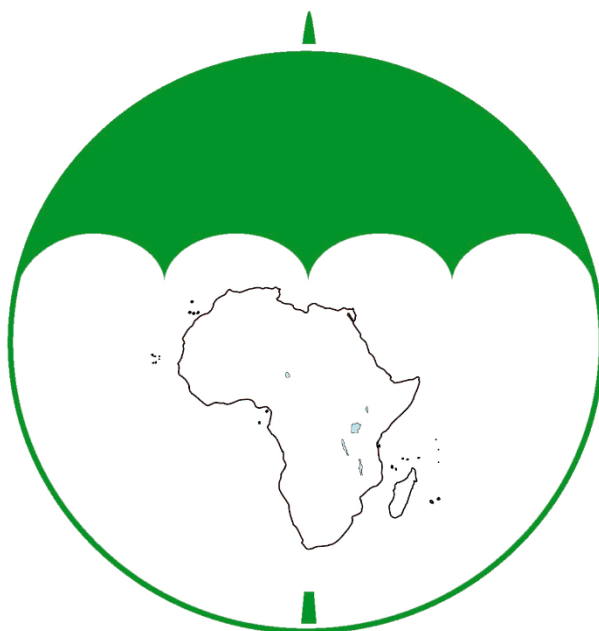


# Terms of Reference



<b>CONTRACTING ORGANIZATION</b>	<b>AFRICAN ORGANISATION FOR STANDARDISATION</b> P. O. Box 57363 - 00200, NAROBİ, KENYA 3rd Floor, International House, Mama Ngina Street Tel: +254 20 2224561/311608 E-mail: arso@arso-organ.org
<b>CONSULTANCY TERMS OF REFERENCE</b>	<b>DEVELOPMENT OF ILLUSTRATED SENSITIZATION AND PROMOTIONAL MATERIALS ON AGRICULTURAL PRODUCTS AND PROCESSES: GOOD PRACTICE OUTREACH MATERIALS</b>
<b>CONSULTANT</b>	
	<b>P. O. Box</b>
	<b>Tel:</b>
	<b>Email:</b>
	<b>Duration:</b>
	<b>Total Pay: To be Part of Financial Proposal</b>

ARSO Central Secretariat  
Nairobi, Kenya  
September 2022

# Terms of Reference for Development of Illustrated Sensitization and Promotional Materials on Agricultural Products and Processes: Good Practice Outreach Materials, GPOM

## 1. Background

The Economic Report on Africa 2013 recognizes that African commodities can form the basis for industrialization but notes that non-tariff barriers, sanitary and phyto-sanitary barriers and technical barriers to trade, especially for agricultural commodities must be overcome by the concerted efforts of the continent's institutions and Member States (UNECA & AUC, 2013). These barriers along the whole value-chain reduce returns to farmers while increasing prices paid by consumers. Removing these barriers to regional trade is essential if Africa is to attain its potential in food trade. But to achieve this, governments will need to overcome the political economy realities that have prevented African countries embracing open regional trade in food. They will need to provide a clear and predictable policy framework for regional trade so that institutions that facilitate exchange and mitigate the inherent risks associated with food production can flourish and support efficient and safer market outcomes and a more effective approach to food security in Africa (WB, 2012).

The African Union recognizes the crucial role agriculture in ensuring food and nutrition security in Africa and has passed many important instruments to support agricultural productivity and food trade in Africa. The Summit on Food Security (AUC, 2006) in particular called for harmonization of standards to facilitate free movement of food products in Africa and thus foster food and nutrition security in the continent.

