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WORLD BANK/IFAD PROGRAM IMPLEMENTATION UNIT
MINISTRY OF AGRICULTURE, REPUBLIC OF LIBERIA
Rural Economic Transformation Project (RETRAP)
1st Floor LIBSUCO Building Japan Freeway (Formerly Somalia Drive),
Gardnersville – Monrovia, Liberia

LOAN #: P175263; IDA: 69000

REQUEST FOR EXPRESSION OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

Assignment Title: Consultancy Services for the Development of Market Linkage Systems and Value Chain Integration for Smallholder Farmers

REOI Reference No: LR-PMU-MOA-551314-CS-QCBS

1. Background and Rationale

Agriculture remains the backbone of Liberia’s rural economy, employing more than 70% of the population. Yet systemic barriers, fragmented supply chains, weak bargaining power, and inadequate infrastructure continue to marginalize smallholder farmers.

The World Bank–approved Concept Note for RETRAP’s backward integration initiative positions this Technical Assistance (TA) as a transformative instrument to embed structured SME–farmer linkages, strengthen aggregation units, and build the organizational capacity of farmer-based organizations (FBOs).

This TOR operationalizes that vision, ensuring inclusive growth, resilience, and sustainability across the cassava, poultry, and piggery value chains while aligning with Liberia’s National Agricultural Development Priorities and donor frameworks.

2. Objectives

Primary Objective

To strengthen SME–farmer commercial connections and aggregation units, thereby reducing transaction costs, expanding market opportunities, and enhancing resilience across the cassava, poultry, and piggery value chains.

Specific Objectives

- Formalize structured agreements linking 57 SMEs and 10 cooperatives to 1,550 farmers.
- Strengthen five aggregation units with training, SOPs, and logistical support.
- Build organizational and business management capacity of 120 FBOs.
- Institutionalize transparent pricing, monitoring systems, and sustainability frameworks.

3. Scope of Work

The Consultant will:

- Facilitate SME–farmer agreements and monitor production targets.
- Conduct aggregation unit needs assessments, deliver training, and provide logistical support.
- Develop governance and business management modules for FBOs, deliver workshops, and establish coaching systems.
- Support national coordinating committees in cassava, poultry, and rubber.
- Align TA outputs with World Bank priorities and Liberia’s agribusiness transformation agenda.

The shortlisting criteria are:

- (a) Core Business and Number of Years in Business;
- (b) Technical and Managerial Organization of the Firm;
- (c) Description of Similar Assignments (minimum 10 years’ experience in value chain development and SME-farmer linkages);
- (d) Experience in Similar Conditions; and
- (e) Availability of Appropriate Skills among Staff.

Note: Key Experts will not be evaluated at the shortlisting stage.

The detailed Terms of Reference (TOR) for the assignment can be found at the following websites:

- a) www.emansion.gov.lr
- b) [https://vacancies & Career Opportunities | Ministry of Agriculture \(www. moa.gov.lr\)](https://vacancies&CareerOpportunities|MinistryofAgriculture(www.moa.gov.lr)) or it is directly requested via email from dkulah@moa.gov.lr

The attention of interested firms is drawn to Section III, paragraphs 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers,” Seventh Edition, September 2025, setting forth the World Bank’s policy on conflict of interest. In addition, please refer to paragraph 3.17 of the Procurement Regulations on unfair competitive advantage related to this assignment. The Regulations are available on the Bank’s website at www.worldbank.org/procurement. A Consultant will be selected in accordance with the Quality and Cost-based Selection (QCBS) method set out in the Procurement Regulations.

Expressions of interest must be submitted electronically in a format that cannot be altered (PDF format is preferred) to the email address below by **26th May 2026 @ 5:00 pm local time.**

Note: All expressions of interest MUST be submitted to the email address below:

Galah Toto

National Project Coordinator

Project Implementation Unit (PIU), Ministry of Agriculture

Rural Economic Transformation Project (RETRAP)

2nd Floor LIBSUCO Building, Japanese Freeway (Formerly Somalia Drive), Gardnersville – Monrovia, Liberia

Tel +231-777576980

Email: retrapbids@moa.gov.lr with a copy to Email: gtoto@moa.gov.lr



RURAL ECONOMIC TRANSFORMATION PROJECT (RETRAP)
PROGRAM MANAGEMENT UNIT
LIBSUCO COMPOUND- LPRC ROAD, SOMALIA DRIVE



Terms of Reference (TOR) for Technical Assistance: Backward Integration

For

Strengthening SME–Farmer Commercial Linkages Across Cassava, Poultry, and Piggery Value Chains

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4. Deliverables

Time Schedule of Deliverables

Deliverable	Timeline	Percentage payment
Inception Report (including baseline survey and draft ESMP)	Month 1	15%
Training Packages & SOPs for Aggregation Units	Month 2	20%
Quarterly Progress Reports	(Months 3 and 5).	20%
Mid-Term Evaluation	(Month 5)	20%

Best Practices Handbook	Month 6	10%
Final Completion Report (including sustainability roadmap and updated ESMP)	(Month 7)	15%

5. Duration

7 months (2026), phased implementation aligned with RETRAP's operational work plan.

6. Consultant Qualification and relevant experience

- Advanced degree in Agribusiness, Agricultural Economics, or related field.
- Minimum 10 years' experience in value chain development and SME–farmer linkages.
- Proven track record in donor-funded agricultural projects (World Bank preferred).
- Strong skills in training, institutional capacity building, and monitoring & evaluation.
- Excellent communication and stakeholder engagement skills.

Key Staff and Qualification requirements

a) **Project Manager (Team Leader)**

Qualification: A minimum of a post-graduate degree (Master's Degree) in Economics, Project Management, Business, Finance, Agricultural Economics, or related field from a recognized institution.

