

## AGRICULTURAL MARKETS DEVELOPMENT TRUST

# CALL FOR EXPRESSION OF INTEREST IN COMMON BEANS AND PIGEONPEAS VALUE CHAINS

### 1. About AMDT

#### 1.1. Background

The Agriculture Markets Development Trust (AMDT) was established by the Governments of Switzerland, Denmark, Ireland and Sweden as a long-term facility with a life span of at least 10 years. The goal of the Trust is to increase incomes and employment opportunities for poor women, men, and young people in Tanzania.

With a strong pro-poor focus, the Trust works with the private sector, Government and Civil Society Organisations to promote the Making Markets Work for the Poor (MMW) approach to stimulate long lasting changes to market systems so that those living in poverty can participate in and benefit from these markets. AMDT achieves this by investing, together with market actors, in interventions that are: (i) based on diagnosed constraints and pro-poor growth opportunities, (ii) are well coordinated to leverage investments and resources targeting similar outcomes, (iii) stimulate the development of more inclusive, competitive, and resilient agricultural market systems.

AMDT's Mission is to unleash large scale systemic change in agricultural market systems such that productive poor women, men and youth are able to take advantage of more inclusive, resilient and competitive market systems. AMDT believes that enabling large scale systemic change targeting market systems that are critical for the productive poor, particularly for marginalized women and youth, creates a much stronger chance of achieving sustained pro-poor impact.

#### 1.2. AMDT Target Beneficiaries

AMDT's target beneficiaries are the productive men, women, and youth involved in smallholder agricultural production (smallholder farmers) and in other productive activities (e.g. petty traders, casual activities as employees earning a wage or self-employed AMDT classifies the productive poor as those earning US\$50.74/day (classified as being under severe poverty), through to those living under improvement, who are just barely live above the poverty line (US\$1.25/day or national poverty line).

#### 1.3. AMDT Approach

AMDT does the following: (i) Generates evidence for sector stakeholders to provide the basis for inclusive markets development, (ii) Partners with the private sector, Government Agencies, and other development partners to design and assess interventions aimed at removing systemic constraints to integrating the poor in growth markets, (iii) Scales up interventions that have proven to have strong potential to produce robust and sustained systemic changes, and (iv) support Knowledge sharing and Strategic Coordination among stakeholders aimed at sustaining the system changes. Gender equity and environmental sustainability are central issues in AMDT approach and all the work it supports.

AMDT is operationally organized into two pillars: (i) Market facilitation aimed at facilitating selected value chains, by building the capacity and incentives target market actors so as to bring about sustained large scale pro-poor changes that will lead to more inclusive, resilient and competitive value chains. AMDT works in the Sunflower, Maize, and Pulses value chains. (ii) Strategic advice, where AMDT supports and leverages the capacities of selected partners and stakeholder to enable the improvement of the business environment for the benefit of the productive poor. Work under this pillar focuses on the following thematic areas: (a) Advocacy & Dialogue Support (b) Strategic Coordination, (c) Knowledge Management, and (d) Enhancing the practice of pro-poor Market Systems Development among partners and stakeholders.

#### 1.4. Partnerships

In supporting the development of pro-poor market systems, AMDT follows the principle of facilitated partnerships, guided by the need for inclusiveness, leveraging of resources, and coordination or where possible collaboration, to enable and sustain identified systemic changes. As a facilitator, AMDT partners or coordinates with a variety of stakeholders to facilitate change in selected market systems, which enables the partners to: (i) test a wide pool of ideas, (ii) avoid duplication of activities in the market system (e.g. leverage existing activities), (iii) achieve sustainability and scale, (iv) leverage the AMDT and partners' investments, and (v) demonstrate and build capacity in good practices of pro-poor market systems development.

- Private sector partners (Lead Firms), including social enterprises, at any level of the market system/value chain, which may be appropriate to address the identified systemic constraints, such private sector partners should be willing to co-invest in achieving sustainable changes. These partnerships are funded through Funding Agreements, based on approved proposals put together by a lead firm and a consortium of market actors.
- Market Facilitators (Implementing Partners) who co-facilitate market systems changes within the selected market systems or value chains, but are not themselves part of the commercial transactions and relationships in the market system or value chains. These include NGOs, Civil Society organizations, and Social Enterprises. The principal role of the Market Facilitators is

to facilitate on AMDT's behalf or complement AMDT capacity to manage contracts awarded to a market system change agents.

