**Request for Applications (RFA)**

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| **Title of RFA** | **Stimulating feed and fodder markets investments in the target counties of Isiolo, Samburu, and Marsabit.** |
| **RFA reference #** | MCK-RANGE -RFA-Fodder -001 |
| **Issuance Date** | 8.05.2025 |
| **Closing Date** | Applications will be accepted on a rolling basis. |

**Background of the Program.**

The Resilient Approaches in Natural RanGeland Ecosystems (RANGE) program is a five-year initiative funded by the Dutch Ministry of Foreign Affairs and implemented by a consortium led by Mercy Corps, the Frontier Counties Development Council (FCDC), and the University of Twente (ITC)​. RANGE operates in the three counties of Isiolo, Samburu, and Marsabit, which are dominated by pastoral and agropastoral livelihoods. The program seeks to strengthen the resilience of the ASAL communities that contributes to sustainable economic and social development in a well-managed landscape, by enhancing livestock productivity, and driving inclusive local economies. Livestock is the most important asset for ASAL communities; however, periodic challenges, including climate shocks, land degradation, weak market systems, and poor access to quality feed and fodder, continue to limit livestock productivity and resilience of pastoralists in the ASAL counties of Isiolo, Samburu and Marsabit.

Through a Market Systems Development (MSD) approach, RANGE aims to catalyse sustainable, large-scale improvements across the feed and fodder value chain, focusing on women, youth, and marginalised groups​.

To this end, the Mercy Corps-RANGE programme is issuing this Request for Applications (RFA) to partner with businesses, cooperatives, and market actors to strengthen the feed and fodder market system across Samburu, Isiolo, and Marsabit counties.

**2. Objective of the Call for Applications**

This call aims to stimulate feed and fodder business to thrive into economically viable alternative livelihoods among pastoral and Agro-pastoral communities in Isiolo, Marsabit and Samburu. The call seeks to catalyse private sector enterprises to invest in providing affordable inputs, quality feed, and fodder. It seeks to address market inefficiencies and establishing sustainable last-mile supply and embedded service/support delivery models that are economically viable. The anticipated investments are expected to:

* Improve the availability of quality animal feed year-round for anticipated community engagement in quality animal supply chains.
* Strengthen supply chains and market networks for fodder.
* Build inclusive business partnerships across the fodder market system.
* Increase livestock productivity and pastoral incomes.
* Reduce vulnerability to climate-driven pasture shortages.

**3. Program Target Areas**

RANGE programme is seeking applications from small, medium, and large-scale commercial feed and fodder buyers (involved in promoting fodder production) and retailers’ businesses, including input suppliers, willing to operate in the following RANGE programme wards in the three counties of Isiolo, Samburu and Marsabit.

**Isiolo County:**

* Burat ward
* Ngaremara ward
* Chari ward
* Kinna ward

**Samburu County.**

* Waso ward
* Wamba West ward
* Lodokejek ward
* Baawa ward

**Marsabit County**

* Laisamis ward
* Sagante/Jaldesa ward
* Maikona ward
* Gobo ward

Priority will be given to actors ready to expand into underserved locations in the target wards in the three counties, including pastoral corridors, water-scarce areas, and degraded rangelands.

**4. Eligibility Criteria for Application**

Eligible applicants must:

* Be legally registered and operating in Kenya.
* Be actively engaged in feed and fodder production, processing, trading, retailing, or distribution.
* Have been operational for at least 2 years before the application.
* Have the capacity and willingness to co-invest (cash or in-kind) alongside the RANGE Programme.
* Demonstrate interest and capacity to work with smallholder pastoralists, agropastoralist, women and youth.
* Commit to data sharing, monitoring, and reporting for learning and scaling.

**Eligible actors include:**

* Fodder producer cooperatives/enterprises/registered business.
* Small and medium commercial fodder farms.
* Feed processors and agri-processing companies.
* Animal feed retailers and agrovet dealers.
* Private conservancy- Ranching farms.

**5. Potential Interventions that Could Be Supported.**

Proposed activities should build sustainable, market-driven business models. Examples include but are not limited to:

* Expanding and or incentivizing replication of tried commercial fodder production models to large scale coverage (e.g., drought-tolerant varieties)
* Establishing or scaling fodder aggregation centres or local input hubs.
* Strengthening supply chain linkages from producers to processors, retailers, and pastoralists.
* Introducing and incentivising feed conservation technologies uptake (e.g., silage making, hay baling, fortified feed blocks).
* Providing embedded services (e.g., training, input supply, credit linkages) for smallholder producers.
* Building last-mile inputs, fodder and feeds distribution networks (especially targeting women-led VSLAS and youth groups).
* Developing innovative business models that integrate livestock nutrition advisory services.
* Supporting fodder-focused PPP (Public-Private Partnerships) for land leasing, water access, or seed multiplication.
* Strengthening climate-smart practices across the feed and fodder chain

*Innovative models that enhance inclusion, gender equity, and resilience are highly encouraged.*

**6. Areas Not Eligible for Funding**

* Routine operational expenses (e.g., regular salaries, office utilities)
* Purchase of private land.
* Direct cash grants to pastoralists.
* Activities with no clear market development impact.
* Relief-based free distribution of feed or inputs.

