical staff by regularly holding physical and virtual meetings and visit.

### **Equipment**

The consultant will use his/ her office accommodation and facilities.

### **Reporting and Management of the Assignment**

The Consultant will work under the direct supervision of the ICPALD Head of Livestock and Fisheries with technical guidance of the Technical Team comprising Livestock/ rangeland specialists. The outputs indicated above and adherence to the time schedule will be approved by the ICPALD Director, and any payment will be subject to this approval. The reports referenced herein will conform to a format approved by ICPALD. All paper copies of the deliverables must be accompanied by electronic versions in the respective Microsoft Office application format (e.g., MS Word for documents and MS Excel for spreadsheets). All images shall be provided in an editable digital format (e.g., high-quality JPG or PNG).

### **Selection criteria**

The selection criteria are relevant education background, relevant work experience (as described above); good track record in delivering similar assignments; experience working in the IGAD region; and familiarity with Pastoralism and rangeland context.

### **Consultancy Duration and Payment Schedule**



Output/ activity completed.	Payment in percent of the contract amount
The signing of the contract and approval of the inception report.  And draft table of content of the strategy	15%
Field assessment on marketing of grass and forage seeds in the IGAD region and the SCIDA III project area  Assessment report on marketing of grass and forage seeds in the IGAD region and the SCIDA III project area	30%
Draft market strategy depicting a game plan to facilitate the buying and selling of grass and forage seeds as a business	20%
Presentation of the draft market strategy for validation at a regional technical meeting that will be organized by ICPALD  Final market strategy	35%

#### **Travel outside duty station**

Air tickets and Daily Subsistence Allowance (DSA) and any other expenses related to this assignment shall be covered by IGAD on reimbursable basis upon approval of the technical expert assigned to this assignment.

#### **Insurance cover**

The consultant will be responsible for his/ her own medical and life insurance coverage for the duration of the assignment.

#### **Taxes**

The consultant will be responsible for remitting his/ her taxes.

**The report** will be submitted to

The Director,  
IGAD Centre for Pastoral Areas and Livestock Development (ICPALD), Kabete Vet Lab, Kapenguria Road, P. O. Box 47824-00100, Nairobi, Kenya.

**IGAD shall only respond to short-listed candidates**