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# REQUEST FOR CONSULTANCY SERVICES

CONSULTANCY ON CONDUCTING OPPORTUNITIES SCOPING AND MARKET RESEARCH ON CASSAVA PRODUCTS & DERIVATIVES.

LIBERIA COMPETITIVENESS PROGRAMME  
CERATH DEVELOPMENT ORGANIZATION | TUBMAN BOULEVARD

October, 2021



Implemented by



## **BACKGROUND OF CERATH DEVELOPMENT ORGANIZATION**

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CERATH Development Organization (CDO) is a development organization focused on catalyzing development in Africa. CDO has five (5) main intervention areas. These include Agriculture, Fisheries, Renewable Energy, Water, Sanitation & Hygiene (WASH), and Inclusive Finance. CDO is operational in Ghana, Liberia, and Sierra Leone. In Liberia, CDO is currently operating in the South-East namely; Sinoe, Maryland, River Gee, Grand Kru and Grand Gedeh counties.

## **THE CASSAVA TRANSFORMATION PROJECT**

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The Cassava Transformation Project is the Liberia national component of the European Union (EU)funded West Africa Competitiveness Programme (WACOMP). WACOMP aims to support selected value chains at national and regional level to promote structural transformation and better access to regional and international markets, while taking into account social and environmental concerns. The principal objectives of the programme are to strengthen the competitiveness of West African countries and enhance their integration into the regional and international trading system. The WACOMP consists of one regional component and sixteen national components in West Africa. CDO is leading a consortium of local and international organizations comprising of Center for Enterprise Learning, Conservation Alliance, and Rural Integrated Center for Community Empowerment-Liberia to implement the project.

### **OBJECTIVES OF PROJECT**

The goal of the project is to enhance the competitiveness and regional integration of Liberia's cassava sector through a value chain approach focused on sustainable production value addition, entrepreneurship, sustainable markets and enabling policies. This is borne out of the global and specific objectives of the call, which seeks to enhance West Africa competitiveness, and integration through trade at the regional and international level. This project focuses on the second most popular crop in Liberia as the entry point to achieve this goal.

The objectives of the project are to:

- Strengthened efficiency of actors engaged in the cassava value chain to improve access to inputs, and markets.
- Enhanced production, processing, and commercialization of the cassava value chain.
- Cassava value chain enhanced to be financially sustainable, and commercially viable.
- Policies, programs, and incentives to stimulate the commercialization of the cassava sector advocated for and implemented.

The project is being implemented in the South-East of Liberia specifically in Grand Gedeh, River Gee, Maryland, Grand Kru and Sinoe counties.

### **SCOPE OF WORK & DELIVERABLES**

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In order to determine the market available at the national, regional, and international levels, the project team proposes to conduct an opportunity scoping and market research on cassava products and derivatives within Liberia, and international markets.

With the national, regional, and international markets defined; the project team, stakeholders, and value chain actors can utilize the market information to stimulate the value chain in a backward approach. Furthermore, the market survey will provide information on the current cassava products and derivatives

of global demand, and the challenges faced in these supply chains. The assignment is to be conducted at two levels/landscapes as described below:

### **Landscape 1: Liberia Only**

#### **Quantify the demand/consumption of the various cassava products and derivatives market in Liberia**

1. Identify cassava products, derivatives and their respective substitutes consumed in Liberia for domestic and industrial purposes (including the growing wood industry).
2. Identify all the major market actors including World Food Programme, Mary's Meals, companies, concessions, and markets in Monrovia, and other major rural areas.
3. Examine the value and volume of trade/consumption of cassava products and derivatives by these market actors.
4. Determine the value and volume of the deficit between their demand and supply for cassava products and derivatives.
5. Document the quality specifications of the various cassava products and derivatives by these market actors?
6. Ascertain the main underlying determinants influencing the demand for the cassava products and derivatives, and the challenges faced by these market actors in the supply chain.

**Landscape 2: Regional Markets (cross border trade- Guinea, Cote D'Ivoire, and Sierra Leone)** Quantify the demand/consumption of the various cassava products and derivatives market between Liberia and its immediate neighbours. This is based on the knowledge and assumption that processed cassava products are exported from these countries into Liberia.

1. Identify all the major market actors (including informal traders) in the target landscape that export cassava products and derivatives to Liberia.
2. Examine the value and volume of trade of cassava products and derivatives by these market actors.
3. Determine the value and volume of the deficit between their (market actors in the target counties) demand requests, and supply capacities for cassava products and derivatives.
4. Document the quality specifications of the various cassava products and derivatives required from the market actors in the target countries?
5. Ascertain the main underlying determinants (including incentives such as tax breaks) influencing the ability of actors in the target countries to produce cassava products and derivatives for markets in Liberia.

### **Landscape 3: Sahel, East and Southern Africa, Europe, North America, and Asia**

This section is focused on all other regions in the world (except Liberia) that requires cassava products and derivatives. The mission is to explore opportunities for which cassava related agribusinesses in Liberia can exploit.

6. Identify all the major market actors in the target landscape that import/trade in cassava products and derivatives.
7. Examine the value and volume of trade/consumption of cassava products and derivatives by these market actors.
8. Determine the value and volume of the deficit between their demand and supply for cassava products and derivatives.
9. Document the quality specifications of the various cassava products and derivatives by these market actors?

10. Ascertain the main underlying determinants (including incentives such as tax breaks) influencing the demand for the cassava products and derivatives, and the challenges faced by these market actors in the supply chain.

## **APPLICATION PROCESS**

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Interested consultant(s) or consulting agencies with expertise and experiences to undertake this assignment are requested to submit the following documents

- A proposal indicating their expertise, experience in conducting similar assignments, and methodology (this should not exceed 15 pages including cover page, table of content, and any annexes)
- A budget for this assignment
- CVs of consultant(s)/experts - not exceeding 5 pages per CV. International consultants (i.e., consultants not based in Liberia) will be required to work with consultants based in Liberia.

All applications documents are to be sent in portable document format (PDF) by 15<sup>th</sup> December 2021 to [procurement@cerathdev.org](mailto:procurement@cerathdev.org). The subject line for the submission should be “Name of organization/Opportunities Scoping Consultancy-Cassava Transformation Project”. Only shortlisted applicants will be contacted.