

**Rural Economic Development Initiative (REDI)**  
**REQUEST FOR EXPRESSIONS OF INTEREST**  
**For a Consultancy Firm to Conduct a Value Chain analysis and**  
**Survey of the Pig Industry in Jamaica.**

**Terms of Reference**

**1. General Introduction**

The Jamaica Social Investment Fund (JSIF) was established in December 1996 as a component of the Government of Jamaica's strategy to reduce and eradicate poverty. JSIF helps to build local capacity to sustain and extend development initiatives.

The JSIF is an autonomous government company designed to provide investments in community-based projects island wide and is a demand-driven financial intermediary. It works in partnership with communities, the private sector, non-governmental organizations (NGOs), and donor agencies, in seeking to channel benefits to the poorest communities across the country.

**2. Background**

The Government of Jamaica has received a US\$15 million loan from the International Bank for Reconstruction and Development (World Bank) to implement the **Rural Economic Development Initiative (REDI) Project**.

REDI will provide grant funds to rural groups island-wide for the development of new businesses or increase of existing businesses in agriculture or tourism as well as strengthen national organizations to enhance their capacity to continue assisting the rural enterprises and other project partners and ensure the sustainability of the rural enterprises.

The grants funds for business development will be provided to groups under Component 1 of the REDI project, which consists of two types:

- *Type A:* small-scale revenue generating activities by rural enterprises in agriculture and rural tourism (maximum grant amount is US\$50,000.00).
- *Type B:* provision of critical small-scale public infrastructure, marketing and management (maximum grant amount is US\$200,000.00).

The Government of Jamaica, through the Jamaica Social Investment Fund (JSIF) and the **Ministry of Agriculture & Fisheries**, aims to develop conduct a value chain analytical study of the Pig/Pork Industry in Jamaica.

This study differs from previous and existing studies on the pork industry undertaken by the Ministry in that it will go beyond merely taking a census of pig farmers (those with five or more pigs) to include recommendations to exploit the value added possibilities of pork, as well as forecasting the industry to facilitate long-term planning. The Firm will be contracted to carry out this study over a 6-month period and will critically assess and describe the present structure of the pork industry and make recommendations specifically relating to strengthening the value chain as well as value added possibilities.

The implementation of this project is complementary to the government of Jamaica's acknowledgement of the critical role played by the agricultural sector in the economic and social development of the country. The Ministry has developed short-, medium-, and long-term objectives for the industry and has adopted a strategically coordinated approach working with the donor community to facilitate the growth of the sector. For instance, the European Union is funding a study on the citrus industry and the Inter-American Institute for Cooperation on Agriculture (IICA) funded a study on the state of abattoirs and is now working with the Ministry to develop policy guidelines to regulate the construction and operation of abattoirs.

The pork industry has been selected by the MOA&F as one of six priority growth areas within the agricultural sector. To this end, the MOA&F has established Technical Working Groups (TWG) to look at the issues and challenges facing each of the identified priority industries to determine, inter alia, key objectives, strategies and support measures needed for the development of each area. Integral to this process will be an emphasis on strengthening the value chain for each sector as well as looking at value-added possibilities. The undertaking of a pork value chain analytical study will enhance the work of the TWG and assist the Ministry to meet its objectives and targets for the industry.

### 3. Scope of Work

Under this tender, the client wishes to hire the services of a qualified consultancy firm to, under the supervision of the Ministry of Agriculture & Fisheries, critically assess and describe the present structure of the Pork Industry and make recommendations. The Consultancy Firm should provide information that will be able:

- (a) To provide information on the industry which will assist planners and policy makers in the preparation of a structured plan to guide the orderly development of the industry;
- (b) To examine the distribution patterns of pigs throughout Jamaica;
- (c) To examine the changes in the industry since 2003;
- (d) To examine the methods of disposal of pigs, estimate the mortality rate and identify farmers' major problems;
- (e) To make a forecast of the pig population;
- (f) Identify critical areas necessary for Industry development; and
- (g) Recommendation of a system for ensuring currency of data (ongoing data collection methodology).

Specifically, the Consultancy Firm is expected to produce the following deliverables:

1. A detailed Value Chain analysis of the pig industry; to include:-
  - i. A detailed measurement and definition of the market for pigs, pork and value-added pork products and recommendations for increasing local demand
  - ii. Assessment and recommendations on quality, food safety and traceability issues.
  - iii. Exploration of the potential for exports of pork and pork value-added products, especially as it relates to increased intra-regional trade.
  - iv. A determination of the value of the Industry and the potential for increased contribution to the National economy.
  - v. Recommend actions to be taken to ensure sustained Industry development, inclusive of suggested investment models.

