 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

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| **Summary Information** |
| Assignment code | ET89  |
| Country | Ethiopia |
| Country Project | Grain Crops Production and Sector Support |
| Host Organization | Ghion Farmers’ Cooperative Union  |
| Assignment Title | Grain marketing strategy development  |
| Assignment preferred dates | August-September  |
| Assignment objective  | Train and technically assist on grain marketing strategy development |
| Desired volunteer skill/expertise | Specialist on grain marketing including export market |

1. **BACKGROUND**

The Farmer-to-Farmer (F2F) East Africa program is a program that leverages US volunteer’s expertise to assist smallholder farmers and small scale processors in East Africa to improve their business practices through volunteer assignments conducted with host organizations. Through F2F intervention, CRS will improve the livelihoods and nutritional status of significant numbers of low income households by: i) broadening their participation in established commodity value chains as producers and service providers; ii) strengthening community resilience to shocks such as droughts, that adversely affect livelihoods; and iii) preserving/enhancing natural resources upon which most rural communities depend. CRS will also increase the American public’s understanding of international development programs and foster increased cross-cultural understanding between host countries and US volunteers.

Farmers’ cooperatives in Ethiopia are pivot institutions of the Ethiopian agriculture sector that play key role in the country’s food security According to the 2015 report of the Federal Cooperative Agency, in Ethiopia, there are 351 cooperative unions and 71,249 primary cooperatives having 13,341,839 individual members. Cooperative unions are involved in export and domestic marketing activities, financial transactions and social capital development. The services rendered to the cooperative members include input supply, marketing, processing and exporting of agricultural commodities.

Ghion Farmers’ cooperative union is one of unions operating in Amhara region based at Dejen town. The union has been established in 2009 with the aim of supporting the marketing activities of 71 primary cooperatives in surrounding seven districts. Currently the union has 76 member primary multipurpose cooperatives with more than 139,000 individual members. The union is providing diversified services such as supply of fertilizers, seed production and supply, provision of consumption goods, transport services and grain marketing.

1. **ISSUE DESCRIPTION**

The union is engaged in input and output marketing activities. Primary member cooperatives of the union mainly obtain input from the union and the union also serves as a channel to sell the farmers products in bulk which will increase their bargaining power. The major products of Ghion farmers’ cooperative union collecting from its primary cooperatives are Wheat, *Teff*, Haricot bean, Sesame and Chickpea. Of these the union is selling the haricot bean and Sesame for Ethiopian Commodity Exchange (ECX) which is going to be exported and the rest grains are for different customers like consumer cooperatives unions in Addis Ababa and universities with in its region. Even though this customers are regular customers the union does not have a contractual relationship before production that creates market insecurity and left over year after year in their storage.

The union is running huge transactions with limited man power and resources. Such big businesses with multiple commodity transactions highly require a sound marketing strategy however the union is following traditional marketing approaches. There is no as such in-depth market analysis, segmentation, customer identification etc. The volatile nature of grain price in the country has also become a challenge for the union in determining price for products. This in turn creates a burden for the employees and committee members of the union to be more competent and effective.

The marketing (purchasing and selling) manual the union is currently using is outdated which needs to be reviewed and modified considering the current conditions. The union has no promotional wing and product promotional activities are done in a very limited way. Currently the union has a plan to be engaged with agro-processing/ value addition activities and would like to do a market feasibility study.

Therefore in order to achieve such planned activities and to create more effective and profitable links between domestic and international markets the union needs to be capacitated with advanced marketing skills. Employees and committee members of the union and primary cooperatives will be primary participants of the training. Few government office experts may also attend the training.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to technically assist Ghion farmers’ cooperative union to have a clear marketing strategy and plan that helps the union to be competent by creating a good customer linkage. Through a strong marketing strategy and plan it is believed that the union will be stable whenever price volatility appears. Reducing the burden of employees and committee members can also be achieved via proper market assessment/research and planning. The union will also need to have a clear strategy when developing new products such as value added products.

The specific objectives of this particular assignment are train and technically demonstrate on:

* Conduct market assessment and analysis
* Developing marketing strategy
* Promotion strategies
* Value addition and developing new products
* Price determination policies (when purchase and sell)
* Minimizing challenges related with transportation, storage, financial credit, and market information through improved marketing strategy and market trend analysis
* Reducing transaction costs and cope up with price fluctuations

**Host contribution** – The Union will select and avail the target beneficiaries for the training and technical assistance. The host will also look for a person who can facilitate the day to day assignment works with the volunteer and who assist in translating all the training sessions. The host will also provide the volunteer with office space as required. In consultation with CRS, it will also facilitate hotel lodging. For field travel within the assignment area, the host will coordinate to provide the volunteer with transport/vehicle. CRS will reimburse for costs related with vehicle use against receipts if the host request for it.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