Experience:

- Have a minimum of 10 years post-qualification experience in project management, with at least 5 years of those related to agriculture, rural development, and medium-sized enterprises development.
- Have experience in business development and facilitating the transfer of knowledge to increase productivity and value addition
- Good understanding of rural economics, market demand opportunities, and entrepreneurship
- Experience working with domestic and foreign private sector actors and investors along agriculture value chains;
- Knowledge of preparation of business plans that attract grant funding;
- Excellent computer skills, knowledge of Microsoft Office Suite, especially Word, Excel, and PowerPoint
- Fluency in spoken English and the ability to prepare high-quality reports and presentations in English are required.
- Strong organization skills and ability to work in a team-oriented, dynamic, and diverse environment.
- Proven track record in working effectively within multi-disciplinary teams, recognizes the value of sharing ideas, knowledge, and information with others, and takes personal responsibility for doing so;

- Excellent interpersonal skills, sound judgment, communication skills, training experience, ability to identify and resolve policy and operational constraints;
- Ability to handle multiple tasks simultaneously, set priorities, and work independently, or under minimum supervision;
- A commitment to supporting counterpart staff to achieve the outcomes and objectives of the Project.

b) Agricultural Economist/Agribusiness Specialist:

Qualification: A minimum of a post-graduate degree (Master's Degree) in Agribusiness, Agriculture Economics, Agriculture Development, Business Administration, Marketing, or related field from a recognized institution.

Experience:

- The person should have at least 5 years of practical experience in the agribusiness sector, particularly in value chain development and facilitating market linkages.
- Experience in agricultural administration, project economic and financial analysis, market and risk assessment, and evaluation of programs or related activities.
- He/She should have a good knowledge of policy developments in the global Agriculture and Agribusiness industry, as well as research efforts in ECOWAS's Agriculture and Agribusiness sectors.
- Understanding of the needs and challenges of agribusiness companies, agribusiness SMEs, and smallholder farmers and other agribusiness value-chain actors in Liberia or similar contexts, including experience establishing out-grower schemes that incorporate smallholder farmers;
- Experience in developing or advising agribusiness projects in sub-Saharan Africa or similar (including experience with small-holder out-grower schemes);
- Excellent skills in MS Excel and MS Word.
- Excellent skills in project management demonstrated in previous jobs.
- Proven track record in working effectively within multidisciplinary teams.

c) Investment/Finance Analyst

Qualification: A degree in accounting/finance, economics, or equivalent and a professional qualification in accountancy from an internationally acceptable accountancy body, i.e., ACCA, ICASL, ICA GH, and CPA.

Experience:

- At least 8 years' experience in investment analysis
- Track record of sub-Saharan African as well as experience with impact investments
- Experience in analyzing investments in the agricultural sector will be an added advantage
- Excellent skill in MS Excel and MS Word.
- Excellent skills in project management demonstrated in previous jobs.
- Proven track record in working effectively within multidisciplinary teams.

d) Gender and Social Inclusion Specialist

Qualification: Master's degree in Gender Studies, Sociology, Rural Development, or related field.

Experience:

- Minimum 5 years integrating gender and youth inclusion in agricultural projects.

- Experience designing and monitoring gender-sensitive indicators.
- Knowledge of Liberia’s socio-cultural context related to agriculture.

e) Monitoring, Evaluation, and Learning (MEL) Officer

Qualification: Master’s degree in Statistics, Economics, Development Studies, or related field.

Experience:

- Minimum 5 years designing MEL systems for donor-funded projects.
- Proficiency in digital M&E tools (e.g., KOBO, CommCare).
- Experience in qualitative and quantitative data analysis.

7. Reporting & Supervision

- The Consultant will participate in monthly adaptive review meetings with the PIU to discuss progress, challenges, and necessary adjustments through the Backward Integration Lead
- All reports must include a dedicated section on Environmental and Social Safeguards compliance and gender/disaggregated data.
- Oversight by the National Project Coordinator, the Minister of Agriculture, and the World Bank Task Team Lead.
- Coordination with national committees for cassava, poultry, and rubber.

8. Performance Indicators

- 67 SMEs/cooperatives formally linked to 1,550 farmers.
- 5 aggregation units operational with SOPs and logistical support.
- 120 FBOs trained and adopting governance/business management tools.
- Documented increase in farmer incomes, SME competitiveness, and market efficiency.
- At least 40% participation of women and youth.

9. Annex: Logframe Matrix

Objective	Outputs	Indicators	Means of Verification	Assumptions/Risks
Strengthen SME–farmer linkages	67 SMEs/coops linked to 1,550 farmers	# of agreements signed; % of marketed produce	Quarterly progress reports; MoUs	Farmers adopt improved practices; SMEs honor agreements
Enhance aggregation units	5 units strengthened with training & logistics	# of SOPs finalized; # of trainings delivered	Training reports; SOP manuals	Infrastructure remains functional; logistics delivered timely

Build FBO capacity	120 FBOs trained	# of workshops; # of toolkits distributed	Workshop attendance sheets; toolkits	FBO leaders remain engaged; governance reforms adopted
Institutional coordination	National committees supported	# of meetings facilitated; # of policy inputs	Committee minutes; policy briefs	Committees remain active; government support sustained

10. Additional Information

This TOR provides a structured framework for implementing RETRAP’s backward integration initiative. By embedding SME–farmer linkages, strengthening aggregation units, and building FBO capacity, the TA will foster inclusive, resilient, and sustainable agribusiness growth. It ensures that smallholders gain access to reliable buyers, SMEs expand operations, and Liberia advances toward its national agricultural transformation agenda.