

TERMS OF REFERENCE

CONSULTANCY TO PREPARE A PROJECT PROPOSAL FOR THE HOLLAND AGRO-ECONOMIC ZONE AGRICULTURAL PROJECT

1.0 Background and Context

The property at Holland in St. Elizabeth was leased to J. Wray & Nephew Limited for its farming operation of mainly sugar cane until 2038. Notwithstanding this, J. Wray & Nephew Limited has decided to hand over the property to the Government of Jamaica, effective June, 2019.

The Holland property will be transferred under the management of the Agro-Investment Corporation (AIC) which has the mandate to package, promote and facilitate investment opportunities in Agriculture. This will be done in collaboration with other stakeholders and investors, to create a climate hospitable to investment, mobilizing funding and providing partnerships with the private sector through the leveraging of government owned assets.

The Holland property will be developed into an Agro-Economic Zone; which is the central point for agri-business development in the parish. This Agro-Economic Zone will promote economies of scale (large scale production) and economies of scope (diversification of production) at each point along the value chain.

The Agro-Economic Zone will create an environment where advanced technologies will be integrated into the existing systems, to boost production and productivity. The value chain will be developed to include the following: (1) continuous research and development, (2) inputs of the highest quality, (3) good agricultural practices for crop production, (4) efficient harvesting techniques, (5) robust storage facilities (cold and dry), (6) efficient and effective transportation services, (7) innovative and scientific agro-processing techniques, (8) sustainable waste management practices, and (9) effective and innovative marketing strategies.

The Agro-Economic Zone (AEZ) will attract and retain profitable investors while providing support services that will make them competitive both locally and internationally. All the activities conducted in the zone will be geared towards food security, job creation, rural development, economic growth and the overall sustainable national development of the country.

Additionally the Holland AEZ will create new MSME's owned and operated by persons living in and around the surrounding areas.

The property at Holland is approximately 935.52 hectares of farm land with a portion currently under sugar cane production. It was reported that 400 hectares of the land is waterlogged and 70 hectares is occupied by informal settlers. The property boasts a marl pit, an airstrip, a state-of-the-art meteorological station, eight (8) houses and a central garage, among other buildings and infrastructure. Noteworthy, is that the property has some amount of irrigation, roadways and

drainage in place. It was reported, that the property is below sea level, with both Black and YS flowing through.

The general purpose of this project is to create an AEZ which will create employment, new industries and MSME's, expand agricultural production, introduce climate smart agriculture and technologies and provide a fully integrated value chain system.

Conceptually, the project entails the following:

1. The drainage infrastructure improvement;
2. The improvement of irrigation system;
3. The security of the property, infrastructure, implements, among others.
4. The establishment of Global Gap facilities including packaging houses, cold storage
5. The provision of renewable energy sources
6. The sub-division of lands to potential investors and farmers
7. Market-driven Production
8. Training and Capacity building for investors and farmers.

The objective of the project is to empower the beneficiaries to fulfill the government's mandate of increasing agricultural investments and to contribute to economic growth and development, import substitution and employment generation by creating and implementing an agro-economic zone at Holland in St. Elizabeth.

The specific objectives of are:

1. Fully utilize the 935.52 hectares of farm land in Holland in efficient agricultural production to realize the economic prospects for growth of the sector.
2. To create direct employment for 200 farmers/investors.
3. To create indirect employment for 400 farmer workers and approximately 50 construction workers.
4. Advance/ increase the income of small farmers by 20% over a period of 4 years year.
5. Create a facility that will enable greater production and export of local agricultural produce.
6. Creation of a completed agricultural facility that fully utilizes the value chain
7. To provide and improve market access in the project area by 15%.

2.0 Assignment Objectives

The objective of this consultancy is to conduct, over 50 man days, technical, economic and financial analysis of the Holland Agro-Economic Zone Agricultural Project and produce the full project proposal for submission to PIMSEC.

3.0 Scope of work for the Technical Expert(s)

The main activities to be undertaken by the technical experts include the following:

- Consult with key stakeholders for information on and inputs in proposed project idea;
- Conduct situational analysis;
- Conduct crop production analysis, including land capability – project area, and planned production analysis.
- Conduct market analysis;
- Conduct options analysis and identify the most technically feasible options;

- Conduct environmental (technical and economic) impact assessment report;
- Prepare initial draft of (a) Marketing Plan and (b) technically feasible and sustainable project proposal based on available and relevant technical information ;
- Conduct risk assessment and outline risk management strategies;
- Develop project management options and structure;
- Develop project capital & operating costs; projected revenues, financing plan and cash flow projections;
- Conduct financial, economic and sensitivity analyses of the project;
- Present draft proposal to MICAF and other key Stakeholders for review ;
- Organize a participation workshop involving all stakeholders to formally receive their feedback and inputs ;
- Prepare advanced final draft of full project proposal, including feedback from stakeholder participation workshop;
- Complete PIMSEC Project Proposal Template;
- Submit advanced final draft of full project proposal, as well as the completed PIMSEC Project Proposal Template to the MICAF;
- Submit final draft of full project proposal and completed PIMSEC Project Proposal Template to the MICAF after making any adjustment required by MICAF;
- Submit full proposal and completed PIMSEC Project Proposal Template/Form to the PIMSEC.

