



**THE COUNTY GOVERNMENT OF KIAMBU**  
**DEPARTMENT OF AGRICULTURE, LIVESTOCK AND IRRIGATION**  
**P.O. Box 2344 – 00900 KIAMBU**

**CALL FOR EXPRESSION OF INTEREST (EOI)**

**REQUEST FOR EXPRESSION OF INTEREST FOR CONSULTANCY  
SERVICE TO CARRY OUT A FEASIBILITY STUDY ON PINEAPPLE  
PROCESSING IN KIAMBU COUNTY**

**TENDER NO. KCG/EOI/ALI/011/2019/2020**

**CLOSING DATE**

**27<sup>TH</sup> MARCH, 2020**

**AT 10:00 a.m**

**REQUEST FOR EXPRESSION OF INTEREST FOR CONSULTANCY  
SERVICE TO CARRY OUT A FEASIBILITY STUDY ON PINEAPPLE  
PROCESSING IN KIAMBU COUNTY**

## **Introduction**

Pineapple production in Kiambu County is mainly by two leading multinationals, Del Monte and Kakuzi. However, there are a number of smallholder producers of pineapples in Kiambu County, in particular in Gatundu North Sub-County. In as much as the leaders like Del Monte and Kakuzi remain the dominant processors of pineapple in the region, the role of smallholder producers remains untapped and there exists huge opportunity to expand smallholder production of pineapple especially in Gatundu North where the agronomics are suitable for pineapple farming. If production is enhanced there exists a potential of setting up a mid-level pineapple processing plant in Kiambu County.

The County Government of Kiambu intends to enhance pineapple production in the County with the initial focus being Gatundu North Sub County. The information on the status of pineapple production in this area is scanty making it difficult for the County to initiate a pineapple development program for this sub county.

Some of the information challenges include lack of data for the following:

- a) Number of farmers of farmers involved in pineapple production in Gatundu North
- b) Total pineapple production per year from Gatundu North
- c) Marketing system of pineapple in Gatundu North
- d) Pineapple varieties being produced in the region
- e) Current production acreage in Gatundu North
- f) Price and market dynamics for pineapple in Gatundu North
- g) Current market demand for pineapple

### **2.0: Objectives of the assignment and scope of work**

The overall objective of this study is to examine the Pineapple value chain and market systems in Gatundu North and identify opportunities for designing a sustainable smallholder production in the short term and a pineapple processing plant in the medium term.

### **3.0 Specifically the Consultant will:**

- a) Identify and sketch the supply chain and routes of pineapple in Gatundu North.
- b) Analyze the historic and current availability of pineapple on local markets including potential recent changes and patterns of seasonality and supply in the study areas.
- c) Analyze the overall market environment in which pineapple trade takes place, including relevant government policies and regulations, the (current) socio-political situation, security, road and transport infrastructure; corruption etc.
- d) Analyze and describe the pineapple market structure in terms of actors and institutions of relevant supply chains, barriers and constraints to enter trade or maintain and increase levels of supply, as well as market catchment areas.
- e) Analyze the market conduct, i.e. price setting behaviors, weights and standards including the transparency of transactions, competition and potential corruptive behavior.
- f) Identify key market outcomes such as seasonality and volatility patterns of prices, market integration with supply sources, including physical flow of fruit and vegetables.
- g) Analyze the market's potential for responding to increased supply of pineapple e.g. storage facilities, processing facilities, market for pineapple juice concentrate, duration of stocks and expected price developments due to increased levels of supply.
- h) Explore opportunities of establishing a processing plant with an aim of increasing pineapple production, increasing employment opportunities and providing ready market for the smallholder farmers.
- i) Analyze private sector linkages of the existing markets and opportunities that could catalyze commercial investment in pineapple juice processing plant in Gatundu North.
- j) Analyze local community demand conditions: their physical and economic access to local markets (including inflation patterns of food and non-food commodities, households' purchasing power, livelihood and market participation behaviors, self-sufficiency and resilience statuses, and preferences).

- k) Identify and analyze any marketing system promoted by existing development partners and the government in the region.
- l) Provide brief description of how pineapple production will contribute to improved livelihood in the region
- m) Identify bottlenecks to supply of pineapple in the study areas and possible solutions.
- n) Identify bottlenecks to demand of pineapple in Gatundu North and possible solutions.

#### 4.0 Application Procedure

Interested firms should provide information demonstrating their requisite qualification and experience in conducting a feasibility study. The shortlisting criteria for the firm are:

- a) A one page cover letter for EOI signed by the head of the organization.
- b) Copies of registration certificates, valid tax compliance, PIN and VAT.
- c) Company/organization profile of the lead applicant describing experience in offering the services outlined above. Consultants may associate with other firms in the form of a joint venture or sub-consultancy to enhance their qualifications.
- d) List of relevant consultancy services related projects undertaken in the last 5 years by the lead applicant (including the on-going projects)

No.	Name of the Project	Name of the Client	Scope of work including counties	Duration of Contract (attach evidence for each)			Contract price (Kshs.)	Remarks
				Start date	Completion date	Evaluation date		
1								

(e) List of professional staff and their qualification proposed for this assignment;

No	Name	Academic qualification(attach evidence for each)	Position	Task
1				

- (i) 2 page curriculum vitae of the key management team and copies of professional /academic qualification of key management team.

- (ii) List of consortium partner(s) if any, 2 paragraph description of the strength the partner brings and a list of key professional staff from each partner and their qualifications.

## **5.0 Qualifying Criteria**

**Stage 1:** *Expression of interest (EOI)* received from consultant firms that have submitted all required documentation will be reviewed by the evaluation committee. Shortlisted applicants will be notified accordingly.

**Stage 2:** The terms of reference (TOR) and request for proposal for the assignment will be shared with shortlisted applicants who will be invited to submit a technical and financial proposal. The technical and financial proposal will be evaluated following the guidelines outlined in the request for proposal.

## **6.0 Submission**

Interested firms/individuals shall submit their Expression of Interest (EOI) in the tender box in a plain sealed envelope marked with the tender number provided at Thika sub county offices outside **room 15 B** during the normal working hours **(8.00 AM to 5.00 PM.)** before the closing date on **27<sup>TH</sup> MARCH, 2020 by 10.00 a.m** or be addressed and posted to;

**THE COUNTY SECRETARY  
COUNTY GOVERNMENT OF KIAMBU  
P.O. BOX 2344-00900  
KIAMBU**

Tenders will be publicly opened in the presence of all bidders or their representatives who choose to attend, immediately after the closing date and time. Tenders delivered after closing date and time will be not be accepted. Shortlisting of qualified firms/individuals will be compiled in accordance with the **public procurement and asset disposal act 2015.**

Eligible candidates for the tender indicated above will access the information through the county website; [www.kiambu.go.ke](http://www.kiambu.go.ke) or [www.treasury.co.ke](http://www.treasury.co.ke) with effect from **9<sup>th</sup> April, 2020.**