Request for Independent Consultants (RFIC)

Issuing Date: 11/11/2026 **Solicitation Number**: **KEN/TECH/1133/041**
Offer Deadline: 23/11/2026; 5:00 PM EAT

Counterpart International (hereinafter Counterpart) is soliciting Offers for consultancy services as described in this Request for Independent Consultant (RFIC). These services are required under the Livestock Innovation and Feed Transformation (LIFT) project in Kenya (hereinafter "the Award" or "LIFT") funded by the United States Department of Agriculture's Food for Progress Program (hereinafter USDA Food for Progress).

Counterpart hereby invites Independent Consultants (hereinafter "Offerors") to submit offers (hereinafter "Offers") for the services described in the attached scope of work. Offerors should put forward their qualifications and price quote to support COUNTERPART for a consulting service. As a result of this RFIC, COUNTERPART anticipates issuing a fixed price independent consulting agreement (ICA).

Both individual consultants and firms are eligible under this RFIC.

INSTRUCTIONS TO OFFERORS

Offers Validity Period

Offers shall remain valid until 23/01/2027. An offer valid for a shorter period shall be rejected as non-responsive.

Counterpart's Rights and Notification of Award

1. Only shortlisted Offerors will be contacted.
2. Counterpart reserves the right to conduct additional selection process steps as needed, such as interviews, presentations, site visits, request copies of previous contracts, paystubs...etc.
3. Counterpart reserves the right to accept or reject:
   i. Any Offer
   ii. Late Offers
4. Counterpart may cancel this RFIC at any time.

Contents of Offer/Submission Requirements

The following Documents must be included in the Offer

1. Offeror's resume (CV). If the Offeror is a firm, the CVs of all proposed Consultants must be included, along with the roles and responsibilities of each Consultant.
2. Offeror's financial proposal (budget), including a clear breakdown of all proposed costs and a brief description or justification for each cost line.
3. If the Offeror is a firm, an organizational profile that details the firm, including its legal registration, core services and areas of expertise, relevant experience, and the team proposed for this assignment.
4. Two recommendation letters from previous employers/consultancy within the past two years or contact information for references
5. Technical Approach for implementing the requested SOW. This should be a maximum of two pages that demonstrate clearly how the consultant will deliver the assignment.
6. Signed cover letter with the following statement:

"I hereby certify that, to the best of my knowledge and belief:

- I have no close, familial, or financial relationships with any Counterpart or LIFT project staff members.
- I have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFIC; and
- The prices in my offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in my offer and all supporting documentation is authentic and accurate.
- I understand and agree to Counterpart' prohibitions against fraud, bribery, and kickbacks.

I hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete."

All Offers must be submitted to procurement.ke1133@counterpart.org

Qualifications

1. At least 10 years of work experience in agribusiness value chains, commodity trading or procurement, or supply chain management in Kenya or the wider East Africa region.
2. A master's degree in agribusiness, agricultural economics, supply chain management, international trade, business administration, or a related field.
3. Demonstrated experience in the animal feed or grain sector in Kenya. This includes a working knowledge of feed ingredient markets, feed manufacturers, importers and traders, and the main imported inputs such as maize, soybean meal, canola meal, corn gluten meal, DDGS and premixes.
4. Proven experience designing, evaluating or implementing collective purchasing or aggregation models, such as joint procurement, buyer consortia, or aggregator-led or platform-based approaches.
5. Demonstrated knowledge of international commodity sourcing and imports into Kenya. This includes landed-cost calculation (freight, port and clearing charges, storage, handling, duties and taxes), import logistics, and bulk versus bagged handling. Familiarity with U.S. and East African Community supply markets is highly preferred.
6. Strong quantitative skills in market analysis, demand forecasting and cost modelling, with experience building or adapting analytical tools such as projection models.
7. Prior experience developing comparable market, sourcing or value chain assessment reports will be considered a distinct advantage.

Evaluation Criteria

Counterpart anticipates awarding an Independent Consultant Agreement (ICA) to the responsible applicant(s) whose Offer is deemed acceptable based on the evaluation criteria below:

Criterion	Description	Points
Technical approach	Clarity, feasibility, and relevance of the proposed technical approach.	35
Relevant experience	Demonstrated relevant experience in the animal feed or grain sector in Kenya. This includes a working knowledge of feed ingredient markets, feed manufacturers, importers and traders, and the main imported inputs such as maize, soybean meal, canola meal, corn gluten meal, DDGS and premixes.	30
Analytical capability	Demonstrated analytical and modelling skills, evidenced through the CV and comparable work, in demand forecasting, market and price analysis, and landed-cost and savings modelling.	20
Cost competitiveness	Reasonableness and competitiveness of the overall budget.	15
	Total:	**100**

Scope of Work

These services will be implemented over an eight-week period with an expected start date of 14/12/2026.