In assessing the factors hindering agro-based trade, AUC & UNECA (2012) indicate that trade in agriculture and food products among African countries faces more challenges than the same products coming into Africa from outside Africa. Some of the barriers encountered can be categorized as standards-related regulations in the domain of the agricultural value chains and trade-facilitation aspects such as labelling and packaging. In this respect, the African Organisation for Standardisation (ARSO) has harmonized priority standards for agriculture and food products which should facilitate the AU agenda. However, the technical nature of many standards has been identified as a major contributing factor to the low uptake and utilization of standards among African enterprises and communities. The situation is exacerbated by the fact that many African countries do not offer specialized expert interpretation of standards for implementers. In the food and agriculture sector, the stakeholders mostly constitute smallholder farmers with limited exposure to technical language. The failure by governments in Africa compounds the problem further.

## 2. Problem Statement

- (a) **Unsustainable agricultural practices** — These have led to environmental degradation, soil infertility, soil erosion, declining yields, increased pests and diseases, loss of biodiversity, etc.
- (b) **Poor agricultural practices** — For all production systems, these poor practices result in products which do not meet market requirements or fall in the lower classes of product quality ranking and hence command lower prices.
- (c) **Problems in grading and quality control** — Lack of harmonized grades and standards and cumbersome border procedures further restrain trade. Most African farm produce is marketed without proper grading and quality control based on specific product standards and practices.

- (d) **Disadvantages related to handling, packaging, labelling, etc.** — This could result in products being contaminated and hence lead to market rejection or downgrading of products.
- (e) **Lack of adequate food storage or processing facilities** — In Africa, it is conservatively estimated that 30-50% of farm produce often get damaged and wasted before they reach their final consumers due to lack of adequate food storage or processing facilities.
- (f) **Lack of compliance with established standards** — This is either due to deliberate disregard of the standards, lack of dissemination of the standards, lower quality requirements in local standards, etc.
- (g) **Disorganization & unaccountability** — A majority of farms in Africa lack organization or records and accountability and farmers plant without any sort of a farm plan or organization; measurement or traceability or, at least; an account for an easier identification of the possible reasons behind their agricultural gains or loses.

The technical nature of many standards has been identified as a major contributing factor to the low uptake and utilization of standards among African enterprises and communities. The situation is exacerbated by the fact that many African countries do not offer specialized expert interpretation of standards for implementers. In the food and agriculture sector, the stakeholders mostly constitute smallholder farmers with limited exposure to technical language. The failure by governments in Africa compounds the problem further.

From the foregoing, it emerges that the harmonization of standards alone cannot sufficiently address the needs of the African people in terms of realizing the benefits of implementing the standards. Thus, there exists a gap in the simplification of the technical language of the standards to the level where the target population understands the principle requirements and underlying rationale of the standards and hence empowering them to deploy the standards in their operations.

### **3 Rationale for Preparation Good Practice Outreach Materials**

**3.1** ARSO has realized the need to prepare and disseminate value chain technical and trade facilitation information as a means of simplifying the technical language to the level of a wide range of stakeholders in order to promote awareness, improve uptake, increase implementation and widen the compliance levels.

**3.2** The target standards shall be those identified as strategic food commodities in the African Food Security Summit of December 2006 (AUC, 2006).

The purpose of this proposal is to prepare and disseminate value chain technical and trade facilitation information based on the harmonized African Standards on agriculture and food products in order to enhance the understanding and compliance with the standards and facilitate free movement of the agriculture and food products leading to improvement of food and nutrition security, boosting intra-African trade and achieving socioeconomic development in Africa.

**3.3** The beneficiaries of this work will be stakeholders involved in the agricultural value chain including all stages of production, processing, distribution, marketing, retail, consumption and waste disposal. In particular, the project will be beneficial to both smallholder farmers and large-scale farmers in African countries, extension workers, conformity assessment bodies and in general the

overall economies of African countries of which almost 75 % of the population lives in rural areas and depend almost exclusively on agriculture for their socioeconomic welfare and livelihoods and agriculture employs about 65% of the labour force and agriculture accounts for about 32% of GDP (AGRA, 2013).

