UNITED STATES DEPARTMENT FOR AGRICULTURE FOOD FOR PROGRESS - LIVESTOCK INNOVATION AND FEED TRANSFORMATION (LIFT) PROGRAM

Consultancy Services for the Development of the National Compound Feed Strategy for Kenya

RFP No.: Rootooba/2026/002
Procuring Entity: Rootooba Ltd
Issue Date: 28th October 2026
Proposal Submission Deadline: 17:00 Hours, Friday, 6th November 2026
Assignment Duration: 70 Man-days spread over Five (5) months

1. INVITATION TO SUBMIT REQUEST FOR PROPOSALS (RFP).

The Government of Kenya, through the State Department for Livestock Development of the Ministry of Agriculture and Livestock Development in collaboration with the United States Department of Agriculture (USDA) Food for Progress - Livestock Innovation and Feed Transformation (LIFT) Program, invites qualified consulting firms, consortiums, research institutions, and suitably qualified individual consultants or Consortium of Consultants to submit Technical and Financial Proposals for the provision of consultancy services to support the development of the National Compound Feed Strategy.

The assignment seeks to develop a comprehensive and evidence-based strategy that will strengthen the availability, affordability, quality, safety, competitiveness, sustainability, and trade readiness of Kenya's feed sector. Interested bidders should submit proposals in accordance with the requirements set forth in this Request for Proposals (RFP).

2. BACKGROUND

Livestock production is a key contributor to Kenya's agricultural growth, food security, employment, household incomes, and industrial development. However, persistent challenges in the availability, affordability, quality, and safety of Compound feeds continue to constrain livestock productivity and competitiveness. These challenges are driven by feed ingredient supply constraints, rising and volatile costs, weak quality assurance systems, fragmented regulatory oversight, limited investment, climate-related risks, and evolving market and trade requirements. In response, the Government of Kenya, in collaboration with stakeholders and development partners, has initiated the development of a National Compound Feed Strategy to provide a coordinated framework for sector growth, investment, regulation, trade facilitation, innovation, and sustainability.

A multi-sectoral Technical Working Group (TWG) has been established to guide and oversee the strategy development process, with the selected consultant expected to work closely with the TWG and other stakeholders throughout the assignment.

3. OBJECTIVE OF THE ASSIGNMENT

Overall Objective

To facilitate the development of a comprehensive, evidence-based, stakeholder-driven National Compound Feed Strategy for Kenya.

Specific Objectives

The consultant in consultation with the TWG shall:

1) Conduct a comprehensive situational and diagnostic assessment of Kenya's formulated feed sector to evaluate production, supply, demand, safety, quality, trade, investment, and regulatory environments, and identify the key constraints, opportunities, and strategic priorities that will inform the development of the National Formulated Feed Strategy.
2) Develop strategic interventions for strategy and implementation mechanisms.
3) Prepare an implementation framework, financing framework, and monitoring system.
4) Facilitate stakeholder consultations and consensus building accross provisions in the draft strategy.
5) Produce a validated National Compound Feed Strategy ready for adoption and implementation.

4. TERMS OF REFERENCE (ToR)

The consultant shall undertake the assignment through five interrelated phases.

Phase I: Inception

The Consultant shall:

- Review all relevant background information and documentation relevant for the feed subsector and stsregy formulation.
- Hold inception meetings with the TWG.
- Develop a detailed approach and methodology for the assignment.
- Prepare a stakeholder engagement plan.
- Develop data collection tools.
- Develop a detailed workplan.

Deliverable under Inception Report

The inception report shall contain:

- Refined approach and methodology.
- Assignment workplan.
- Consultation framework.
- Quality assurance plan.
- Risk management plan.

Phase II: Sector Assessment and Situation Analysis

The consultant shall undertake an in-depth assessment of the Compound feed sector covering:

Production and Supply

- Production of feed ingredients
- Feed manufacturing capacity.
- Regional distribution.
- Raw material supply systems.
- Market structure and competitiveness.

Demand Analysis

- Livestock population and trends.
- Feed demand assessment by species.
- Future feed demand projections.

Feed Safety and Quality

- Existing regulatory systems.
- Inspection and enforcement mechanisms.
- Quality assurance infrastructure.
- Laboratory capacities.

Trade and Competitiveness Local Feed costs and drivers

- Domestic and regional trade.
- Import and export trends.
- Non-tariff barriers.
- Trade readiness considerations.

Investment and Finance

- Existing investments.
- Financing constraints.
- Public and private sector opportunities.

Institutional and Governance Review

- Existing coordination mechanisms.
- Institutional mandates.
- Gaps and overlaps.

Policy and Regulatory Review

The consultant shall review:

- Relevant laws.
- Regulations.
- Standards.
- Existing policies.
- National, regional, and international obligations.

Deliverables

1. Situational Analysis Report.
2. Feed Sector Diagnostic Report.

Phase III: Strategy Formulation

Based on assessment findings, the consultant shall:

Develop
- Strategic vision.
- Mission.
- Strategic objectives.
- Strategic pillars.
- Priority interventions.

