
National or International consultant: International

Description of the assignment (Title of consultancy): Provision of services for the assessment of the potential for local fodder production and market opportunities.

Duty station: Home based assignment

Project Title: Sustainable Land Management in the Qaraoun Catchment project

Period of assignment/services: 40 working days spread over a period of 6.5 months

Is this a LTA (yes/no): No

1. Background / Project Description

The UNDP Sustainable Land Management in the Qaraoun Catchment (SLMQ) Project aims at embedding sustainability considerations in land use planning and development activities in the Qaraoun Catchment. The project is funded by the Global Environment Facility (GEF) and is implemented in partnership with the Ministry of Environment in Lebanon. The project is intended to reshape land and natural resource management to (i) alleviate land degradation, (ii) maintain existing ecosystem services and (iii) improve livelihoods in the Qaraoun Catchment.

The project objectives will be achieved by developing institutional tools upstream at national level which will provide the Ministry of the Environment (MoE) and the Ministry of Agriculture (MoA) as well as related agencies such as the Council for Development and Reconstruction (CDR), the Ministry of Interior and Municipalities, the Bekaa Governorate, and District Administrations and Municipalities in the districts of Zahle, Rachaya, and West Bekaa with the know-how, means and mechanisms for promoting sustainable land use as in the best interest of the land owners, farmers and communities as well as the nation.

The implementation of the proposed project will have an immediate environmental benefit, through the increased management efficiency of arable land and rangelands and the expansion of the area under forests through land use plans, buffer zones, and riparian strips. It will also contribute to the restoration of natural productivity and conservation of the habitats of various plant and animal species and valuable ecosystems and will secure migratory bird pathways. Ultimately, it would directly and positively impact livelihoods of the local communities where herding has been a traditional activity and where fodder constitutes a significant 30% of livestock production costs.

To increase the resilience of herders, these need a high quality, low-cost source of green fodder available throughout the year. In this context, the project is looking into possible solutions to minimize the devastating effects of external shocks such as erosion, climatic conditions, aggravated socio-economic conditions and financial restrictions on imports and impacts on feed prices, etc. namely through the development and promotion of a climate smart local fodder system..

It is in this context that the SLMQ project is seeking the services of an international agricultural economist to assess the current local production landscape and market opportunities for fodder for small ruminants.

This consultancy is divided into the following tasks:

- Task 1 – Analysis of the feed industry and international best practices
- Task 2 - Diagnostic analysis of the current small ruminants' production environment in Lebanon
- Task 3 – Alternatives to Business as Usual and recommendations
- Task 4 – Development of a funding strategy

2. Scope of work, responsibilities and description of the proposed analytical work

The tasks mentioned below shall be performed in close cooperation with the UNDP/SLMQ team. It is understood that the Consultant shall perform all the services/work as necessary to fulfill the objectives of the Consultancy Contract.

The agricultural economist is expected to undertake the analysis of current feed industry and draw conclusions on the potential for local manufacturing, investment needs and most adapted practices for the case of Lebanon while identifying legal/regulatory, technical, and financial bottlenecks.

The Consultant is expected to complete the following tasks:

Task 1 – Analysis of the feed industry and international best practices

The Consultant is expected to present a detailed overview of the feed industry, its key players, feed types, technologies, market trends, etc. focusing specifically on sheep and lamb feeds, i.e. small ruminants. This section should include benchmarking indicators for countries with similar ecosystems and similar breeds to allow for comparative analysis. These countries would need to be agreed upon with the project team based on an initial analysis of comparative characteristics by the Consultant.

The overview should account for at least the following sections:

- Players and strategy
- Feed production in the countries agreed upon (types, latest trends, technologies and best practices improving animal feeding practices, inputs and seeds origins, etc.)
- The overall market for feed in the countries agreed upon
- Cost of production vis a vis pricing and their respective pricing strategies

The Consultant is expected to undertake this task based on published resources and interviews with experts. All reference material to be provided to the project with the deliverable.

Task 2 – Analysis of the current small ruminants’ production environment in Lebanon

The Consultant is expected to undertake a comprehensive analysis of environment forces, market trends, entry barriers, competition, risks, opportunities and the country’s resources and constraints and enablers (technical, institutional and legal) for the production of fodder in Lebanon.

Also, the Consultant is expected to undertake a market sizing to analyze the potential demand along with a projection of the estimated market share for locally produced feed in comparison with imported feed in terms of volume of sales and value. The analysis shall cover different market segments, seasonality factors, feeding patterns and supplementation ratios and shall be done over a specific and relevant timeframe to be agreed upon with the project team.