#### 4. Development of Good Practice Outreach Materials: Outputs

(1) Develop detailed good outreach materials to cover the following scopes:

- (i) ARS GPOM 32:2023, *Good practices for hay, silage and feedstuff production — Selection, growing, harvesting and preparation of forage, fodder and feed crops*
- (ii) ARS GPOM 33:2023, *Good practices for milk hygiene, safety and quality*
- (iii) ARS GPOM 34:2023, *Food safety and biosecurity practices for dairy farmers*
- (iv) ARS GPOM 35:2023, *Livestock breeding methods (husbandry, healthcare, free-range pasture-fed, extensive, semi-intensive, intensive/zero-grazing, stock density, etc)*
- (v) ARS GPOM 36:2023, *Practices for assuring food safety for farm input suppliers*
- (vi) ARS GPOM 37:2023, *Good practices for milk value addition for farmers (yoghurt, cheese, ghee, butter, fermented milks etc) — Cottage industry certification*
- (vii) ARS GPOM 38:2023, *Good practices for industrial dairy products processes, packaging and shelf-life extension*
- (viii) ARS GPOM 39:2023, *Good practices for biosecurity of poultry farms, health and safety of poultry, poultry meat and eggs*
- (ix) ARS GPOM 40:2023, *Good practices for poultry farming (hatching, breeding, debeaking, grow-out, husbandry, transportation at all stages, housing, feeding, healthcare, welfare, slaughter and processing)*
- (x) ARS GPOM 41:2023, *Good practices for conservation and sustainable beekeeping*
- (xi) ARS GPOM 42:2023, *Good practices for fresh vegetables, fresh-cut vegetables and vegetable products packaging*
- (xii) ARS GPOM 43:2023, *Good practices for preservation, dehydration and drying of selected vegetables and vegetable products*
- (xiii) ARS GPOM 44:2023, *Good practices for packaging of selected fresh fruits, fresh-cut fruits and fruit products*
- (xiv) ARS GPOM 45:2023, *Good practices for preservation, dehydration and drying of selected fruits and fruit products*
- (xv) ARS GPOM 46:2023, *Good practices for waste management and utilization in fruits and vegetable processing*
- (xvi) ARS GPOM 47:2023, *Good practices for quality preservation and safety of minimally processed fruits and vegetables*
- (xvii) ARS GPOM 48:2023, *Good practices for vegetable canning, fermentation and pickling*
- (xviii) ARS GPOM 49:2023, *Ethical practices in horticultural trade*
- (xix) ARS GPOM 50:2023, *Good practices for construction, operation and maintenance of retail outlets and markets for fresh fruits and vegetables*
- (xx) ARS GPOM 51:2023, *Good practices for construction, operation and maintenance of tilapia and catfish earthen ponds*
- (xxi) ARS GPOM 52:2023, *Good practices for design, construction, operation and maintenance of recirculation aquaculture facilities*
- (xxii) ARS GPOM 53:2023, *Food safety and biosecurity practices for aquaculture production*
- (xxiii) ARS GPOM 54:2023, *Practices for assuring food safety conditions in fish landing and processing*

