



## CALL FOR PARTNERSHIP WITH AGRIBUSINESS ENTERPRISES TO INVEST IN THE POULTRY AND RED MEAT VALUE CHAINS

### Concept Note Template

After over seven decades of proven community development approach and expertise to support smallholder farmers around the world to lift themselves out of poverty, Heifer International is now accelerating its strategic approaches to closing the Living Income (LI) gap, through the design and implementation of Signature Programs. Heifer Kenya in partnership with the Swedish Embassy is implementing the Kenya Livestock Marketing and Resilience Project (KLMP) which targets the red meat and poultry value chains in the Arid and semi-Arid lands (ASALs) as well as the North Rift and Western regions of Kenya, with an aim to create notable impact among the smallholder farmers, youth, and women. The overall goal of KLMP is to strengthen the production and marketing systems for improved livelihoods and resilience among at least 38,000 poultry and red meat-producing households. The project aims to achieve this by strengthening production systems for improved resilience and livelihoods, and strengthening market systems, infrastructure, and business relationships. Heifer Kenya hopes to achieve the above objectives by identifying Agribusinesses within the sub sectors to partner with to create opportunities for thousands of smallholder farmers and farmer owned agribusinesses.

To this end, Heifer Kenya is looking for small and medium Enterprises (SMEs) to partner with to address market constraints, improve the capacities and performance of their businesses within the red meat (cattle, sheep, goats) and poultry value chains along the input supply, off taking, processing and marketing to improve the competitiveness of the value chains.

If this interests your business:

1. please complete this brief concept note template by responding to the various desired information which will help us understand your idea/concept. Describe your supply chain development idea or vision. What will change? What needs or problems will it resolve? What will it achieve? What additional or new value will it create (for your business, for the smallholder farmers in your network, for the producer organizations (FOABs) /smallholder farmers suppliers and customers). Any innovative ideas/features to meet the above goal is encouraged.
2. Provide a description of activities, resources required and budget.

This form therefore forms your concept submission and expression of interest and will be reviewed by a team of staff and if you qualify will lead to signing of a service agreement for its implementation towards the achievements of the goal of the project.

We really appreciate your input!

### General Information:

1. Full Legal Company Name	
2. Contact Person's Name	
3. Position Title	
4. Email Address	
5. Mobile Phone Number(s)	
6. Year Company began operations	
7. Year Company Incorporated	

Please answer the following questions related to your concept:

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1.	<p>Describe your current business relationships, the key product (s) you deal with and how you work with the farmer owned agribusinesses (FOABs) and smallholder farmers in the red meat or poultry value chain /supply/distribution chain (<i>max 200 words</i>)</p> <p>How many FOABs and/or Smallholder farmers does your company currently work with? Which counties does your organization operate in?</p> <p>Is there a plan to expand this reach in the future? If so, share the plan in terms of numbers and counties as appropriate.</p>	<p>Current # of FOABs: Current # of smallholder farmers: List Counties of operation:</p> <p>Planned # of new FOABs: Planned # of new smallholder farmers: List of planned new Counties of operation:</p>		
2.	<p>How do you capture data related to the FOABs /smallholder farmers that you work with (i.e.: Excel, software system)?</p>			
3.	<p>Describe your current market/customers category in the poultry or red meat value chain (specify) both domestically, in the East African Community and/or internationally as appropriate.</p> <p>Describe any plans to expand or reach new markets (domestically or internationally) through this initiative.</p>			
4.	<p><b>a) SUPPLY/DISTRIBUTION CHAIN ISSUES</b></p> <p>Identify three key <i>supply/distribution chain issues/needs in the poultry and/or red meat value chain</i> that you aim to resolve with your concept (with regard to both suppliers and customers/distributors).</p>	<p><b>b) OBJECTIVES</b></p> <p>For each supply/distribution chain need/issue, identify the key objective of your concept which will help overcome this issue/need.</p>	<p><b>c) ACTIVITIES</b></p> <p>For each objective, list 3 key activities that you will implement to achieve the corresponding objective</p>	<p><b>d) OUTCOMES</b></p> <p>For each objective/set of activities, identify the results which your initiative aims to achieve (new value created for your business, for FOABs and SMEs/smallholder farmers).</p>

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	<i>For example: lack of consistent supply of live chicken etc.</i>	<i>To increase the supply of live chicken</i>	<ul style="list-style-type: none"> <li>- To hire a certified veterinary/sales officer to support on-farm training to ensure quality chicken production</li> <li>- To promote access to certified poultry/cattle breeds/feeds etc.</li> </ul>	<i>Increased and regular supply of chicken that meet off take standards</i>
1.		1.	1.1.	1.
			1.2.	
			1.3.	
2.		2.	2.1.	2.
			2.2.	
			2.3.	
3.		3.	3.1.	3.
			3.2.	
			3.3.	
5.	<b>How much time will you need to implement your above activities (initiative)? (Max 2 years)</b>	From _____ dd/mm/yy to _____ dd/mm/yy		
6.	<b>How many FOABs and/or /smallholder farmers will benefit from your initiative?</b>			
7.	<b>In what counties will these FOABs /smallholder farmers be based?</b>  Should fall within project target counties of Isiolo, Kajiado, Bungoma, Busia, Kakamega, Nandi, Nakuru, Trans Nzoia and Uasin Gishu.			



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8.	List up to three features that make your concept innovative and effective in addressing the challenges currently faced in the poultry and/or red meat value chains.	1. 2. 3.
9.	<p>Does your business have the <i>capacity</i> (<i>assets, resources, competencies, experience, etc.</i>) needed to successfully implement your concept?</p> <p>In other words, describe how your company is well-equipped/a strong candidate for provision of inputs or off take/processing or marketing of live chicken/cattle/sheep/goats or any other related service described earlier? (<i>max 200 words</i>)</p>	
10. Identify the main implementation risks as they relate to your Objectives listed above in #4?		11. Identify the degree of the risk (high, medium and low)?
Risk Objective 1		
Risk Objective 2		
Risk Objective 3		
11.	Provide a workplan, resources required to undertake the task and a budget that will support the proposed work in this concept note as a separate attachment.	

Date of Concept note (DD/MM/YY)	
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Please submit your completed Concept Note to Heifer international- Kenya by emailing [procurement-kenya@heifer.org](mailto:procurement-kenya@heifer.org)



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### *Concept Note Template*

**Non-Disclosure Agreement:** During this qualification process, both your company and Heifer International Kenya will be receiving Confidential Information from each other. To maintain the confidentiality of such Confidential Information a Non-Disclosure Agreement (NDA) embedded in this document could be signed by both parties. Please complete the information in the NDA, sign and send it to the email mentioned above, and our project staff will countersign and send it back to you.

NB:

Farmer Owned Agribusiness (FOAB): These are agribusiness enterprises in either the poultry or red meat value chains that support farmers to collectively produce, aggregate, market, and access services in the respective value chains. This may be a self-help group, cooperative or an agribusiness enterprise.