



Project/Activity Name:	KENYA LIVESTOCK MARKETING AND RESILIENCE PROJECT(KLMP)
Agresso Work Order:	KE0864HIKE00
Country:	KENYA

EXPRESSION OF INTEREST

PROVISION OF SERVICES: CO-INVESTING WITH AGRI-SMALL AND MEDIUM ENTERPRISES ON INPUTS SUPPLY AND OFF-TAKING FOR POULTRY AND RED MEAT PRODUCTS.

Funded By
Swedish International Development Cooperation Agency (SIDA)

EOI Release Date:	3 rd April 2025
Proposal Submission Deadline:	5 th May 2025
Question/ Inquiry Submission Deadline:	22 nd April 2025
Electronic submission to the attention of:	Procurement Kenya
Electronic submission:	procurement-ke@heifer.org
Contact information for inquiries about this EOI:	procurement-ke@heifer.org
Performance Period:	June 2025 to May 2027



1. BACKGROUND INFORMATION

Heifer International Kenya

Heifer International Kenya has been operating in Kenya since 1981 with a mission to work with communities to end hunger and poverty while caring for the earth. Heifer's vision is "a world of communities living together in peace and equitably sharing the resources of a healthy planet." Using a values-based community development approach, Heifer Kenya works with communities to strengthen the local economy, diversify diets with better nutrition, and properly manage water and soil systems for future generations.

Heifer's pro-poor development approach focuses on creating wealth through viable value chains that harness the social capital of communities to drive market development. 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. Such programs are designed to be long-term (up to 10 years), private sector driven and promote scale, working in partnerships with private and public sector actors for permanence of impact.

Amongst its current portfolio is the Kenya Livestock Marketing and Resilience project (KLMP).

2. ABOUT KENYA LIVESTOCK MARKETING AND RESILIENCE PROJECT

The Kenya Livestock Marketing and Resilience project (KLMP) is part of the Heifer Kenya Signature Program, Practice for Change. The project will be implemented in 9 Counties across Kenya, namely: Kajiado, Isiolo, Busia, Kakamega, Nandi, Uasin Gishu, Trans-Nzoia, Nakuru and Bungoma. The overall goal of KLMP is to strengthen the production and marketing systems for improved livelihoods and resilience among 38,000 poultry and beef-producing households, moving them towards achieving a living income of USD 4,331 annually by 2026. KLMP is a co-created intervention between SIDA and Heifer Kenya aligning with the new SIDA Kenya strategy (2021-25).

The proposed project, KLMP, provides Heifer with the opportunity to expand into the beef value chain in the Arid and semi-Arid lands (ASALs) and deepen Heifer's interventions in the Lake Basin Economic Block (LBEB), targeting value chains with the highest impact among the smallholder farmers, youth, and women. The poultry value chain is one of the strongest value chains within the region, as identified through consultation with respective county governments and stakeholders in the LBEB. The KLMP project will contribute to Heifer Project International's Vision 2030, which aims to support 10 million smallholder farmers globally to achieve a sustainable living income by 2030, including through activities focused on strengthening production and marketing systems.

The KLMP project objectives include:

- Strengthening production systems for improved resilience and livelihoods
- Strengthening Market systems, Infrastructure, and Business relationships
- Pastoralists, Agro-Pastoralists and Partner Institutional capacities strengthening for natural resources management (NRM) and conservation.
- Empowerment of gender and youth for livestock value chains

3. JUSTIFICATION OF APPROACH OR IMPLEMENTATION PLAN

The poultry and red meat value chains provide smallholder farmers an opportunity to contribute significantly to agricultural growth and productivity by facilitating improved access to food, inputs, markets, credit, and information. Players in the two value chains face a myriad of challenges in ensuring they can optimize production, productivity and have an enhanced business relationship along the two value chains. Access of critical inputs for production hinders the level of production of the poultry making off take of the product erratic and inconsistent.



KLMP seeks to partner with private sector Agri Enterprises players in the poultry and red meat value chains to unlock systemic challenges that hinder the growth and competitiveness of the value chain actors to enhance enterprise support, service provision in provision of selected inputs and in off taking of poultry and red meat products. This call provides an opportunity for the program to collaborate with value chain actors to ensure a sustainable and consistent approach to address the systemic challenges within the 2 value chains.

4. MAIN OBJECTIVE OF ASSIGNMENT

To achieve the objectives of the KLMP project, Heifer Kenya is looking for small and medium Enterprises (SMEs) to partner with in order 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 in order to improve the competitiveness of the value chains.