- (xxiv) ARS GPOM 55:2023, *Good practices for marketing fish in rural and infrastructure limited markets*
- (xxv) ARS GPOM 56:2023, *Good practices for construction, operation and maintenance of retail outlets and markets for fish and fish products*
- (xxvi) ARS GPOM 57:2023, *Good practices in the construction, operation and maintenance of fish smoking kilns*
- (xxvii) ARS GPOM 58:2023, *Benefits of ecolabelling certification of fisheries and aquaculture products*
- (xxviii) ARS GPOM 59:2023, *Fish and value added fish products: Preparation methods and hygienic practices*
- (xxix) ARS GPOM 60:2023, *Good practices in the preparation of ready-to-serve meat and poultry products*
- (xxx) ARS GPOM 61:2023, *Good practices on organic aquaculture production*
- (xxxi) ARS GPOM 62:2023, *Good practices in preparing on-farm feeds and feeding stuffs*
- (xxxii) ARS GPOM 63:2023, *Good practices for fish health inspection*
- (xxxiii) ARS GPOM 64:2023, *Responsible and ethical aquaculture practices*
- (xxxiv) ARS GPOM 65:2023, *Good practices for the on-farm formulation and preparation of aquaculture feeds*
- (xxxv) ARS GPOM 66:2023, *Good practices in handling, transportation and storage of fresh meat and poultry products*
- (xxxvi) ARS GPOM 67:2023, *Good practices for construction and operation of stalls and retail outlets for meat products*
- (xxxvii) ARS GPOM 68:2023, *Good food safety and biosecurity practices for food animal production*
- (xxxviii) ARS GPOM 69:2023, *Good practices for marketing meat in rural and infrastructure limited markets*
- (xxxix) ARS GPOM 70:2023, *Good welfare practices for food animals and poultry*
- (xl) ARS GPOM 71:2023, *Ethical practices in meat and poultry trade*
- (xli) ARS GPOM 72:2023, *Good practices for design, construction, operation and maintenance food animal abattoirs/slaughterhouses (small-scale, rural and industrial scale)*
- (xlii) ARS GPOM 73:2023, *Good practices in the treatment and disposal of abattoir waste products*
- (xliii) ARS GPOM 74:2023, *Good agricultural and wild collection practices and good manufacturing practices for value-added products of edible insects*
- (xliv) ARS GPOM 75:2023, *Good agricultural and wild collection practices and good manufacturing practices for value-added products of animal feed insects*
- (xlv) ARS GPOM 76:2023, *Good agricultural practice on cricket farming and postharvest value addition processes*
- (xlvi) ARS GPOM 77:2023, *Good practices for dehydration, smoking and drying facilities for meat products*
- (xlvii) ARS GPOM 78:2023, *Good practices for the formulation and utilization of novel animal feeds and feedstuffs using unconventional ingredients*
- (xlviii) ARS GPOM 79:2023, *Good practices for design, construction and operation of cattle housing in rural areas*
- (xlix) ARS GPOM 80:2023, *Good practices for design, construction and operation of rabbit rearing and housing*
- (l) ARS GPOM 81:2023, *Good practices for design, construction and operation of sheep and goat rearing and housing*

- (li) ARS GPOM 82:2023, *Good practices for construction and operation of waterfowl rearing and housing facilities*
- (lii) ARS GPOM 83:2023, *Good practices in establishment and operation of ostrich and other game animals*
- (liii) ARS GPOM 84:2023, *Good practices for construction and operation of pig rearing and housing facilities*
- (liv) ARS GPOM 85:2023, *Good practices for construction and operation of chicken rearing and housing facilities*
- (lv) ARS GPOM 86:2023, *Good practices for construction and operation of turkey rearing and housing facilities*
- (lvi) ARS GPOM 87:2023, *Good practices in design, operation and maintenance of marine finfish farm open net cages*
- (lvii) ARS GPOM 88:2023, *Good practices for animal health and welfare in organic livestock production*
- (lviii) ARS GPOM 89:2023, *Good practices for animal health and welfare in organic aquaculture production*
- (lix) ARS GPOM 90:2023, *Good practices for plant health and crop protection in organic agriculture*
- (lx) ARS GPOM 91:2023, *Good practices organic and sustainable poultry production*
- (lxi) ARS GPOM 92:2023, *Good practices organic and sustainable beef production*
- (lxii) ARS GPOM 93:2023, *Good practices organic and sustainable dairy production*
- (lxiii) ARS GPOM 94:2023, *Good hygienic practices for eggs*

(2) Each outreach material shall be based on the associated approved standard or technical literature which is approved by ARSO. The outreach materials shall be enhanced and simplified for easy understanding by a wide range of stakeholders without technical or scientific background.