A. Objective of the Assignment

The United States Department of Agriculture's Food for Progress Livestock Innovation and Food Transformation (LIFT) Project aims to catalyze trade and modernize Kenya's livestock feed sector by expanding imports of high-quality feed ingredients, upgrading domestic feed manufacturing capacity, and improving livestock productivity. The Project's Theory of Change proposes that if Kenya's regulatory framework and market systems are strengthened to facilitate bilateral trade in feed commodities, and if local feed manufacturers, producer associations, and livestock farmers are empowered to adopt improved technologies, financing, and management practices, then the livestock feed sector will become more competitive, productive, and sustainable, resulting in expanded bilateral trade and improved agricultural productivity.

Kenya's feed industry comprises over 400 registered manufacturers and remains heavily dependent on imports: roughly 80% of its strategic feed raw materials, including maize, soybean meal, canola meal, corn gluten meal, dried distillers grains with solubles (DDGS), and vitamin, mineral and amino acid premixes, are imported. Energy in animal feed comes largely from maize and wheat milling by-products, while protein comes mainly from soybean meal and sunflower cake sourced from Zambia, Malawi, Uganda and Tanzania. Because raw materials are the largest component of feed production costs, manufacturers are exposed to global price swings, exchange rate volatility, and supply chain disruptions. Supply and pricing are also heavily affected by harvest and weather cycles, and regional oilseed surpluses are increasingly absorbed by growing livestock sectors in the producing countries. Overall, the sector continues to point to strong growth as consumption of animal-source foods rises with population growth and as more affluent, urban consumers seek nutrient-rich, more diversified diets.

Kenya's commercial feed industry produces an estimated 2.5 million MT a year of compounded feed, of which poultry accounts for roughly 60% of commercial demand and dairy for about 29%. Projected growth in the livestock sector will increase demand for core ingredients pushing volumes to a threshold where ensuring commercial viability requires better local coordination on origin contracting, bulk shipping and/or shared storage.

In line with the LIFT Project's goal to make animal feed more accessible and affordable, Counterpart International seeks a consultant to build and model credible feed ingredient-demand projections and to propose viable models (such as joint procurement, buyer consortia, and platform-based approaches) that would maximize the benefits and commercial viability (lowest cost) through collective sourcing. This consultancy aims to improve the trade readiness and sourcing capabilities for Kenyan feed manufacturers by enabling informed aggregated purchasing models that lower the final landed cost of imported feed ingredients particularly towards suppliers of high-quality bulk feed ingredients.

The findings should identify practical ways to reduce procurement and logistics costs in the global sourcing of feed inputs.

Recognizing the need to lower landed costs, an initial group of feed millers from the Association of Kenya Feed Manufacturers (AKEFEMA) have recently signed onto an industry-led platform to aggregate their feed ingredient orders. Under the platform, participating feed millers will pool demand for imported raw materials and procure them through a competitive tender process. In addition to the study, the Consultant will provide light-touch support to this group, limited to reviewing and refining its proposed aggregation model.

B. Scope of Work

The overall objective of this assignment is to help the LIFT Project and the Kenyan feed industry identify collective purchasing and bargaining models that enable feed millers to secure the best possible prices on imported ingredients. The assignment will identify viable aggregation models and approaches that enable Kenyan buyers to consolidate volumes, strengthen their purchasing position, and reduce their procurement and logistics costs. Specifically, the consultant will:

1. **Assess the current and projected annual demand** for priority feed ingredients, including volumes, seasonal and annual demand cycles, and compare this demand with production windows and pricing for key international feed ingredient suppliers to identify the best market windows for importation to lower feed production costs.
2. **Document buyer requirements**, including quality specifications, volume thresholds, delivery schedules, payment terms, and other procurement criteria applied by feed manufacturers and importers.
3. **Analyze prevailing procurement practices**, including any previous aggregation models in Kenya, and examine how buyers currently source priority ingredients in terms of pricing structures, supply arrangements, quality requirements, and logistics costs. Identify the constraints that raise costs or limit buyers' bargaining power.
4. **Map potential sources of the priority feed ingredients** in international markets, including the EAC, the USA, and other origins, and document each source's supply capacity, availability, and seller requirements for financing, minimum volumes, and logistical considerations.
5. **Identify and evaluate viable long-term aggregation models**, such as joint procurement, buyer consortia, and aggregator-led or platform-based models, drawing on regional and international best practices. Assess each model's suitability for the Kenyan context, including its commercial, operational, financial, and institutional requirements.
6. **Develop practical recommendations** grounded in cost calculations that allow companies to see and determine their own savings from using aggregation models. Present them to feed manufacturers, importers, and other relevant industry actors for validation, so as to inform potential commercial application.
7. **Develop recommendations for LIFT to reduce landed costs through demand aggregation**, drawing on the study findings and landed-cost calculations. Identify the most viable aggregation approaches and the pilot interventions LIFT should support. Provide feedback on the proposed LIFT landed cost calculator and design for a Sorghum Importer Toolkit.