It is anticipated that the volunteer transferred up-to-dated technologies and overseas’ experience to the target beneficiaries. The anticipated deliverables by the volunteer include:

* + Initial presentation (outlines/list of activities, plan, approach, etc),
	+ Training and direct assistance conducted,
	+ Simple manual/guidelines on warehouse management techniques prepared and submitted
	+ Field report with recommendation and simple guidelines submitted,
	+ Presentation to CRS staff and USAID,
	+ Outreach events conducted in the US.
1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA**

| **Day** | **Activity** |
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| Day 1  | Arrival to Ethiopia. The volunteer will be met at Bole Airport by CRS’s client hotel Churchill (churchillhotel@ethionet.et / info@churchillhoteladdis; phone # 0111111212) or another client hotel with a placard bearing “CRS logo and volunteer name”.  |
| Day 2 | Briefing meeting at CRS office with CRS F2F staff and become fully briefed on logistics and itinerary of trip. Discuss anticipated outcomes and work plan,  |
| Day 3 | * Travel to Dejen 230 km
* Introduction with manager and board members of the union
* First hand briefing on the main objectives and modality of the assignment and adjust the agenda for the coming days.
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| Day 4 | Reviewing and assessing the existing marketing system of the union  |
| Days 5-7 | Conduct the assignment according to an agreed schedules, modality, and venues  |
| **Day 8** | **Rest day** |
| Days 9-14 | Continue conducting the assignment …… |
| **Days 15** | **Rest day** |
| Day 16-17 | Continue conducting the assignment …… |
| Day 18 | * Wrap up sessions that emphasize key accomplishments and recommendations from the assignment
* Group presentation to the host in the presence of CRS F2F staff
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| Day 19 | * Travel back to Addis Ababa
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| Day 20 | * Debriefing at CRS office with USAID Mission and CRS staffs.
* Submit all reports, return logistic items and complete all required activities
* Depart for USA (**evening hours**)
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| TBD | Conduct outreach activity when back in the US |

1. **DESIRABLE VOLUNTEERS SKILLS**
* Specialist on grain marketing
* Demonstrated experience in developing a marketing strategy for grain sector
* Experience of working with cooperatives and cooperative unions
* Good understanding and working experience on export market;
* Ability and preparedness to use relevant teaching aids and audiovisuals,
* Easily adapting ability to local situations of the various developing world,
* Good communicator and interpersonal skills.
1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**
* Before travelling to the host at the assignment place (Dejen), the volunteer will stay in Addis Ababa at one of the CRS’s client hotels Churchill (churchillhotel@ethionet.et / info@churchillhoteladdis; phone # 0111111212) or another client hotel that will be communicated prior to volunteer.
* In Addis Ababa, the hotel usually has rooms that include services such as airport pickup and drop-off, breakfast, wireless internet, etc.
* The hotel or CRS will arrange a vehicle for short travel from the hotel to CRS and vice versa while in Addis Ababa.
* All required materials will be prepared ahead of time and will be provided to the volunteer. CRS Ethiopia will provide the volunteer with a laptop computer, local internet dongle (modem/EVDO) and mobile phone with charged local SIM-card.
* Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Addis Ababa.
* CRS will arrange transport service and accompany the volunteer to the place of assignment.
* During her/his assignment period, the volunteer will be booked and stay in a hotel found in the locality of the host.
* CRS Ethiopia will cover the lodging bills against receipts.
* CRS HQ will provide the volunteer with a per-diem advance to cater meals.
* CRS Ethiopia will also reimburse the volunteer with laundry costs against receipts. Before departing from Ethiopia, the volunteer will also liquidate if s/he received any advances in Ethiopia.
* For more information, please refer to country information that will be provided.
1. **RECOMMENDED ASSIGNMENT PREPARATIONS**
* Although CRS F2F has developed such hinting SOW, the volunteer can fine-tune through her/his professional qualifications to successfully carry out this skills transfer.
* Prior to travel, the volunteer is advised to prepare necessary training and demonstration aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at the CRS office in Addis Ababa on request by the volunteer;
* If the volunteer requires use of simple training aids like flip charts, markers or tapes/he should make the request and collect from the CRS office in Addis Ababa prior to travel to the assignment place.
* Translation of handouts to local languages can be done at CRS or in the locality of the assignment, if required.
* Depending on the meeting places and availability of electric power and LCD projector, the volunteer may use a laptop and projector for power point presentations.
1. **KEY CONTACTS**

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| **CRS Baltimore** | **CRS East Africa Regional Office** |
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| **Host Organization** |
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