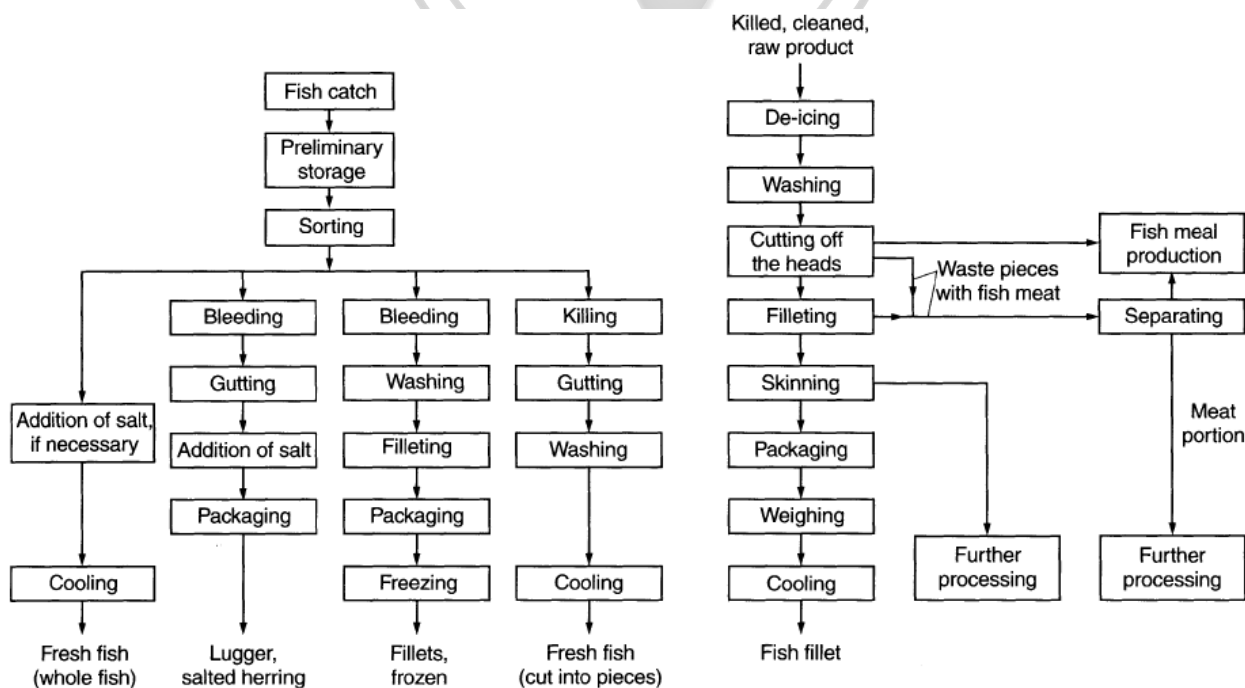


Figure 1: Fish processing onboard fishing vessel (a) and on land (b) (Belitz *et al.*, 2008)

- (3) The outreach materials shall be well illustrated indicating acceptable good practices and common mistakes which are not acceptable. Where the outreach material involves value addition processes, the consultant shall combine process charts for product development as visual aids to understanding the process and product pictorials as a means of enhancing comprehension. A non-binding example is provided in Figure 1.
- (4) The outreach materials shall be tailored to meet the objectives outlined in the titles of the specific work items, for example:
  - (i) Good agricultural practices for crop production which shall include the entire value chain from inputs, crop protection, crop nutrition, harvesting, post-harvest processes and value addition.
  - (ii) Good practices for hygiene, safety and quality particularly for farm-based value addition.
  - (iii) Good manufacturing practices for assignments which are targeting processing of consumer products
  - (iv) Good construction practices which enhance hygiene and environmental requirements while fostering quality and safety of products.
- (5) The good practice outreach materials shall be presented in a manner which leads to complying with the respective standards and facilitate certification and trade facilitation.

## **5. Nature of the Outreach Materials**

The consultant shall prepare the outreach materials in the form of dedicated chapters with sufficient details and illustrations of high clarity/resolution. The outreach materials shall include technology transfer, facilitation, and advisory services as well as information services and adult education.

