

Request for Qualifications

TechnoServe invites qualified individuals to participate in this competitive solicitation for the position of **Agromony Extension Consultant**, supporting a Kenya-based agribusiness in the establishment of a smallholder avocado sourcing model.

The Kenya Tea Development Agency (KTDA) is a private company owned by over 700,000 smallholder tea farmers through their factory companies. KTDA provides management services, extension support, and market access across its network of 71 factories and is one of the most established smallholder-driven supply chains in East Africa.

KTDA has launched a new 'Farmer First, Leave No Farmer Behind' strategy to revitalize the smallholder tea sector with over 700,000 farmers, focusing on social, economic, and environmental resilience through a new social enterprise model via the KTDA Foundation. The ultimate goal is to ensure the long-term availability of socio-economic services for smallholder tea farmers, creating lasting and transformative impact on the sector's resilience and development. This strategic shift is now at critical stage of moving from idea to action through a highly contextualised social enterprise model.

Position Location: Kenya

Anticipated Start Date: September 2025

Estimated Duration: 12 months

I. About TechnoServe

TechnoServe (www.technoserve.org) is a nonprofit economic development organisation committed to its 50-year-old mission of working with enterprising men and women in the developing world to build competitive farms, businesses, and industries. We are business specialists supporting farmers and entrepreneurs in 29 countries by increasing their access to information, capital, and markets. The result is improved incomes, resilience, and prosperity for the individuals, families, and communities we serve.

The Commercial Agriculture for Smallholders and Agribusiness (CASA) Plus programme is an expansion of the UK Foreign, Commonwealth & Development Office (FCDO)-funded CASA Technical Assistance Facility (TAF), which has been implemented by TechnoServe since 2019. CASA Plus was launched in April 2024 and is supported by leading agricultural investors – including BII and FMO – alongside FCDO. The programme runs initially from 2024–2026, with a mandate to drive sector-wide alignment, generate greater value for all stakeholders, and mobilise increased investment into agriculture.

CASA Plus aims to support a climate-resilient and inclusive global agriculture sector by providing technical assistance (TA) and advisory services to a range of actors – including impact investors, agribusinesses, and donors. The programme delivers a mix of post-deal, pre-deal, and market-building TA to help investor partners: 1) improve the commercial and development performance of existing investments; 2) identify and support new high-growth, high-impact opportunities; and 3) collaborate with investors, donors, and governments to scale inclusive, green business models across low- and lower-middle-income countries.

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Supported by:



Implemented by:



At the core of CASA's model is the Inclusive Business Plan (IBP). The IBP identifies a clear inclusive growth opportunity and defines a package of technical assistance to unlock commercial and smallholder value. CASA TAF implements the TA in close collaboration with agribusinesses to operationalise the IBP and drive measurable results.

Background

Under CASA Plus, TechnoServe is supporting KTDA to diversify into the avocado supply chain to create an additional income opportunity for smallholder tea farmers. The business plan developed by CASA Plus outlines operating model that includes the provision of inputs, training and market access for smallholder avocado production. The model will be delivered through a social enterprise business unit and supported by community-based organisations (CBOs) affiliated with selected tea factories.

The Agronomy Extension Consultant will play a central technical role in this model. The consultant will be responsible for designing the Good Agricultural Practices (GAP) training curriculum, leading the rollout of a Training-of-Trainers (ToT) programme, defining orchard and nursery protocols, contributing to certification-readiness guidelines, and building the capacity of the KTDA and CBO staff to support avocado production at scale.

II. Key Deliverables

The Agronomy Extension Consultant will provide technical leadership and field support throughout the implementation phase of the IBP. The consultant will be responsible for developing and rolling out a high-quality Training-of-Trainers (ToT) model for avocado cultivation, ensuring strong alignment with Global G.A.P. requirements and building the technical capacity of the social enterprise, factory-level community-based organisations (CBOs) and affiliated field teams.

- **GAP Training Curriculum**
 - Develop a GAP curriculum for smallholder avocado production, aligned with the KTDA's structure and export market requirements
 - Structure curriculum and materials for a cascading ToT delivery - from social enterprise to factory agronomists, field extension officers and ultimately to farmers
- **Training-of-Trainers Rollout**
 - Lead ToT sessions for the KTDA agronomists, factory-level staff, and CBO field teams
 - Capacitate this field team to effectively deliver farmer-facing training
- **Field Support to Pilot Factories**
 - Provide remote and in-person technical support to four pilot factories and CBOs
 - Support nursery establishment and certification, monitor GAP implementation, and troubleshoot field-level technical challenges
- **Technical Protocols and Certification Readiness**

- Define technical protocols for nursery management (propagation, spacing, inputs, grafting) and orchard setup (layout, pruning, fertilisation, pest management)
- Advise on practices required for Global G.A.P. compliance
- Advise on traceability data requirements and systems
- **Monthly Technical Reporting**
 - Submit concise monthly updates capturing progress against deliverables, technical issues encountered, field observations and recommended actions
 - Reports will inform broader project monitoring and coordination processes

III. Ways of Working

At the outset of the assignment, the TechnoServe project team will provide detailed guidance on objectives, project hypotheses, and expected deliverables. A joint strategy and scoping session will be held between TechnoServe, KTDA and the consultant to refine key priorities and clarify the focus of the engagement.

Throughout the assignment, the consultant is expected to engage with the TechnoServe team through a combination of 1) collaborative working sessions focused on knowledge sharing, joint problem-solving, and solution design; 2) independent workstreams, including development and execution of agreed deliverables; 3) ad-hoc advisory support to the TechnoServe team and KTDA as relevant.

IV. Skills Required

- Bachelor's degree in agriculture or a related field
- Minimum 10 years of experience designing and managing agronomy, advisory, or farmer extension programmes for agribusinesses in Kenya
- At least 5 years of experience working directly with farmers and integrating farmer perspectives into programme design
- Full professional proficiency in English (spoken and written) and Swahili
- Experience collaborating with agribusinesses on shared value or inclusive business initiatives
- Strong written, verbal, and interpersonal communication skills
- Proficiency in Microsoft Word, PowerPoint, and Excel
- Ability to work independently and manage deliverables with minimal supervision
- Strong adaptability to dynamic working conditions
- Excellent time management and ability to meet deadlines

V. Submission Instructions

Interested candidates should submit their CV and proposed daily rate in USD for implementing the assignment and deliverables outlined in this document. Submissions should be submitted via [this link](#).

TechnoServe reserves the right to award the contract to the submission deemed in the best interest of TechnoServe and the Donor. The winning submissions will be notified in writing. Those who were not selected may or may not be notified, at the sole discretion of TechnoServe.

Submission deadline: 29th September 2025

Questions regarding this RFQ may be addressed to Ana Herrera (aherrera@tns.org) and must be received no later than **25th September 2025**

TERMS AND CONDITIONS

1. The Request for Qualifications (RFQ) is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFQ. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.
5. TechnoServe reserves the right to accept or reject any submission or cancel the solicitation process at any time and shall have no liability to the proposing party submitting for such rejection or cancellation of the request for qualifications.
6. TechnoServe reserves the right to accept all or part of the submission when award is provided.
7. All information provided by TechnoServe in this RFQ is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
8. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement with TechnoServe as well as the Agribusiness.
9. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by the bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.