



**Call for Concept Papers from Potential Private Sector Partners**  
**Kenya Feed the Future – Crops and Dairy Market Systems Development Activity**  
**APS Number: APS-KCDMSD-2018-001**

**Issuance date:** February 12, 2018

**Closing date:** February 11, 2019

**Program Background**

The Kenya Crops and Dairy Market Systems Development Activity (KCDMSD) is a five-year (Oct 2017– Sept 2022) program of the United States Agency for International Development (USAID). It is funded as part of Feed the Future, the U.S. Government’s global hunger and food security initiative that helps to increase agricultural production and reduce poverty and malnutrition in Kenya.

The project is being implemented by RTI International. It is operational in 12 counties including; Kitui, Makueni, Taita Taveta, Homa Bay, Migori, Kisii, Kisumu, Siaya, Kakamega, Bungoma, Busia and Vihiga. The applicant need not be located within one of these counties but must be in a position to work with, sell to, or buy from, the population located within those counties. The Activity will focus on strengthening the following value chains: dairy, fodder/feeds, and horticulture (mango, passion fruit, avocado, banana, pineapple, and sweet potato). KCDMSD is working to improve the overall agricultural landscape in Kenya for horticulture and dairy through five priority areas:

1. A competitive, inclusive, and resilient agricultural market system;
2. Diverse agricultural production and improved productivity;
3. An improved policy environment for market systems development;
4. Integration of women and youth into agricultural market systems; and
5. Collaborative action and learning for market systems change.

As a result, KCDMSD is seeking concept papers from prospective private sector actors (including firms, cooperatives, farmer associations, service providers, MFIs and micro-enterprises) with ideas for business growth, market expansion, new technologies, or business strategy innovations in target value chains and counties. Prospective applicants will be expected to make a significant cost contribution to the total investment required. Concepts will be evaluated on the sustainability of their business model, impact on the value chain, likely contribution towards poverty reduction and value for money.

Detailed instructions can be found in the complete APS document on the RTI website at [www.rti.org/rfp](http://www.rti.org/rfp). Questions may be addressed to [APS2018@kcdmsd.rti.org](mailto:APS2018@kcdmsd.rti.org). KCDMSD will respond to submitted questions through the RTI website ([www.rti.org/rfp](http://www.rti.org/rfp)) following the schedule as detailed in the APS.

**Guidelines on Submission**

1. Concept papers should be in English and not exceed five (5) pages (excluding cover page, executive summary and annexes).
2. Concept papers should be submitted via email [APS2018@kcdmsd.rti.org](mailto:APS2018@kcdmsd.rti.org) and applicants should indicate the reference number **APS-KCDMSD-2018-001** in the subject line.

KCDMSD anticipates a rolling selection process, where it will begin evaluating concept submissions as soon as they are received and may issue grant application invitation letters at any time before the submission deadline scheduled for **February 11, 2019 at 4.00 pm** Kenya local time. Only successful concept papers will be contacted and proceed to full application.



**Disclaimer:** Issuance of this APS does not constitute an award commitment on the part of KCDMSD nor commit the project to pay for costs incurred in the preparation and submission of a concept paper. Further, KCDMSD reserves the right to reject any or all concept papers received. Similarly, invitation to submit a full application is not a commitment to fund that application.