## **6. Implementation Methodology and Assignment Duration**

The total duration for the development of the the outreach materials shall be six (6) months.

- The content of the outreach materials shall ensure there is consistency and smooth flow of the materials as well as better readability;
- The content shall be organized into logical components and designed as a series of instructional materials;
- The dos and don'ts shall be clearly illustrated visually to avoid any ambiguity; and
- Development of evaluation forms including questions regarding relevance and effectiveness of outreach materials, whether the material covered the professional needs of the participant.

The consultancy shall be for a period of 6 months and the key deliverables are outlined below:

- Output 1: Inception report outlining the understanding of the task, issues to be addressed, methodology and sources of information; an annotated outline of the study (within 3 weeks after signing the contract)
- Output 2: Draft Good Practice Outreach Material (by the end of month 3)
- Output 3: Final Good Practice Outreach Material incorporating feedback from the validation workshop (by the end of month 6)
- Output 4: PowerPoint Presentation and other visual aids

## **8. Consultant Qualifications**

- At least a Master's degree or equivalent in Agriculture, Horticulture, Biology, Natural Sciences, Zoological Sciences, Entomology, Food Sciences, or related areas.
- Track record of research and publication in the area of scope of this assignment.
- Proven track record on the application of the requirements of ISO/IEC 17065:2012, which provides conformity assessment (i.e., requirements for bodies certifying products, processes and service);
- Minimum of 5 years of professional experience working in Agriculture, Horticulture, Biology, Natural Sciences, Zoological Sciences, Entomology, Food Sciences, or related areas.
- Experience in developing guidelines and protocols for certification.
- Proven track record in activity design and delivering technical assistance, including needs assessment, and effective capacity-building, related to fisheries, livestock, poultry, crops and agriculture, preferably in African Union Member States.
- Knowledgeable on the different GAP programmes being implemented worldwide, including the those implemented in African Union Member States.
- Extensive experience in curriculum development, instructional systems design and knowledge management.
- Skills and involvement in the development of practical and user-friendly training materials and tools for different target groups.
- Thorough understanding and good knowledge of information, education and communication (IEC) approaches, and training methods/tools suitable for non-native English speakers.
- Proven good track record in relevant consultancy work in African Union Member States, particularly in the areas of agriculture, horticulture, biology, natural sciences, zoological sciences, entomology, food sciences and trade.
- Understanding of the African Continental Free Trade Area (AfCFTA) Agreement and its work on economic community building will be an added advantage.
- Good computer skills with adequate knowledge of multi-media presentation and dissemination of outputs and documentation
- For this specific assignment fluency in English and/or French is required. Knowledge of the other is an asset.



## 9. Application process

Interested and qualified consultants should submit their applications for a maximum of Five (5) selected outreach materials, the application should include the following:

1. A CV and demonstration of accomplishment of similar assignments:
2. A technical proposal for implementing the assignment highlighting the consultant understanding of the scope of the work, methodology of exclusivity and availability for the duration of the assignment.
3. An outline of each selected outreach material.
4. Financial proposal for completing the assignment highlighting the cost and its breakdowns.

## 10. Payment Schedules

The total payment shall be paid in two instalments as follows:

40% upon delivery of Draft Compilation (by the end of month 3).

60% upon delivering the Final Compilation and PowerPoint Presentations at the end of six months.

Formal application shall be done latest by **18th November 2022 before 5:00 p.m.**

Applications should be addressed to:

**Secretary General**

**African Organisation for Standardisation (ARSO) Central Secretariat**

**International House 3rd Floor**

**P.O. Box 57363-00200 Nairobi-Kenya**

**Tel. +254-20-2224561, +254-20-311608**

Preferably by e-mail to: [info@arso-oran.org](mailto:info@arso-oran.org), [arso@arso-oran.org](mailto:arso@arso-oran.org) and [arsopit@arso-oran.org](mailto:arsopit@arso-oran.org)

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