

**HEIFER
INTERNATIONAL**

**REQUEST FOR PROPOSAL No. HPI/2025/03/1
Dairy Business Consultant for Milk Processors**

RFP Release Date:	17th March 2025
Performance Period:	Within 90 days after Award.
Proposal Submission Deadline:	23rd March 2025
Question/ Inquiry Submission Deadline:	20th March 2025
Electronic submission to the attention of:	Godlove Mville
Electronic submission:	procurement-tz@heifer.org
Contact information for inquiries about this RFP:	procurement-tz@heifer.org

Terms of Reference

1. General Information

This document is being used to solicit proposals (technical details and financial quotations) from reputable and qualified dairy business consultancy firms for the provision of Business Development services to milk processors in Nascent market areas (Lake Zone region and Zanzibar). This RFP is intended to promote fair and open competition.

2. Background

Heifer International (www.heifer.org) is a global nonprofit organization based in the United States of America incepted in Tanzania since 1970s. Since its inception, the organization has been supporting development work in close collaboration with the Government of Tanzania through the Ministry responsible for Livestock Development. With the execution of its mission of ending hunger and poverty, while caring for the earth, the organization supported livelihoods of over 1 million smallholder farmers through its numerous development programs in the sector.

The Tanzania Inclusive Processor-Producer Partnerships in the Dairy Value Chain (TI3P) project is a four-year initiative aimed at catalyzing the inclusive transformation of Tanzania's dairy sector. The project seeks to increase the income of 88,000 smallholder dairy farmers by enhancing formal milk aggregation, boosting on-farm production and productivity, expanding dairy processing capacities, and increasing demand for milk and dairy products. The Tanzania Agricultural Development Bank (Prime Partner), lead the project implementation in collaboration with key partners: Nourish Dairy Africa (DNA, led by Land 'Lakes Venture37), Heifer International, and TANAGER in close collaboration with the ministry of Livestock and Fisheries.

Heifer International is implementing the TI3P project in nascent market areas (Lake Zone Region and Zanzibar) and established markets (Southern Highlands) to support the livelihoods of 42,500 smallholder of dairy farmers through processors* anchor businesses to drive transformation.

TI3P prioritizes strengthening dairy processors by improving their product development, marketing strategies, and operational efficiencies to enhance business growth in the Nascent Market. To support this effort, TI3P to seeks to engage a highly qualified Dairy Business Development Service Provider (BDSP)(herein referred as "Consultant") to provide expertise to seven (7) artisanal dairy

processors with less than 1,000 litres per day capacity and five (5) processors with handling capacity of between 1,000 to 10,000 litres per day (as mentioned below): •

- Less than 1000 LPD - Artisanal Processors: Butiama Milk (Musoma-Mara), UDACU (Unguja), Island Dairy (Unguja), Vema Milk (Runzewe Geita), Kwanzaa Milk (Ilemela-Mwanza), Benzil Company (Musoma-Mara), and Misungwi Milk (Misungwi-Mwanza).
- 1000 - 10,000 LPD: Dea Milk (Kahama MC-Shinyanga), Bukoba Dairy (Missenyi -Kagera), Delco Ltd (Missenyi -Kagera), Dag Farm (Tarime-Mara) and Kahama Fresh LTD(Karagwe-Kagera),

3. Objectives of the Consultancy:

The overall objective of this consultancy service is to provide a high level strategic and technical support to dairy processors in the following key areas:

- 3 Enhancing product development by improving processors' product range while adherence to quality and to safety standards and responding to his/her demand reach.
- 3 Developing sound market strategy for each processor so to increase market share and customer reach.
- 3 Enhancing plant/factory operational efficiency to realize cost-effectiveness in their businesses.
- 3 Strengthening formal milk supply arrangements between dairy processors and smallholder farmers through their Farmer Producer Organizations (FPOs).