- Strategic Partners: These include Government Agencies, Development Partners and initiatives/programs implementing similar or complementary initiatives, where coordination, collaboration or leveraging of resources maximizes both AMDT and the Strategic Partner's impact. Such partnerships are executed through MoUs with AMDT.

#### 2. AMDT Work in the Common Beans and Pigeonpeas Value Chains

AMDT, together with partners, has developed Intervention Strategy (2019 – 2021) aimed at stimulating systemic changes in a number of areas in these value chains, as outlined below:

##### 2.1. Common Beans

###### Area 1.0: Seeds Access and Availability

Stimulating improved common beans varieties with potential market demand: The aim of this area is (a) to develop a seamless approach where the markets inform women and youth agricultural producer groups to produce Quality declared Seeds (QDS) (b) promote public and private seed companies to produce certified seeds of market preferred varieties (c) accelerate the adoption of improved end user preferred common bean seeds by small scale farmers. The targets are to promote 5-7 common beans varieties with potential markets by 2021. Generally, there has been poor flow of information from formal grain market actors regarding grain traits of common beans that are preferred by end users and quantity and pricing. Availability of this information would feedback to the breeding / seed multiplication programs, seed markets and result in uptake of improved varieties by farmers.

###### Two specific interventions have been proposed:

- Enhance capacity of private companies, public agricultural institutions (Research and Agricultural Seed Agency) and women and youth producer groups of QDS to ensure availability of and access to improved common beans seed varieties with potential market demand
- Facilitate farmers adoption of improved common bean seeds and good agricultural practices.

###### Area 2: Backward and forward market linkages

Enhancing pro-poor business relations between smallholder farmers, small-scale women processors, and larger traders / exporters. This intervention aims at enhancing collaboration through contractual arrangements between common beans small-scale farmers and MSMEs. This intervention target to increase quantity produced and quality of common beans preferred by the market, reduce transaction inefficiencies and costs, and enhance economies of scale. Three specific interventions are proposed, which both build on a core brokered pro-poor business relationship that links farmers (common beans smallholder farmers), MSMEs including processors, traders / exporters of common beans grains:

- Enhancing access to critical services needed by farmers. These services include agricultural advisory services, market information services, business development services (e.g. training services in farming as a business), financial services (e.g. credit, savings, and micro-insurance services), affordable technologies and mechanizations.
- Building capacity of farmer organizations to enhance collective action in accessing potential services (e.g. input markets, output markets, extension services etc).
- Establish sustainable contractual arrangement between farmers organizations and MSMEs (e.g. processors, traders, exporters, agro-dealers etc)

###### Area 3: Value addition

The aim of this area is to enhance pulses' MSMEs establish / improve common beans value addition business. This area will support public and private companies promote innovative technologies for processing and marketing of pulses to increase their market target local, regional and international consumer/market bases. These interventions will ensure that a robust and profitable common beans value addition system is developed and serves the interest of farmers and markets (input and output markets). Two specific interventions have been proposed:

- Support MSMEs food processors attain Good Manufacturing Practices: The aim of this intervention is to ensure that MSMEs have increased their market access to improve their processing technology and also, they are able to access required quantity and quality of their common beans grains through market outlet established.
- Pill Mill Manufacturing Model: The model will provide an opportunity for youth, women and men entrepreneurs (individual/in groups) to own food brand products and market them without owning processing facilities.

##### 2.2. Pigeonpeas

###### Area 4 - Driving Consumer Demand and Create Markets

In Tanzania, pigeonpea production is at about 34%, yet the consumption of plant protein is very low. The aim of this area is to: (i) Create domestic consumer demand of pigeonpeas products in order to stimulate and sustain production of pigeonpeas by small scale farmers. (ii) Enhance domestic processing and determine alternative export markets to stimulate and sustain production of pigeonpeas by small scale farmers.