4.0 Proposed Breakdown of tasks with timelines

#	Key Deliverables	Description of Task	Milestones (working days)	% of Contract
1.	Inception Report	Develop situation report, work plan, and detailed outline of methodology.	5 days after signing of contract	20%
		Review of Inception Report	5 days	
2.	Technical Assessment	Undertake site visits, conduct workshops, interview relevant stakeholders, conduct the necessary data analysis, as well as market analysis.	25 days after signing of contract	
3.	Interim report	Prepare and present an interim report which should entail, but not limited to, the following: <ul style="list-style-type: none"> - Initial draft of the marketing plan and analysis of the technical feasibility of the project. - Estimates of the economic, financial, social costs and benefits of the project. - Report on the risk 	32 days after signing of contract	

		assessment and project management options and structure of the project and - The environmental impact assessment.		
		Review of Interim Report by Stakeholders	5 days	
		Incorporate feedback into Interim Report	39 days after signing of contract	
4.	Draft Project Proposal and Completed PIMSEC template	Prepare and present a draft project proposal report, including technical, financial and economic analyses for submission to the Permanent Secretary of MICAF and other key stakeholders. The Proposal should clearly identify the most feasible project options & design; marketing, financing and implementation strategy.	54 days after signing of contract	50%
		Review of draft project proposal by Stakeholders; Organize and lead stakeholder participation workshop;	10 days 67 days after signing of contract	
		Update draft project proposal and PIMSEC Proposal template	70 days after signing of contract	
5.	Project Proposal and PIMSEC Template	Project Proposal submitted to the Permanent Secretary of MICAF, for onward transmission to the PIMSEC. Review & Acceptance of Documents by MICAF & PIMSEC	70 days after signing of contract. 10 days	30%

5.0 Consultant Qualifications, Skills Experience and Competencies

The consultant is expected to have;

- a) A Master's degree in agricultural economics, agri-business or related discipline
- b) Specialize training in project planning and or economic cost/benefit analyses
- c) Over ten (10) years' experience in conducting feasibility analyses for complex development projects.
- d) S/he should have mmore than 10 years' of professional experience in the preparation of project proposals and at least five (5) years' experience in the design, appraisal and/or implementation of agricultural projects.

- e) Other expected qualifications are outlined below:
- i) More than 5 years' of experience in conducting *cost/benefit analyses*
 - ii) More than 5 years' of experience in conducting *economic and social impact assessment*;
 - iii) More than 5 years' of experience in conducting *risk management analyses*
 - iv) More than 5 years' of experience in conducting *environmental impact assessment*;

6.0 Management and Reporting Structure

The consultant will report to the Permanent Secretary or his designee in the Ministry of Industry, Commerce, Agriculture and Fisheries and will be supervised by the Principal Director Planning and Policy Division. The consultant will also work closely with a coordinating mechanism led by MICAF and will include: AIC, NIC, ALMD, WRA, RADA and NEPA.

7.0 Methodology

For this purpose, the consultant will also have to obtain disaggregated data, review relevant literature (including studies, reports and surveys), interview stakeholders, conduct workshops and undertake field visits both in Kingston and St. Elizabeth. The assessment must abide by the principles of impartiality, objectivity, independence, credibility and usefulness.

8.0 Location and Support

The Consultant will be required to have his/her own work station, but will have access to the relevant documentation within MICAF that will be required to execute the scope of work.

9.0 Type of Consultancy

Individual consultant; local competitive bidding

10.0 Type of Contract

Fixed price, lump sum

11.0 Commencement Date and Period of Execution

The consultancy shall be for a period of eighty working days, using a five (5) day work week. The level of effort expected, is fifty (50) working days,

12.0 Method of Payment (to be negotiated)

The consultant will be paid 20% of the total cost after delivery and acceptance of inception report, 50% of the total cost after both the delivery and acceptance of a satisfactory draft project proposal based on the TOR and 30 % of the final cost after all deliverables are met.

13.0 Proposed Evaluation Criteria

	CRITERIA	Score
1	GENERAL	30
	<ul style="list-style-type: none"> • At least a Masters’ Degree in the field of Agricultural Economics, Agri-Business or a related field; • Specialized training in project planning and or appraisal 	20 10
2	EXPERIENCE SPECIFIC TO THE ASSIGNMENT	<u>50</u>
	<ul style="list-style-type: none"> • More than 10 years’ of professional experience, including the preparation of project proposals; • More than 5 years’ of experience in conducting <i>cost/benefit analyses</i> • At least five (5) years’ experience in the design, appraisal and/or implementation of agricultural projects • More than 5 years’ of experience in conducting <i>economic and social impact assessment</i>; • More than 5 years’ of experience in conducting <i>risk management analyses including climate risk</i> • More than 5 years’ of experience in conducting <i>environmental impact assessment</i>; 	15 12 8 5 5 5
	ADEQUACY OF APPROACH IN RELATION TO THE TOR	<u>20</u>
	<ul style="list-style-type: none"> • Adequacy of Workplan • Methodology 	10 10