**7. Maximum Amount of Award and Cost Share Requirements**

Consideration will be given to potential partners that demonstrate ability and willingness to co-invest in their proposed business model. The higher the amount the successful candidate is willing to invest the higher the chance of support from RANGE programme.

**Note**: Successful applicants will be required to demonstrate proof of their contribution during contracting.

**8. Application Collection and Review Process**

(If they are not available, please provide the equivalent information.)

* + Company Profile (if available)
  + Copy of business registration documents
  + Copy of tax registration
  + Copy of financial reports for the last two years, including any audit report (if available)
  + Please include details of the budget, as shown in Annexe 1
  + Optional: Testimonials from partners like fodder aggregators/fodder/feed producers (if there is previous linkage)
  + A concept note outlining the business idea (max six pages)

Applications should be sent to [tenders.mck@mercycorps.org](mailto:tenders.mck@mercycorps.org) or delivered physically to the RANGE programme offices in Samburu, Isiolo, or Marsabit counties.

Application Deadline: on or before **27th May 2025 by 5:00 PM.**

**Evaluation steps:**

* Initial screening for eligibility
* Technical evaluation and scoring
* Site visit verification (for shortlisted applicants)
* Business plan development and final award selection

**9. Sustainability and Long-Term Impact**

Applicants must demonstrate how the proposed investments will:

* Strengthen market linkages sustainably beyond Mercy Corps’ support.
* Integrate with county government livestock and rangeland policies.
* Empower women, youth, and marginalised pastoralists in feed/fodder value chains.
* Contribute to climate resilience through improved livestock nutrition.

**Annexes: Application Evaluation Criteria**

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| Criteria | Weight |
| Alignment with the RANGE feed and fodder system goals. | 25% |
| Feasibility and sustainability of the proposed model. | 25% |
| Inclusivity (women, youth, marginalised groups). | 20% |
| Business viability and co-investment commitment. | 20% |
| Innovation, climate-smart approach. | 10% |

**Annexe 1: AWARD APPLICATION FORM**

Please enter the relevant information for the Call for Applications for which you are applying.

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| --- | --- |
| Call for Applications Title | **Stimulating feed and fodder markets investments in the target wards of Isiolo, Samburu, and Marsabit.** |

Please ensure you complete all sections and attach all required documentation. The Application Form should be **no more than ten (10) pages in length** (not including additional supporting documentation and budget).

**10.Applicant's contact details.**

|  |  |  |
| --- | --- | --- |
| 10.1 | Name of the point of contact for the applicant |  |
| 10.2 | Position of the point of contact within the business/institution |  |
| 10.3 | Address |  |
| 10.4 | Phone number |  |
| 10.5 | Email address (optional) |  |

* 1. **Business/institution information**

|  |  |  |
| --- | --- | --- |
| 11.1 | Name of the business/institution |  |
| 11.2 | Year of establishment |  |
| 11.3 | Description of current business/institution structure and main business activities |  |
| 11.4 | Number of full-time staff / part-time staff |  |
| 11.5 | Mission / Objective of business/institution |  |

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| --- | --- | --- |
| 11.6 | Has your organisation received any financial/technical assistance from international organisations or NGOS (if yes, please describe the content of the Assistance) |  |

**12. Proposed Business**

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| **12.1 Brief description of proposed business case/activities, why it is viable in the current market context, and who the main partners are in the proposed business.** |

**12.2. Explain why the proposed business case/activities require support from RANGE programme.**

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| **12.3. Proposed location of activities and target groups (outreach/geographic coverage)** |
| **12.4. Expected impact of the business case/activities on the small/medium feed and fodder enterprises and fodder producers, and others as listed in the Call for Applications (please include economic or social benefits, number of individuals/households benefiting)** |

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| **12.5. Proposed list of activities needed to realise the proposed business case/activities** |
| **12.6. Describe how the business case/activity will be sustainable** |

**12.7. Describe how your track record and experience will enable you to implement the business case / activities successfully**

**13. Budget Summary**

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| --- | --- | --- |
| 13.1 | Estimated cost of the entire business/activities (KSH) |  |
| 13.2 | Total request for financing from Mercy RANGE programme (KSH and  %) |  |
| 13.3 | Total financing covered by the applicant (KSH and %) |  |
| 13.4 | Describe other sources of financing (e.g. bank loan, family loan, own capital) |  |

## **I HEREBY CERTIFY THAT THE INFORMATION PRESENTED IN THE CONCEPT NOTE IS ACCURATE AND COMPLETE.**

Date

Name

Title

Signature

**ANNEX 2 – Budget Template**

Please include a budget detailing the costs of the proposed innovation/activities, in the format below.

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| --- | --- | --- | --- | --- | --- | --- |
|  | **Item and Description** | **Quantity** | **Unit cost** | **Total Cost** | **Mercy Corps Share (%)** | **Applicant Share (%)** |
| **1** |  |  |  |  |  |  |
| **2** |  |  |  |  |  |  |
| **3** |  |  |  |  |  |  |
| **4** |  |  |  |  |  |  |
| **5** |  |  |  |  |  |  |
| **6** |  |  |  |  |  |  |
| **7** |  |  |  |  |  |  |