This will facilitate establishment/strengthening of a sustainable and functional input supply and off take, processing of poultry and red meat products from Farmer Owned Agribusiness (FOABs).

5. ASSIGNMENT SCOPE

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6. AGRI ENTERPRISES SELECTION

- a) The interested enterprises will make an application through a concept note template provided as a link in this document providing their business initiative and how the project can partner with them.
- b) The applying enterprises' suitability will be assessed with the project focusing on the how effectively the firms have responded to the questions provided in the concept note template.
- c) In addition to the concept note, the company is requested to attach a proposed activity workplan, resource plan and budget.

7. AGRI ENTERPRISES SELECTION CRITERIA

- a) The enterprises applying must be involved in provision of services in either the poultry or the red meat value chains.
- b) The enterprise must already be working with smallholder farmers in Kenya in provision of services in the poultry or the red meat value chains.
- c) The enterprise must be willing to work with at least 3,000 new smallholder farmers/or farmers working collectively through farmer owned agribusiness i.e., cooperatives, self-help groups etc.
- d) The enterprises must be willing to work and provide services to the counties supported by the project.
- e) The enterprises must be willing to share business progress data related to the program monthly.



8. **CONCEPT NOTE QUESTIONNAIRE**

The concept note questionnaire for application can be found on the link below.

<https://www.heifer.org/about-us/inside-heifer/procurement-and-contracting-services.html>

9. **EXPECTED DELIVERABLES**

- a) Improved production and productivity.
- b) Increased access to prime markets for smallholder farmers working through FOABs due to high-quality products.
- c) Reduced cost of production due to increased access of quality feed products at a favorable cost.
- d) Increased membership mobilization due to improved turnaround time for feeds aggregation services.
- e) Enhanced business relationships with other market actors like certified and quality feed distributors.
- f) Reduced mortality rates of poultry production due to quality feeds.
- g) Increased incomes and profitability of poultry farming by farmers and FOABs.

10. **REPORTING AND COMMUNICATION**

Frequent updates as shall be agreed upon between Heifer Kenya and Agri entrepreneurs. Regular reports will be provided to the Kenya Livestock Marketing and Resilience project (KLMP) project manager throughout the activity duration. A final report on the co-investment partnership performance and output at the end of partnership engagement.

11. **EVALUATION CRITERIA**

Heifer Kenya will evaluate submissions based on the following criteria. Prospects are encouraged to provide detailed and specific responses in alignment with these criteria.

	Question	Answer choices	Maximum Score
1	a) How long the business has been in operation	0 Less than 2 years 2 – 5 years 6 – 10 years 10 + years	5
2	b) How much gross revenue the business has earned working in either of the two value chains within the previous financial year (12 months)	Less than Kes 1,000,000 Kes 1,000,001 to Kes 2,000,000 Kes 2,000,001 to Kes 4,999,999 Kes 5,000,000 to Kes 9,999,999 Kes 10,000,000 or more	10
3	c) How much shareholders' equity is in the business?	a) below 50% b) 51% and above	5
4	Are the value chains the enterprise is offering services to relevant - poultry and red meat?	a) poultry b) red meat	5
5	Number of smallholder farmers (verified) the enterprise is working with or benefitting from the organisation services	Less than 500 501-1000 1,000-3000 3,000-4,999 5,000 or more	10

6	a) The growth strategy articulated in the concept note. - new smallholder farmers; growth of increase in off taking or offering farmers services, etc	5 or more times 3-4 times 0-2 times	10
7	b) the innovation(s) proposed to create viable and sustainable business initiative that supports (market system approach) farmers.	Scalability, sustainability, replicability	10
8	The counties of business operation in Kenya (Kajiado, Isiolo, Bungoma, Busia, Kakamega, Uasin Gishu, Nandi, Nakuru and Trans Nzoia)	1 2-4 5-7 8-9	10
9	Willingness evidenced by plan to expand business operations to other counties not currently working in relevant to the project and to scale the farmer outreach.	Yes - 1 County, Within 2 years Yes -3 and above, within 2 years No - reasons	10
10	Clarity and reasonability of Timeline proposed to implement proposed market-based activities to sort out highlighted market inefficiencies.	Yes - Within Yes - Outside project time and relevant No- Not relevant	10
11	Business capacity to provide inputs/off take/process/market live chicken/red meat	(Current capacity of business per month in Tonnage or numbers)	10
	Proposed budget proposed and activities/interventions to meet the planned expansion within the proposed timelines	Reasonableness	
12	Ethics and environmental compliance- Has the company/executives filed for bankruptcy/charged with criminal offence/unethical environmental violations, loan defaults or money laundering in the last 5 years?	Yes - No-	5
	Total		100

