



USAID | **KENYA**
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USAID KENYA DAIRY SECTOR COMPETITIVENESS PROGRAM

623-C-00-08-00020-20

Capacity building of Genetic Suppliers in Dairy

Contractor Information:

Land O'Lakes, Inc.
Peponi Plaza, Block B, Second Floor
Off Peponi Road, Westlands
Tel. +254-20-374-8685
Fax +254-20-374-5056

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Closing Time 12.00 noon

REQUEST FOR PROPOSALS

Applications are invited from Local registered firms, individual consultancies or consortiums to conduct capacity building for genetics suppliers in the dairy industry.

Under this solicitation, KDSCP, based on an open competitive selection process, will award a subcontract with a value of an agreed upon amount. If you decide to submit a bid, it must be submitted in accordance with the attached solicitation and received no later than the date and time indicated.

1. Background:

The USAID Kenya Dairy Sector Competitiveness Program (KDSCP) is 5-year effort to improve Kenya's dairy industry competitiveness, implemented by Land O'Lakes, Inc., with the financial and technical support of the United States Agency for International Development (USAID). The goal of KDSCP is to increase smallholder household income from the sale of quality milk.

KDSCP is implemented through a range of activities grouped together into three broad programmatic components. First, the program will upgrade the capacity of the dairy industry to compete in local, regional and international markets. Second, it will transform dairy smallholder business organizations into viable enterprises that supply quality milk to the market and facilitate access to critical services and inputs to farmer-members. Third, the program will strengthen support markets, increasing the availability and utilization of market-link dairy business development services, inputs, technologies provided by business service providers to dairy enterprises.

Land O'Lakes promotes a milk shed development model whereby the focus will be to encourage collection of 50,000 to 100,000 liters or more from multiple collection centers within a given milk shed. The milk shed development approach will maximize farm productivity, collection and transport efficiencies to reduce costs and install best quality assurance practices throughout the milk shed. Land O'Lakes will facilitate the formation of strategic public-private alliances with, and fostering dialogue and negotiations between, leading dairy processors, SBOs federations, Associations, Dairy Alliances, financial service providers, input and service providers, local authorities and development partners to build sustainable milk sheds. Critical to the success of this approach are strong vertical linkages—between farmers and SBOs, between SBOs and processors, and between processors and retailers/exporters—as well as strong horizontal linkages among SBOs.

To provide efficient and effective services along the value chain there is need for Capacity building of industry stakeholder associations such as the Genetic suppliers (Technical Genetic Society) as they play a critical role in providing among other things, semen for artificial insemination that contributes to improving productivity of cattle and control venereal diseases. In Kenya, A.I has been used to improve both the exotic dairy cattle and local indigenous Zebu Cattle.

The uptake of AI by the farmers has improved drastically in some areas while in other areas, farmers are still apprehensive due to Service Providers (SPS) malpractices. The key challenges for SPS laid out in the diagnostic study are:-

- 1) Lack of a centralized breeding database thus causing inbreeding and lack of **accurate** data about existing breeds and their performance (numbers, production summaries incorporating components etc.), in the country. This makes it difficult for semen suppliers in collaboration with processors to advice on the direction or way forward for our breeds, in relation to offering milk products which are regionally and internationally competitive.
- 2) Uncoordinated genetic distribution system by suppliers.
- 3) Unclear roles and responsibilities among the players.
- 4) Absence of information gathering system from farmer-SPs-Stockists-Distributors/ Suppliers.
- 5) Lack of capacity of some SPs to provide the relevant information to enable appropriate decision making on breeding.
- 6) Inadequate business and entrepreneurial culture among SPs.
- 7) Underdeveloped market of livestock and livestock products

Micro-Enterprise Support Project Trust Fund under the BSPS 2.1 component has already carried out a needs assessment of AI service providers, supported the government in the review of the training curriculum at the training institutes and is at its final stages of approval and launch. Coordinating and collaboration with this program would be necessary to refresh all the existing and accredited service providers on a cost sharing basis.

II. Assignment Objectives

To unite the various dairy Genetic suppliers and assist them to identify their core activities, areas they can collaborate and create synergy or even merge for maximum impact.

Identify and prioritize initiatives to support and strengthen their long-term sustainability such as a centralized database for control and management of players and capacity building of chain players in distribution and marketing of genetics.