The findings from this study will provide Kenyan feed manufacturers, importers, and other industry actors with practical, commercially oriented recommendations, and will inform future LIFT Project support for improved ingredient sourcing within the feed sector.

C. Place of Performance, and other Conditions

Place of Performance: The assignment will be primarily conducted in Nairobi, Kenya, with any planned travel to meet millers and traders outside Nairobi clearly outlined as will be required to collect insights from critical stakeholders.
Ownership of Work: Any Work Product developed during or as a result of the Offeror's performance of this Agreement, whether by Consultant alone or in collaboration with others, will be and remain the exclusive property of Counterpart.
Confidentiality: The Offeror agrees to keep confidential and not to disclose or use outside of Counterpart, without the prior written approval of LIFT Project staff, including but not limited to, any trade secrets, information proprietary to Counterpart, or other information or data that Consultant should reasonably expect Counterpart would consider confidential.
Return of Property: At the end of the assignment, or any time upon Counterpart's request, the Offeror will return all documents or other materials, however stored, that belong to Counterpart, contain Counterpart

confidential or proprietary information or Work Product, or relate in any way to Counterpart, its activities or operations, or any of its employed, and any other Counterpart property in the Consultant's possession.
Taxes: Payments under this Agreement shall be subject to withholding tax and any other statutory deductions required by applicable law. Counterpart shall deduct and remit such amounts to the relevant authorities and shall provide the appropriate withholding tax certificate or other supporting documentation.

D. Deliverables

No.	Deliverable	Description
1.	Feed Ingredient Demand Assessment and Projections	An assessment of current demand for each priority feed ingredient, covering estimated annual volumes, seasonal and annual demand cycles, demand by buyer segment (feed manufacturers and importers), and the share met by domestic, regional, and international sources. It shall compare this demand with production windows and historical pricing trends for key international feed ingredient suppliers to identify the best market windows for importation. It shall also include annual projections of demand over a three-year period, with the underlying assumptions, key drivers, and the projection model itself.
2.	Buyer Requirements and Sourcing Practices Analysis	A profile of buyer requirements for each priority ingredient, covering quality specifications, minimum and typical order volumes, delivery schedules, payment terms, and supplier selection criteria. It shall document current sourcing and aggregation practices, including procurement channels, supplier relationships, and contracting arrangements, and identify the constraints that weaken buyers' purchasing position.
3.	Aggregation Models Review	A review of aggregation models relevant to the Kenyan feed ingredient market, such as joint procurement arrangements, buyer consortia, and aggregator-led or platform-based models. It shall draw on regional and international industry best practices and include a review of the recently executed Animal Feed Input Aggregation (AFIA) Program governed by AKEFEMA. This review should assess the practicality and feasibility of the proposed collective purchasing arrangement with regard to cost effectiveness, and any areas for improvement. For each model, the review shall assess commercial viability, governance and operating requirements, risks, and suitability for different buyer segments, and shall identify the models with the strongest potential for uptake in Kenya.
4.	Procurement and Logistics Cost-Mapping	Mapping of the main cost components in the procurement and delivery of priority ingredients, including purchase price, freight, port and clearing charges, storage, and handling.
5.	Findings and Recommendations Report	A consolidated report bringing together the findings from Deliverables 1–4. It shall present practical, prioritized recommendations for feed manufacturers, importers, and other industry actors, along with proposed next steps for LIFT to support commercial application of the most viable aggregation models. A draft shall be submitted for LIFT review before validation.
6.	Industry Validation Presentation and Final Report	A presentation of findings and recommendations to feed manufacturers, importers, and other relevant industry actors for validation. A summary of stakeholder feedback shall be prepared, followed by a final Findings and Recommendations Report that incorporates feedback from LIFT and industry actors. All supporting data, analytical tools, and presentation materials shall be submitted with the final report.

E. Management and Reporting

The Offeror will report directly to the Private Sector and Investment lead. The Offeror will make arrangements to provide frequent written updates to the LIFT project throughout the implementation of the technical assignment. The assignment will also be supported by key LIFT project staff including the Chief of Party (COP) and the Deputy Chief of Party (DCOP).

F. Timeline and Budget

To complete this assignment, the Offeror's work plan shall not exceed eight (8) weeks. In addition, the proposed budget shall not exceed KES 1,290,000 and will include all professional fees, withholding taxes, travel, and related expenses. Counterpart will be responsible for organizing the industry validation session and related workshops costs should not be budgeted.