**Terms of reference for consultancy services to conduct Fish Market Characterization Study in Uganda, Kenya, and Tanzania**

**1. Background:**

Africa’s fisheries sector plays an important role in food security, equitable livelihood creation, and poverty alleviation. According to the FAO, women play an important role along the fish value chain, making up almost 50 percent[[1]](#footnote-1) of employment in the sector, mainly in downstream activities of processing and trade, with young women dominating informal cross-border trade. Women account for approximately 43% of the workforce in marine industrial fisheries, 27% in inland fisheries, 24% in marine artisanal fisheries, and 5% in aquaculture[[2]](#footnote-2). The proportion of women working in fisheries and aquaculture systems, relative to the total workforce, varies among African nations. Within East Africa, 60% of aquaculture jobs are in farming/harvesting, and 40% in processing and trade for instance scaling, sorting, and value-addition activities such as drying and frying, freight, storing, trading, and moving goods across borders. However, many roles for youth especially young women in East Africa are in post-harvest activities or trade.

Currently, women and youth carry out 90% of processing and trade. Youth participation in fish farming/ harvesting is limited, while they contribute significantly to the post-harvest and trading stages as these tend to be less capital intensive. Approximately 90% of young people are concentrated in trade. The main opportunities for youth today are in trade and brokerage as this does not require access to land or capital (e.g., drivers to transport produce, brokers, and handlers to prepare and package fish). Despite the important role women and youth play in fisheries, and the potential of the sector to unlock even more work opportunities for young women, women face disproportionate barriers that limit their full participation in aquatic food systems. These include gender-based discrimination, Safeguarding, and sexual harassment; poor access to Information and inadequate skills; poor access to finance and business development services and limiting infrastructure and Logistics. Specifically, the participation of women and youth to actively participate in cross-border fish trade is hampered at production, aggregation, retail, sorting & processing, cross-border trading, and at the agency (Association & Cooperative) levels.

Despite the high proportion of women and youth (90%) participating in fish processing and trade, they are exposed to significant risks as they are vulnerable to the power dynamics inherent in engagement with officials as they pass through borders. Therefore, ACFTA Secretariat with support from the Mastercard Foundation has designed a project named “Women and Youth Economic Empowerment in Fisheries through Inclusive Market Access”.

The main objectives of the program are:

1. To increase the capacity of women and youth to profitably trade in fish across borders
2. Greater inclusion of youth and women in cross-border fish trade

**2. Some heading on the program components and role of Kilimo Trust and other partners**

**3. Goals and Objectives of the Study:**

The main goal of the market characterization study for the fish value chain in Uganda, Kenya, and Tanzania is to understand the cross-border trade in fish and delineate opportunities for women and youth to engage in dignified job creation and or job enhancement.

**Specifically**, the study will:

1. Determine public and private investments in cross-border trade in fish trade by women and youth.
2. Establish the potential of fish trade to create meaningful and design self and wage employment among women and youth
3. Categorize women, men, and youth MSMEs with respect to:
   1. Operational capacity of the business in cross-border fish trade
   2. Level of organizational development and participation in relevant platforms that support cross-border fish trade
4. Characterize cross-border fish trade across in the EAC countries with respect to:
5. Product Trade flow channels, product types, volumes and values
6. Meeting AFCFTA Quality Standards and Market Opportunities
7. Value chain actors involved, their roles, capacity to manage cross-border business relations and contracts, level of business organization and compliance to best business practices etc.
8. Gross margins at the different nodes of the value chains
9. Levels of investment in the cross-border trade business by the private sector
10. Tariff and non-tariff barriers specific to women in youth in fish cross-border trade
11. Other support services within cross-border fish trade ecosystems including digital services, market information
12. Establish leadership and governance gaps that women and youth cross-border traders experience in their businesses.
13. Establish what type and where youth and women cross-border traders obtain financial and other business development services.
14. Determine if youth cross-border traders’ networks are in existence; how they are organized, and how they conduct business and engage with their members and other networks and or platforms.
15. Determine if women's cross-border fish trade dialogues exist; how they are organized, their modus operandi, and how they engage with their members and other similar dialogues and or platforms.
16. Make recommendations for the Program to focus on enhancing fish cross-border trade with regards to:
17. What and where in the fish cross-border trade can investments be made to generate the most jobs for women and youth
18. What challenges and threats prevent women and youth from participation in fish cross-border trade
19. Options to address capacity and knowledge gaps of youth and women to participate in cross-border fish trade
20. Options to improve and enhance MSME cross-border fish trade
21. Access to finance for women and youth cross-border traders
22. Increasing voice and participation of women and youth in cross-border fish trade

**3. Scope of Work:**

The study will be conducted in the EAC countries of Uganda, Kenya, Tanzania including Zanzibar. The consultant is expected to conduct the following activities:

1. Review the Literature review report provide thorough feedback and ensure all critical aspects of the study are addressed.
2. Review the list of potential stakeholders to be interviewed and make suggestions on others to be included.
3. Develop a comprehensive report outline.
4. Review the data analysis, research plan, and tools to ensure they are robust enough to generate relevant data and information.
5. Develop a study slide report ready for validation by relevant stakeholders
6. Utilize study validation inputs to finalize the report for submission to the project funder

