

SNV Kenya is looking for a:

Consultant: Market Study on Ware Potato

(Position is open to both [National](#) and [International](#) Consultants)

Terms of Reference

ABOUT SNV

SNV is a non-profit international development organisation established in the Netherlands in 1965. SNV is at the forefront of building local capacity for inclusive and sustainable economic development empowering local families and communities to break the cycle of poverty. We are present on the ground in 38 developing countries in Africa, Asia and Latin America and operate in Agriculture & Food Security, Renewable Energy, and Water, Sanitation & Hygiene. Our more than 1,000 advisors in the field come from a variety of cultural and technical backgrounds, and over 80 per cent are nationals of the countries where we work.

In Kenya SNV was incorporated in 1967 and currently implements projects and programs in water and sanitation, renewable energy, extensive livestock, horticulture and dairy. In dairy, SNV Kenya implements the Kenya Market-led Dairy Programme (KMDP)

Introduction:

Netherlands Development Organization (SNV) Kenya and Centre for Development Innovation (CDI), Wageningen UR are jointly working in identifying information / knowledge gaps that exist in the marketing and consumption of ware potatoes in Kenya. SNV and CDI recognize improving the prevalence and enhancement of demand in ware potatoes will greatly boost food security in Kenya, increase smallholder farmers earnings, besides providing an excellent opportunity for expanding the business of the multipliers of seed potatoes.

The ultimate objective of the market study is to identify the key systemic issues in the ware potatoes that prevent farmers from investing in better inputs like the high quality seed potatoes. The consultant should assess necessary linkages, inputs accessibility, interrogate post-harvest issues and market dynamics in the ware potato sector in Kenya.

Main objectives;

- To understand the overall ware potato sub-sector supply chain performance, dynamics, trends, weaknesses and market opportunities
- Based on the chain/market analysis identify at least 3 promising business cases to address key issues in the potato value chain/sub-sector (1-2 business cases will be possible selected as a joint pilot to be implemented under the HortImpact project and the Seed Potato Project)

Specific Objectives:

- Identify how the farmers are organized and participate in the supply chain. How do they engage agents /transporters and terminal markets?
- To map the main supply chain actors (names of companies/traders/contacts/markets Mapping the describe relationships between the actors: Identify and describe types of relationships
- To assess the main ware potatoes market outlets: attributes awareness, packaging, branding, handling, hygiene/food safety, pricing, carriage, storage, products promotion, demonstration, value-addition, market research & development
- Identify the potatoes varieties farmers cultivate? What is the basis of production decision? How do they source their inputs? Are the small holder farmers' willing to invest in high quality potato seeds?
- Identify the extension services, business development services, market and financial services available to the smallholder farmers.
- To identify and analyse the market dynamics and trends; consumption (household level, local markets, processors, terminal markets, institutional consumption?), preferences, market actors, varieties, structure, players and relationships that describes how the sub-sector operates
- To triangulate and validate the statistics on potato (and other food crops at least the five top 5) production volumes and consumption; based in order of priority.

- To check statistical information on production and consumption in volumes, value and varieties; consumption per capita and value /volume/ varieties imported: volumes consumed per annum, rural / urban, institutional consumption, consumer knowledge / awareness for different varieties and preferences (fresh/fries/crisps/etc.), propensity of consumers to spend more for better quality varieties (willingness to pay for quality) for individual consumers, institutional consumers, processors.
- To identify and analyse key systemic constraints impinging on the supply end – markets, and to make recommendations for interventions to mitigate on the key systemic constraints; with a focus to improve access and competitiveness of the potatoes as food in Kenya
- Identify the main market actors (drivers of change) that are willing to participate in pilots (business cases) addressing and testing solutions to the key constraints in the ware potato chain that limit the use of high quality seed. The business cases identified in the study, should be worked out in sufficient detail so that after the study they are ready to be implemented. Participating chain actors in the cases should be prepared to work together and the conditions for their participating in the business cases should already have been agreed upon during the market study. This will ensure a quick start of the pilots after the study.

Scope:

- Area to be covered: Focus at the downstream of the chain; terminal markets, market outlets, processors and sample three (3) Counties that are classified as ware potato production areas.
- Methods: field study - questionnaire / interviews, focus group discussion, rapid assessments.

Deliverables

- Inception report
- ✓ Market Analysis design
- ✓ Instruments for market research: tools, questionnaires, checklists etc.
- ✓ Work plan:
- Draft detailed document / report – not more than 20 Pages excluding annexes
- Main results presented in an attractive PowerPoint presentation
- Validation workshop to present results
- Final report based on draft report and validation workshop

Consultant Qualifications:

- MBA; Marketing, Agriculture Economics,
- Experience in Potato / Horticulture sector
- At least 5 years' experience working in agri-chains: Value chain analysis, market surveys, BDS and Market intelligence

Timeframe:

- 3 days Preparing study tools, fieldwork planning
- Data collection:
- ✓ 3 days per County.
- ✓ 3 days Terminal markets
- ✓ 3 days Processors / Consumers/ Restaurants / Hotels
- ✓ 3 collating data
- Reporting: data processing/analysing/reporting: 4 days
- Total Assignment; 20-25 days, in the period December 2014-January 2015

How to apply?

Please apply by visiting <https://snv.devhire.devex.com/jobs/330464> and clicking on the apply button and completing your application in our in-house recruitment system before 8th December 2014 with position title as reference.

Ensure to indicate how your profile matches the requirements and provide your CV and your rates.