- vi. Determination of the effects/potential effects of existing and planned international trade agreements and policies on the Industry.
2. A comprehensive census report describing the structure of the pig industry including:
- (i) Number of animals by class
  - (ii) Distribution and number of farmers
  - (iii) Type of management
  - (iv) Plans for development
  - (v) Access to services (e.g. Veterinary and extension)
  - (vi) Slaughter and meat distribution issues
  - (vii) Production systems and technology
  - (viii) Investment and employment
  - (ix) Age and gender composition of Industry players
  - (x) Assessments of farmers planned investments in pig/pork production
  - (xi) Forecasts of short/medium terms movements in pig/pork production
  - (xii) Recommendations for a system for ensuring a system for on-going data-collection on the pork Industry.

It is expected that the Consultancy Firm will identify and interview key industry stakeholders along all aspects of the Value Chain, hold discussions and focus groups, as well as to carry out a comprehensive census of pig farmers. This census of pig farmers is expected to be carried out by adequately trained persons with sufficient local knowledge to effectively carry out the data collection in an accurate and timely manner. The Consultancy Firm will also be expected to present preliminary findings on all aspects of the Consultancy to stakeholders at a workshop.

#### **4. Qualifications and Experience**

The successful Consultancy Firm should possess a team that at the **minimum** has the following key professional staff with the qualifications listed:

##### **Statistician**

- Minimum of a Masters degree in Statistics/ Survey Methodology/ Development Economics or other field related to assignment
- At least 5 years experience in the design and execution of surveys and censuses
- At least 2 years survey/ data collection/ research experience in the agriculture sector

##### **Agribusiness/Value Chain Specialist**

- Minimum of a Masters degree in Agriculture Economics/ Agribusiness/ Agriculture Entrepreneurship/ Value Chain Management/ Marketing or other field related to assignment other related field
- At least 2 years successful experience working in the agriculture sector specifically in the area of marketing/ agribusiness/ value chain analysis and development.

##### **Livestock Specialist**

- At least a Bachelor's degree in Agriculture/ Livestock Sciences or other field related to assignment
- At least 10 years experience in the Agriculture sector of which at least 5 years should be in the Livestock industry. Specific experience in the Pork Industry would be an advantage
- Extensive experience conducting agricultural/ economic research.;
- Excellent qualitative and quantitative research skills;

##### **The Team Leader should also possess:-**

- Working knowledge of community dynamics and minimum five (5) years experience working with Jamaican communities;
- Experience in participatory methods;
- Project management skills;
- Familiarity with the Government of Jamaica's policies, plans and programmes;
- Awareness of sustainable development principles;
- Excellent knowledge of computer applications and the ability to generate reports and presentations.

## 5. Deliverables

The successful completion of the above-mentioned activities will result in:

1. Value Chain Analysis of the pig industry;
2. Census report including recommendations for a pork industry data system.
3. Workshop detailing the findings of the Study.

## 6. Reporting and Time Schedule

The consultancy will have a duration of **six (6) months** from the start date. During the engagement period, the consultant will work closely with the Ministry of Agriculture and Fisheries. The Director of the Agriculture Marketing Information Division of the Ministry will oversee and provide guidance to the consultant.

The following reports, written in English, shall be submitted by the consultant:

1. Brief inception report within ten (10) working days. This is to include a technical design for the conduct of the census.
2. A summary census report on the successful completion of the census fieldwork.
3. Monthly interim progress report
4. Final report – within twenty-one (21) working days after the consultancy period

In addition, the Consultancy Firm should be available to answer questions, update any required information and take part in dissemination of findings, upon request of the Ministry of Agriculture and Fisheries, for the duration of the consultancy.

The Consultancy Firm will also be expected to present preliminary findings on all aspects of the Consultancy to stakeholders at a workshop.

Terms of Payment The suggested terms of payment are as follows:

- 20 % due on submission of the inception report
- 30 % on completion of survey fieldwork, and the submission of summary report.
- 15 % on submission of the first draft of completed study.
- 25 % on submission of accepted final draft of completed study.
- 10 % due on submission of the final Report.