Define
- Expected outcomes.
- Performance targets.
- Institutional roles.
- Policy and regulatory priorities.

Develop
- Resource mobilization framework.
- Investment promotion framework.
- Capacity development framework.
- Risk mitigation framework.

Deliverable
- Draft National Compound Feed Strategy (Zero draft version).

Phase IV: Stakeholder Engagement and Validation
The consultant shall:
- Participate in TWG organized stakeholder consultations.
- Prepare consultation reports.
- Maintain comment matrices for all engagements.
- Integrate stakeholder feedback.
- Conduct a national validation workshop

Stakeholders
Stakeholder engagement shall include:
- National Government institutions.
- County Governments.
- Feed manufacturers.
- Raw material producers.
- Livestock producers.
- Research institutions.
- Universities.
- Standards bodies.
- Development partners.
- Financial institutions.
- Industry associations.

Deliverables
1. Consultation Reports.

2. Stakeholder Comments Matrix.
3. Revised Draft Strategy (1st Draft Strategy).

Phase V: Finalization
The consultant shall:

- Incorporate validation comments.
- Prepare final strategy document.
- Prepare implementation framework.
- Develop monitoring and evaluation framework.
- Prepare dissemination materials.

Deliverables

1. Final National Compound Feed Strategy (Final Draft Strategy)
2. Implementation Framework.
3. Resource Mobilization Framework.
4. Monitoring, Evaluation and Learning Framework.
5. Executive Summary.
6. PowerPoint Presentation.
7. Complete Assignment Report.

5. EXPECTED OUTPUTS

The assignment shall produce:

No.	Deliverable
1.	Inception Report
2.	Situational Analysis Report
3.	Feed Sector Diagnostic Report
4.	Zero draft Strategy
5.	Consultation Reports
6.	Validation Workshop Report
7.	Revised Draft Strategy
8.	Final National Compound Feed Strategy
9.	Implementation Framework
10.	Monitoring & Evaluation Framework (as part of the strategy)
11.	Resource Mobilization Framework (as part of the strategy)
12.	Assignment Completion Report

6. PROPOSED TIMELINE

Activity	Duration
Sector Assessment	15 days (desk reviews/stakeholder engagement)
Data tools/collection/analysis	15 days (Statistical analysis)
Strategy versions Development	20 days
Incorporation of Consultations & Validation comments	10 days
Finalization Draft Strategy &	

Reports	10 man days
Total Duration:	**70 days**

7. REQUIRED QUALIFICATIONS

7.1 Lead Consultant/Team Leader

- Advanced degree in Animal Science, Agricultural Economics, Livestock Production, Agribusiness, Public Policy, Development Studies, or related field.
- A PhD in a related area will be an added advantage
- At least 10 years' relevant professional experience.
- Demonstrated experience leading feed development strategy and policy development assignments.
- Demonstrate a good understanding of Kenyan Feed situation and policy environment

7.2 Core Team Expertise

The team should collectively possess expertise in:

- Compound feed systems.
- Animal nutrition.
- Agricultural economics.
- Trade and competitiveness.
- Market systems analysis.
- Public policy and strategy development.
- Monitoring and evaluation.
- Stakeholder engagement and facilitation.
- Feed safety and regulatory systems.

8. PROPOSAL SUBMISSION REQUIREMENTS

A. Technical Proposal

Maximum 15 pages.
The Technical Proposal should include:

1) Consultant or Consortium of Experts Profile

- Qualifications
- Areas of expertise.
- Experience in similar assignments over the last 5 years
- Curriculum Vitae for the Consultant or where a consortium, for all key experts.
- Roles and responsibilities for each expert, where a consortium.
- A motivation letter of 300-500 words

2) Understanding of the Assignment

- Interpretation of objectives.
- Key issues and challenges.

3) Methodology and Approach

- Proposed approach.
- Analytical framework.
- Stakeholder engagement strategy.

- Quality assurance measures.

4) Work Plan
- Activities.
- Timelines.
- Deliverables.

5) Relevant Experience
- Similar assignments completed in the last ten years

B. Financial Proposal
The Financial Proposal shall be submitted separately from the Technical Proposal.

The Financial Proposal shall include:
- Professional fees.
- Reimbursable expenses.
- Workshop and consultation costs.
- Applicable taxes.
- Proposed payment schedule.

9. SUBMISSION OF PROPOSALS

Interested consultants are invited to submit their Technical and Financial Proposals in accordance with the requirements outlined in this Request for Proposals (RFP). Proposals shall be clearly marked:

"Proposal for Consultancy Services to Support the Development of the National Formulated Feed Strategy for Kenya"
and addressed to:

The Chief Executive Officer
Rootooba Ltd
Located Within Food Crops Research Centre Kabete
Along Wayiaki Way
Nairobi, Kenya
Email: j.kieru@rootooba.com

Note: Consultants may submit their proposals electronically by email to email provided or submit hard-copy proposals in a sealed envelope to the physical addresses above