The focus on creating domestic consumer demand will be achieved through: (a) working with institutions (e.g. schools, hospitals, prisons, military institutions of higher learning) and in the development of recipes, training chefs from selected institutions, testing and selecting most appropriate and cost-efficient recipes and (b) developing and promoting recipes and enhancing rural and urban consumption – It will conduct cooking demonstrations, nutritional education, food fairs etc. (c) working with food service industry – It will involve working with restaurant chains, chefs training and buy in for development and deployment of recipes. (d) development processed convenient products and its entrance into the retail markets – It will involve selection and active participation of food manufacturer – specifically women processors in supporting them on technical training, testing, and selection of products and setting up processing and marketing operations.

#### 3. Request for Expressions of Interest to play the role of Co-facilitators and Lead firms

AMDT invites Expression of Interest (EOI) from reputable Market Facilitator, Market Actors and public sector to partner with AMDT to create sustained income and employment to the productive poor (women, men and youth) by implementing: Area 1; Area 2; Area 3; and Area 4 outlined above.

In these four areas, AMDT would like to partner with the following:

- Seed Companies (common beans) – In Intervention Area 1 [more details on this can be found in the Request for Expressions of Interest (Ref: EP-01-019)].
- Market Facilitators (common beans) – Intervention Area 2 above [more details on this can be found in the Request for Expressions of Interest (Ref: EP-02-019)].
- Service Providers - In Intervention Area 2 above, for Finance, Insurance, Information and Extension, Business Development, Soil testing, Technology and Mechanisation. [more details on this can be found in the Request for Expressions of Interest (Ref: EP-03-019)].
- Market Facilitators (common beans) – Intervention Area 3 above, Food Processing Technology, Business Development Services, Financial Management, Business Management, Digital Platform, Product Branding and Marketing. [more details on this can be found in the Request for Expressions of Interest (Ref: EP-04-019)].
- Market Facilitators (Common beans) - In Intervention Area 3 above -Toll Manufacturing Model - [more details on this can be found in the Request for Expressions of Interest (Ref: EP-05-019)].
- Service Providers (Pigeonpeas) - In Intervention Area 4 above, Food Processing Technology, Business Development Services, Financial Management, Product Branding and Marketing. [more details on this can be found in the Request for Expressions of Interest (Ref: EP-06-019)].

#### 3.1. Targeted Geographic Areas (2019 – 2021)

The following are the identified geographic areas, where pilot interventions will be implemented:

**Common beans:** (i) Arusha (ii) Kilimanjaro (iii) Mbeya (iv) Songwe (v) Njombe (vi) Ruvuma (vii) Ruvuma and Manjara

**Pigeonpeas:** (i) Manyara (ii) Dodoma (Kondoa) (iii) Arusha (Karatu)

#### 4. General Instructions for Interested Organizations

##### 4.1. Documentation

The following documents are available for download from AMDT Website ([www.amdt.co.tz](http://www.amdt.co.tz)) for those that would like to partner with AMDT:

- Expression of Interest Application Forms
- Selection Criteria AMDT will use to select partners
- Summaries of the respective Interventions (to guide especially in filling the Application Form)

##### 4.2. Terms and Conditions

The shortlisted applicants will be notified and will subsequently be approached for further engagements and collaboration to co-facilitate the implementation of proposed common beans / pigeonpeas intervention strategy. Unsuccessful applicant will be placed into the AMDT's database for future consideration should other opportunities arise. AMDT will ascertain the suitability of the partners based on selection criteria that can be downloaded from the AMDT website.

##### 4.3. Expression of Interest (EOI) procedure and deadline

Please send your detailed Expression of interest by email to [email\\_pulses@amdt.co.tz](mailto:email_pulses@amdt.co.tz) and [email\\_peas@amdt.co.tz](mailto:email_peas@amdt.co.tz) until **download date** by **19:00hrs**, on **23rd April 2019**.

**NOTE: THIS CALL IS INVITING EXPRESSION OF INTEREST FOR LEAD FIRMS/WORKING SERVICE PROVIDERS AND MARKET FACILITATORS/ NGOs FOR ABOVE AREA 1, 2, 3, AND 4 ONLY.**

The Expression of Interest application form and the intervention Summaries can be downloaded from AMDT website ([www.amdt.co.tz](http://www.amdt.co.tz)) under download tab. For more inquiries, call +255 22 2926112/13 or +255758918911 & +255758918912 or email [info@amdt.co.tz](mailto:info@amdt.co.tz).