III. Scope of Work

- Liaise with the relevant licensing authorities and genetic suppliers to prepare the current status of production, importation, distribution, record keeping archival of data related to semen in the country.
- Plan and bring together Livestock Genetics Suppliers/Producers; Livestock Research Institutions; Institutions of Higher learning including Universities and tertiary level institutions; Professional vets with representation from technician's fraternity, East African Embryo Transfer Association and KLBO to create awareness on the status with an objective of getting ideas, recommendations that would improve performance of dairy breeding in the country.
- Liaise with the relevant stakeholders and develop criteria for monitoring accreditation of AI services providers, Data transmission and Evaluation from inseminators to DVS and LGS and an efficient enforcement and performance monitoring system be designed
- Liaise with UBS and activate the Developed Module in e-dairy for data updates
- Liaise with MESPT, DTI, AHITIs and on a cost sharing basis refresh the existing SPS in the areas they feel deficient in service delivery. NB assessment study and 8 Modules have already been developed and are available at MESPT/DTI
- Document the benefits of animal registration, tagging and identification, the process and the cost of the exercise and ensure the SPs are aware to effectively communicate to the farmers
- Liaise with KVAPs, MFIs, banks, equipment suppliers, milk shed Facilitators, SBOs and develop financial products that can support SPs to acquire tools of trade and communication.

IV. Deliverables

- a) A status report on genetic production, distribution per item 1 in the scope of work
- b) A workshop report with participants' lists, program for the day, recommendations and way forward towards improving the sub sector
- c) An accreditation committee formed composed of relevant stakeholders, names and addresses
- d) A data base created of all accredited AI service providers by district with their contact names and business addresses
- e) List of all SPS refreshed/retrained indicating what sessions they undertook and their contribution
- f) List of SPs accessing finances for either working capital or equipment acquisition
- g) Documented case studies on improved performance by SPs after capacity building
- h) A functioning e-dairy Module to capture data on semen supply, tracking bull performance, conception rates, performance of SPs etc
- i) A well structured Technical Genetic Society with clear roles, action plan and activities incorporating the views and roles of the SPs.

V. Time frame and proposed Level of effort

This assignment will take place within a period spread over three months.

VI. Application Submission Requirements:

All interested candidates will submit their proposal organised as follows:

1. Technical proposal (not exceeding 10 pages). The technical proposal should reflect how the offeror will undertake all the tasks in the Scope of work.

The offeror will provide a detailed plan of specific activities and timetable for carrying out the assignment.
2. Financial Budget The offeror shall propose a realistic cost estimate for this assignment, including a breakdown of the budget and justification of expenses. The budget shall include only those costs that can be directly attributed to the activities proposed. (with explanation of line items) Bidder must show existence of financial and administrative systems to adequately account (USAID and GAAP) for funds provided under this assignment.
3. Personnel The offeror shall list and briefly describe the name and qualifications of the consultant(s) proposed to work on the assignment. (CVs of proposed personnel to be included in an annex)
4. Experience of the firm A two to three page capability statement (Typically including organizational overview, technical representatives and qualifications of staff to carry out the assignment.

All interested applicants must provide a list of all contracts, grants, or cooperative agreements involving similar or related assignment in the last one year before this application submission. Reference information must include the location, award numbers if available; a brief

description of work performed; contact with current telephone numbers.

VII. Criteria for Evaluation:

Proposals will be evaluated according to the following Criteria

1. Technical approach and methodology (40%)
2. Proposed Personnel - ability to address different components of the assignment (20%)
3. Relevance of the firm or organization's core capability/skills base to service request, and capacity to implement or manage the assignment and funds awarded (15%)
4. Budget Justification, Cost Realism (25%)

The KDSCP is authorised in accordance with the US Foreign Assistance Act and USAID Contract # 623-C-00-08-00020-00.

Grants/Contracts will be administered in accordance with provisions contained in ADS Section 302.5.6, "Grants under contracts" ADS Chapter 303, "Grants and Cooperative Agreements to non-governmental organizations" and within the terms of the USAID standard provisions applicable to non-US, non-governmental recipients. Information on these provisions can be assessed through the USAID external website at www.info.usaid.gov "Business & Procurement" section. Per ADS section 302.5.6(f), Contractors/Grantees are authorized to execute cooperative agreements on USAID's behalf.

KDSCP and USAID/Kenya reserve the right to fund any or none of the applications submitted. Registered local firms and organizations interested in implementing this assignment are requested to submit a proposal (typed no smaller than 11-point font) by **Friday, 26th 12.00noon March 2010** to the Grants Manager at:

Land 'O' Lakes Inc.
Peponi Plaza, Block B Second floor
Off Peponi Road Westlands
GPO 45006-00100
Nairobi, Kenya

Submissions must be in English and typed single-spaced on standard 8 1/2" x 11 or A4 (210 x 297 mm) type white paper. Submissions must contain **one single-sided hard copy original** of the proposal (each with a complete set of appendices/attachments where applicable), and **two copies**. The original should be "photo ready," i.e., printed on one side only and unbound. All pages must be numbered and include the RFP reference number and name of organization on each and every page. Hard copies can either be submitted in person or at the Land O Lakes mailing address, however these must be received no later than the deadline specified above. **In addition, an electronic copy of the proposal should be submitted** either on a diskette/CD or through an email to bids@landolakes.co.ke.

Please include the name of the person in your organization who will be involved with the subcontract/grant application as well as your telephone, fax and email contact.