The Consultant is expected to build the required data through primary research/literature/previous experiences and secondary research to strengthen his/her understanding of the market and establish informed assumptions. The Consultant will be supported by the project team to facilitate data gathering. However, the Consultant shall guide the team in identifying the needed resources and stakeholders and shall also conduct the necessary virtual meetings in order to successfully finalize this task and deliver (i) a diagnostic report of the production environment in Lebanon and (ii) and market sizing for Lebanon and financial feasibility scenarios.

Task 3 – Alternatives to Business as Usual and recommendations

Based on the above tasks, the Consultant is expected to highlight provide most adequate scenario(s) for the production of local fodder to supplement animal feeding in Lebanon. Accordingly, indicative financial needs and requirements for each of the proposed scenario(s) (alternatives to imports, locally adopted production techniques, crop type, product type, etc.) shall account for both indicative CAPEX and OPEX costs for evaluating the magnitude of financial investments involved. Also, the Consultant shall explore potential/plausible feasibility for local production of feed against imported products in particular, based on realistic economic and financial assumptions governing the use of feed in the livestock industry from one end and the trade environment in Lebanon from another. The methodology shall be validated with the project to ensure that the sensitivity analysis takes into account actual economic and financial variables.

Based on the above, the Consultant is to recommend legal/regulatory measures to be adopted or lifted in order to allow the roll-out of the most viable scenario(s) taking into consideration the applicability of the scenario (s).

The Consultant shall stand ready to support the team in the validation of the proposed scenarios with selected stakeholders such as the MoA, LARI, Chambers of Commerce, Industry and Agriculture, experts in the field, potential investors, etc.

Task 4 – Development of a funding strategy

The Consultant is expected to develop a funding strategy engaging both international and domestic players. While public resources can be leveraged domestically, the Consultant is also expected to identify private sector funding that can be tapped into for local production of fodder including investment funds, development aid, private investors, actors in the field, etc.

While the strategy needs to be in line with existing Lebanese rules and regulations, the Consultant shall propose realistic and reasonable recommendations to harness the required support at the legal and institutional level to put on track the deployment of such strategy.

3. Expected Outputs and deliverables

| Deliverables/ Outputs | Estimated Duration to Complete | Target Due Dates | Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i> |
|---|---|---------------------------------------|--|
| Deliverable 1: Inception report incl. overview on feed industry | 5 working days | 1 month from contract signature | Project Manager |
| Deliverable 2: Diagnostic report and market sizing for Lebanon | 15 working days | 4 months from contract signature | Project Manager |
| Deliverable 3: Proposed scenario(s), feasibility and policy recommendations | 15 working days | 6 months from contract signature | Project Manager |
| Deliverable 4: Funding strategy | 5 working days | 6.5 months from contract signature | Project Manager |

4. Institutional arrangements

The consultant will work under the direct supervision of the SLMQ Project Manager.

5. Duration of work

The overall duration of the contract covered by this ToR is 40 working days spread over a period of 6.5 months from the date of contract signature.

6. Duty station

The assignment is home based and requires deskwork supplemented by information by the Project Team as guided by the expert, research, virtual meetings, as well as coordination between the different concerned stakeholders (private sector, local authorities, farmers, experts, etc.).

7. Requirements for experience and qualifications

I. Academic Qualifications:

Advanced university degree (Masters or higher) in agricultural economics, environmental economics, or a combination of related fields.

II. Years of experience:

At least 10 years of work experience, preferably in agricultural production economics, environmental economics, rural development, animal production, or similar projects and research experience.

III. Technical experience:

- Relevant work experience, specifically with agricultural economics;
- Experience in conducting market assessments in related fields;
- Knowledge of the animal production systems and the feed industry;
- Experience in collaborating with UN and other international agencies is an asset.
- Experience in the Mashreq region is an asset.

IV. Competencies:

- Proficiency in English. French is an asset.
- Demonstrable analytical skills and report writing skills;
- Strong analytical, writing and communication skills.
- Strong motivation and ability to work and deliver under short deadlines

8. Scope of Price Proposal and Schedule of Payments

The Consultant is expected to submit a financial proposal based on a Lump Sum amount including fees and foreseeable expenses.

- Lump sum amount must be “all-inclusive”¹;
- The contract price is fixed regardless of changes in the cost components.

Payments are based upon output, i.e. upon delivery of the services specified as follows:

| Deliverables / outputs | Target Due Dates | Payment terms ² |
|---|------------------------------------|----------------------------|
| Deliverable 1: Inception report incl. overview on feed industry | 1 month from contract signature | 15% |
| Deliverable 2: Diagnostic report and market sizing for Lebanon | 4 months from contract signature | 35% |
| Deliverable 3: Proposed scenario(s), feasibility and policy recommendations | 6 months from contract signature | 35% |
| Deliverable 4: Funding strategy | 6.5 months from contract signature | 15% |

¹ The term “all inclusive” implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal.

² Payments will be processed once UNDP approves the deliverables