

TERMS OF REFERENCE FOR CONSULTANCY

ASSESSMENT OF INFORMATION AND TRAINING NEEDS FOR FARMER COMMUNICATION PROGRAMME USERS

Biovision Africa Trust (BvAT) seeks to recruit competent and highly motivated consultant(s) for the assessment of information and training needs for the Farmer Communication Programme users.

1. About Biovision Africa Trust

BvAT, a not-for-profit organization established in Kenya in 2009 is situated in the main campus of the International Centre of Insect Physiology and Ecology (icipe) in Kasarani, Nairobi. The Trust's goal is to alleviate poverty and improve the livelihoods of smallholder farmers in Kenya and other African countries, through dissemination of information and knowledge and building capacity of farmers for uptake of appropriate technology, to improve human, animal, plant, and environmental health. BvAT runs a Farmer Communication Programme (FCP) in East Africa (Kenya and Tanzania), the African Union Ecological Organic Agriculture (EOA) initiative in nine countries and in collaboration with PELUM Uganda coordinates the Knowledge Hub for Eastern Africa (KHEA) in five countries under the global Knowledge Centre for Organic Agriculture in Africa (KCOA) covering the five regions of Africa - West, East, North, Central and Southern Africa.

FCP serves as a premier platform for knowledge exchange and capacity building, utilizing the Integrated Communication and Capacity Development (ICCD) approach. As a pioneering regional initiative, FCP employs a unique multi-channel strategy to reach farmers and stakeholders via several dedicated platforms: The Organic Farmer Magazine and Radio, Farmer Communication Outreach, Mkulima Mbunifu Magazine (Tanzania), Biovision-Infonet, and the Digitalization Project.

The FCP is entering a new phase that shifts from a primary focus on information dissemination to farmers to a systemic approach. This phase aims to address systemic barriers such as limited access to organic inputs and market recognition by strengthening collaboration among farmers, researchers, policy makers, and market actors.

To ensure this transition is effective, BvAT seeks to recruit a competent and highly motivated consultant to conduct a detailed assessment of information and training needs through a food systems lens, accounting for the interconnectedness of all actors and processes.

2. Purpose of the Consultancy

The purpose of this assignment is to conduct a comprehensive study to identify the specific information and training needs of diverse food system audiences. The findings will guide the selection of communication pathways and the alignment of FCP channels, including The Organic Farmer (TOF) magazine, TOF Radio, Mkulima Mbunifu, Farmers Communication Outreach, Infonet-Biovision, and Social and Behaviour Change Communication (SBCC) strategies, to

ensure maximum impact and behaviour change.

3. Objectives

The specific objectives of the consultancy are to:

- Identify the technical knowledge gaps and information needs related to agroecology for different target groups (farmers, consumers, extension agents, etc.).
- Determine the most effective communication channels and pathways for reaching specific audiences for accelerated adoption in Kenya and Tanzania.
- Assess the barriers to adopting agroecological practices, including market access and input availability.
- Provide recommendations for content tailoring and channel alignment to support a systemic transition to agroecology.

4. Target Groups for the Study

The consultant will engage with a broad range of stakeholders, including:

- Smallholder farmers: Identifying needs and opportunities for on-farm agroecological transition leading to increased production and food security.
- Consumers: Assessing awareness and demand for safe, sustainably produced food.
- Extension agents (Government & NGO): Evaluating their capacity to move from industrial models to agroecological practices.
- The Organic Farmer Ambassadors (TOFAs): Identifying training needs for peer-to-peer leadership.
- Private Sector & Service Providers: Including organic input manufacturers and microfinance institutions.
- Researchers & policy makers: Determining how to better bridge the gap between scientific research and practical application.

5. Scope of Work

The consulting firm will be expected to:

- Carry out desk review study to analyze existing BvAT documents, national agroecology strategies, and regional studies on agricultural extension.
- Design a participatory research framework, including surveys, Focus Group Discussions (FGDs), and Key Informant Interviews (KIIs).
- Conduct the assessment in representative regions across Kenya and Tanzania.
- Segment findings by audience type, geographic location, and gender/age (where relevant).
- Organize a workshop with BvAT and key partners to present and validate the preliminary findings.

6. Expected Outputs

- Detailing the methodology, work plan, and data collection tools.
- A detailed document outlining findings, audience profiles, and information needs.
- A strategic guide mapping specific content types to the most effective and efficient FCP channels for each audience, detailing the cost and reach/effectiveness per channel

- A concise version for donor submission and high-level stakeholders.

7. Expertise Required

The ideal consulting firm should possess:

- Advanced degrees in Agricultural Education, Communication for Development (C4D), Social Sciences, or related fields.
- Proven experience in conducting Information & Training Needs Assessments within the agricultural sector in East Africa.
- Strong understanding of Agroecology and systemic food systems.
- Expertise in Social and Behaviour Change Communication (SBCC) and digital advisory services.
- Excellent analytical and report-writing skills in English (Swahili proficiency is an added advantage for field work).

8. How to Apply

Electronic copies shall be sent to procurement@biovisionafrica.org with the subject heading: **Assessment of Information and Training Needs for Farmer Communication Programme Users**, not later than 20 May 2026.

Biovision Africa Trust is an equal opportunity employer.