**5. Expected Deliverables**

Under the direct supervision of the KT Program Team Leader and support from KT’s Senior Management Team (CEO and Country/ Program Team Leaders) the consultant (s) will provide the following deliverables to project management in a timely manner:

1. **Inception Report and data analysis plan:** The consultant is expected to submit a detailed report on how the market characterization study will be carried out from his/her point of view. The report will outline a detailed description of the methodology, expected output, and format of the final report. The inception report will also have a detailed data analysis plan clearly showing what data will be generated by the study. The report outline, data analysis plan, and suggested methodology will be submitted at this stage.
2. **Preliminary slide deck/ Report:** A stakeholders’ validation workshop will be organized to present the preliminary findings. The workshop report will be shared with the consultant to finalize the report. The draft study slide report will be submitted at this stage.
3. **Final Report:** This will entail a detailed report of the study that incorporates feedback from stakeholders. The report should identify the opportunities in cross-border fish trade that can be harnessed for women and youth job creation as wage earners or self-employment. This report should incorporate specific simple and achievable recommendations and more specifically for quick successes once implemented by the program team.

**5. Estimated Timeframe**

The study is expected to run between the months of February to June 2025. There will be 35 billable days over a period of time; (**Starting date:** 10th February 2025 & **Ending date**: 30th June 2025)

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| **Main activities** | **Time frame** | **Days** |
| Draft inception report of study; including data analysis plan |  | 3 days |
| Review of the Literature review report |  | 2 days |
| Develop a comprehensive report outline |  | 0.5 days |
| Review the data analysis, research plan, and tools |  | 3 days |
| Draft preliminary study report |  | 15.5 days |
| Revise report with inputs from validation workshops |  | 5 days |
| Finalize study report |  | 5 days |
| **Total** |  | **Up to 35** |

**6. Budget:**

The consultant (s) will propose their professional fees, depending on workload, and all field costs will be paid directly by Kilimo Trust.

1. **Consultant’s (s) Profile: Skills, Experience and Qualifications**
2. A minimum of a master’s degree in Agricultural Economics, Agribusiness Management, Applied Statistics or any other related field.
3. A minimum of 7 years’ experience conducting market studies of agricultural commodities in the EAC. Experience in Agribusiness value chain development and experience in conducting surveys, analyzing, synthesizing, and presenting information/Reports is a MUST.
4. The consultant (s) must possess significant evidence of academic and experiential background in research methodology, program design, and implementation. Preferably the team should also have an academic and experiential background in Agribusiness and Value Chain development, Market linkage, Business Development or related field.
5. A solid and diverse experience in research, monitoring and evaluation of projects and/or Programs at the national and/or regional level.
6. Have working experience in the East African Community
7. Evidence of having been part of a multi-country diverse team capable of working across EAC borders with diverse stakeholders

**8. Rights and Confidentiality**

The Kilimo Trust reserves the right to reject or cancel any proposal without showing any reason. During this assignment, all materials produced shall remain the property of Kilimo Trust and cannot be used by the service provider for a purpose other than agreed upon by both parties. The developed materials cannot be sold or used in any case without the prior permission of Kilimo Trust.

**9. Intellectual Property**

All information pertaining to this assignment (tools, interview guides, data, reports, and others) that the Consultant may come into contact with in the performance of his/her duties under this consultancy shall remain the property of KT and the organization (KT) shall have exclusive rights over their use. Except for the purpose of this assignment, the information shall not be disclosed to the public nor used in whatever way without the written permission of Kilimo Trust.

**10. Safeguarding:**

The Consultants are expected to follow Kilimo Trust safeguarding policies which include but not limited to integrity, accountability, ethical data collection processes, respect for beneficiary’s privacy, and protection

**11. Application Procedure**

Application documents are required to be submitted online through [recruitment@kilimotrust.org](mailto:recruitment@kilimotrust.org) by **1700hrs on 31st January 2025**

Application documents MUST include the following:

1. A letter stating why you consider yourself or your firm suitable for the assignment.
2. Brief technical proposal which includes methodology on the approach and implementation of the assignment, and the work plan for implementation of the assignment.
3. Financial proposal indicating professional fee.
4. Personal CVs of technical personnel proposed for this assignment highlighting qualifications and experience in similar projects; and
5. Work references - contact details (email addresses) of referees (firms for whom you’ve produced similar assignments).

1. FAO. 2020. Women, key forces for upscaling small-scale fish production in Africa. https://www.fao.org/africa/news/detail-news/en/c/1267126/#:~:text=19%20March%202020%2C%20Accra%20%2D%20In,their%20work%20situation%20and%20livelihoods. [↑](#footnote-ref-1)
2. de Graaf G and Garibaldi L. 2014. The Value of African Fisheries. FAO Fisheries and Aquaculture Circular No. 1093. Rome: FAO. doi:10.1578/AM.40.3.2014.297 [↑](#footnote-ref-2)