

## 1.0. About GAIN

---

The Global Alliance for Improved Nutrition (GAIN) is an alliance driven by the vision of a world without malnutrition. Created in 2002 at a Special Session of the UN General Assembly on Children, GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities, and economies to be stronger and healthier. For further details on GAIN, work please refer to the website: <http://www.gainhealth.org>

## 2.0. Background Information and Purpose of the Assignment

---

Vegetables for All is a five-year project that aims to improve dietary diversity for 1.1 million urban and peri-urban Bottom of the Pyramid (BoP) consumers by increasing consumption of vegetables in alignment with global guidelines. The project targets families with children aged 3-12 in the lower income group, Living Standard Measure (LSM)3-7, earning 15,000 - 45,000 KSH per month.

Based on GAIN's consumption studies, the project aims to improve vegetable consumption by focusing on the following elements: vegetable safety, vegetable freshness at the point of purchase, proximity of vegetable seller, variety and taste. These will be delivered through FitFood Zone.

FitFood Zones (FFZ) are the last mile/point of purchase integrated solution offered by the FitFood Brand to deliver the consumers' expectations on freshness, safety, proximity, variety and taste. The FFZ includes small retailers that sell vegetables to the target audience and local retail supermarkets and traditional markets. Community services, such as schools and churches, are considered relevant stakeholders in the FFZ due to their ability to communicate brand messages and influence consumption patterns.

GAIN Kenya seeks to engage a service provider to support in reviewing existing traceability and distribution mechanisms and recommending distribution models for safe vegetables in the Fit Food Zones by mapping digital solutions and identifying platforms for sharing attributes of safe vegetables.

## 3.0. Specific objectives

---

The key objectives of the assignment include:

- a. Mapping of existing traceability mechanisms for horticulture and vegetables in Kenya and indicating if they exist in the following counties: Kiambu, Nairobi, Nakuru, Machakos, Mombasa, Taita-Taveta, Kitui and Makueni.
- b. A recommendation, with justification, of an applicable traceability model for the vegetable for All project.
- c. A recommendation of a suitable distribution model/s for safe vegetables.

- d. A strengthening mechanism for the most suitable traceability and distribution models for the Fit Food zones.
- e. Profiling and identifying platforms for sharing information on attributes of safe vegetables (e. g tridge, selina wamucii) that promote the use of recommended digital platforms by retailers and aggregators.
- f. Mapping of digital solutions & access points including aggregation centers, cold rooms, B2B suppliers.
- g. Reporting on any challenges, successes, recommendations, and learnings gained during the assignment.

#### **4.0. Scope of work and deliverables**

---

The scope of this assessment will be countrywide with focus on Nairobi, Kiambu, Nakuru, Machakos and Mombasa Counties.

It is anticipated that the consultant would provide the following:

- a. Profile of existing traceability mechanisms
- b. Recommended traceability and distribution mechanisms for Fit Food Zones.
- c. Business profiles and partnership opportunities report.
- d. B2B database and business linkage report.
- e. Recommended list of information platforms.
- f. Mapping report on public-private partnerships.

The consultant will work closely with the GAIN Kenya Vegetable for All team and other country programme managers and teams

#### **5.0. Timeframe**

---

From 15<sup>th</sup> December 2022 to 31<sup>st</sup> January 2023.

#### **6.0. CONFIDENTIALITY**

---

All information provided as part of the ToR evaluation process is considered confidential. If any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this TOR will be held strictly confidential.

#### **7.0. Submission of Interest**

---

For interest in this Terms of Reference please respond with a proposal and budget. Please comment on your ability to complete all objectives. Please submit interest by 13<sup>th</sup> December 2022 to [gainkenya@gainhealth.org](mailto:gainkenya@gainhealth.org).