12. APPLICATION REQUIREMENTS

Local and international firms that are legally registered are **ELIGIBLE** to apply and should submit the following documents upon application:

- Letter of expression of interest and demonstration of capability including (Name of organization/company, contact details – the name of the contact person, physical address, phone number, and email address)
- Proposed activity workplan, resource plan and budget
- The firm expressing interest **MUST** attach the following documents accompanying the EOI to Heifer International:
 - Certificate of Incorporation or Business Registration Certificate.
 - Valid Tax Verification Documents
 - Trade references relevant to the red meat and poultry value chain.

13. APPLICATION PROCEDURE

Proposals will be accepted in soft copy through email and mentioning the subject line; **“KLMP CO-INVESTING WITH AGRI-SME’S”** to procurement-ke@heifer.org on or before Monday 5th May 2025.



14. LATE SUBMISSIONS AND MODIFICATIONS

EOIs received after the submission deadline will not be considered. Applicants are responsible to ensure their EOIs are submitted according to the instructions stated herein. Heifer retains the right to terminate this call for EOI or modify the requirements upon notification to the applicants.

15. VALIDITY OF EOIs

EOIs submitted shall remain open for acceptance for Twenty-One (21) days from the last date specified for receipt of the EOI. This includes, but is not limited to pricing, terms and conditions, service levels, and all other information. If your organization is selected, all information in this document and the negotiation process is contractually binding.

16. LIMITATIONS

This EOI does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this call for EOI, or to procure or to contract for services or supplies. Heifer reserves the right to fund any or none of the applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any EOI received from the call.

17. INTELLECTUAL PROPERTY

Section 1. Ownership Generally. Subject to Section 2 below, any intellectual property (including but not limited to copyrights, trademarks, service marks, and patents), intellectual property rights, deliverables, manuals, works, ideas, discoveries, inventions, products, writings, photographs, videos, drawings, lists, data, strategies, materials, processes, procedures, systems, programs, devices, operations, or information developed in whole or in part by or on behalf of Contractor or its employees or agents in connection with the Services and/or Goods (collectively, the "Work Product") shall be the exclusive property of HPI. Upon request, the Contractor shall sign all documents and take all actions necessary to confirm or perfect HPI's exclusive ownership of the Work Product.

Section 2. Prior-Owned Intellectual Property. Any intellectual property owned by a Party before the Effective Date ("Prior-Owned IP") shall remain that Party's sole and exclusive property. Regarding any of Contractor's Prior-Owned IP included in the Work Product, Contractor shall retain ownership, and hereby grants HPI a permanent, non-exclusive, royalty-free, worldwide, irrevocable right and license to use, copy, reproduce, publicly display, edit, revise, perform, and distribute said intellectual property, in any format or any medium, as part of the Work Product.

Section 3. Work Made for Hire. To the extent copyright laws apply to the Work Product, the Parties agree that (a) HPI specially ordered or commissioned the Work Product, (b) the Work Product is a "work made for hire" under United States copyright laws, and (c) HPI shall be deemed the author thereof and shall own all right, title, and interest therein. To the extent such rights, in whole or in part, do not vest in HPI as a "work made for hire", Contractor hereby irrevocably grants, assigns, and transfers to HPI, exclusively and in perpetuity, all of the Contractor's rights of any kind or nature, now known or hereafter devised, in, too, and in connection with the Work Product, and HPI shall solely and exclusively own any rights therein, and in the elements thereof, including but not limited to any allied, ancillary, subsidiary, incidental, and adaptation rights. The contractor hereby waives all rights known as "moral rights", and any similar rights, which Contractor may have in connection with the Work Product. The description of Services and/or Goods provided in this Agreement shall in no way limit the way HPI may use the Work Product.

18. DIVERSITY AND INCLUSION

Heifer International values diversity, equity, inclusion and belonging ("DEIB"), and believe that effectively accessing and managing diverse talent leads to improved outcomes. HPI takes a broad view of diversity, and inclusive of varied backgrounds including, but not limited to, age, experience, race, ethnicity, sexual orientation, gender, gender identity, disability status, national origin, and culture. HPI



expect third-party providers to respect and reflect HPI's value of DEIB. HPI's ongoing monitoring of third-party service providers incorporates an assessment of vendors' commitment to, adherence with, and track record of accessing and retaining diverse and inclusive workforces.