SN	Terms of References (TOs)	Deliverables
a	Conduct a needs assessment for each dairy processor identify gaps and opportunities in product development, marketing, operational efficiency, and supply chain management.	Comprehensive needs assessment report detailing status and gaps, and recommendations for improvement.
b	Develop tailored product development plan and offer and guide hands-on training on the same.	Product Development Plan with established product range.
c	Provide technical guidance on optimizing plant operations to improve efficiency, reduce losses, and enhance product quality.	Plan on improvement of Factory Operational Efficiency with recommendations for improvement.
d	Conduct capacity-building for dairy processors on the best practices in dairy business management and marketing.	Business Growth and Marketing Plans.
e	Support five (5) processors with between 1000 and 10,000 LPD capacity to develop sound Go-To-Market (GTM) strategies.	High level GTM strategy (for each processor)
f	Develop final assignment report	Final Report

5. Consultancy Supervision:

The Consultant will be reporting to Country Director, Heifer International Tanzania through and under close supervision of the Business Development Advisor and work closely with the selected dairy processors. The Business Development Advisor, Processor and Consultant will align on coordination and regular updates on the assignment.

6. Duration of the Consultancy:

The consultancy is expected to be completed within a period of 90 days from the contract signing date. Specific timelines for each deliverable will be established in consultation with TI3P project management.

7. Payment Terms:

The consultant shall be paid professional fees as compensation for the technical/professional expertise and time invested in the delivery of the expected work products and/or services. The payment shall be made based on the agreed milestones. The total amount and payment schedule shall be discussed and agreed before signing the Agreement and reflected therein.

8. Content of response

All interested Consultancy shall submit the following:

- 8 An Expression of Interest including Technical and Financial proposal with applicable taxes/charges clearly identified., methodology, cost (itemized in TZS), and timeline of detailed activities or tasks to be carried out during the consultancy. Maximum of 15 pages document.
- 8 Describe the qualifications, experience and capabilities of the firm in providing the type of services being requested by this RFP. Resumes or curriculum vitae of "key personnel" shall be submitted as an attachment.
- 8 Provide examples (f his/her past work done related to Dairy Development Services. Minimum three reports.
- 8 List of current Partners and their profiles in regard to this assignment 8.5. obtain relevant copies of registration certificates 8.6. References: A minimum of three (3) persons/ institutions. Maximum of 2 pages each.
- 8 Include a contact name, email address, and telephone number to facilitate communication between HP and the submitting firm.

9. Application Process

Interested applicants must submit an Expression of Interest (EOI) of no more than 15 pages, along with all required supporting documents, by midnight on 23rd March, 2025. Submissions should be sent to Heifer Project International - Dairy Business Consultant for Milk Processors via:

- **Mail: P.O. Box 706, Dodoma, Tanzania**
- **Email: PROCUREMENT-TZ@HEIFER.ORG Subject: Dairy Business Consultant for Milk Processors**

10. Validity of Proposals

Proposals submitted shall remain open for acceptance for fifteen (15) days from the last date specified for receipt of the proposal. This includes. but is not limited to. pricing, terms and conditions, and service levels. If your organization is selected, all information in this document and the

negotiation process are contractually binding.

11. Selection criteria

The consultant that gets the highest points as per the herein below criteria will be awarded the contract. The criteria will be based on technical capacity of the consultants (80%) and financial viability (20%). Please see table below.

12. Selection Criteria Table

No	Criteria	Score(%)
1	Accuracy and relevance of the proposed technical approach and methodology	25
2	Completeness of proposal according to the TOR (general information, activity plan, budget, team expertise, etc.)	25
3	Proposed team: expertise and competencies to address project components	15
4	Relevance and capability/skill to implement/manage the assignment	15
5	Budget justification and costs realism	20

13. Limitations

This call does not represent a commitment to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or to contract for services or supplies. Heifer Project International reserves the right to fund any or none of the of applications submitted and reserves the right to accept or reject in its entirety and absolute discretion any proposal received.