 

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

**NOTE: THIS SCOPE OF WORK AWAITING FINAL EDITS**

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| **Summary Information** | |
| Assignment Code | ET111 |
| Country | Ethiopia |
| Country Project | Grain Crops Production and Sector Support |
| Host Organization | Bora Denbel Farmers’ Cooperative Union |
| Assignment Title | Product Marketing Skill |
| Assignment preferred dates | Flexible |
| Objective assignment | Train and advise/guide the staffs and member-farmers on agricultural product Marketing |
| Desired volunteer skill/expertise | Knowledge and experience in marketing and business management |

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. As an important corollary result through the program, 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.

Economic development of Ethiopia is heavily influenced by sustained growth in agriculture. which is characterized by traditional smallholding and subsistence farming with an average landholding of less than one hectare. Small-scale farmers manage about 96 percent of cropped land and 90 percent of agricultural output.

Sustained agricultural growth requires increased availability of technologies, farm inputs and services on the one hand, and continued demand for the agricultural outputs on the other. These forward and backward linkages of agricultural production are captured in the concept of an agricultural food chain, which can be seen as the institutional linkage between producers, processors, marketers and distributors, which are often separated by space and time. The agricultural food chain is made up of several interconnected components. These components include the development and availability of farm inputs and technology, the agricultural production process, harvesting, storage, processing, marketing and distribution.

The small-scale farmers use traditional inputs and practice rain-fed farming which results in low yields. In Addition, farmers in Ethiopia face significant difficulty when trying to bring their products to market because of the low level of profit that they can earn from their products.

Farmers’ cooperatives in Ethiopia are part of the agriculture sector that play key role in the country’s food security. Cooperatives work with members’ smallholder farmers to improve the productivity and competitiveness of key agricultural sectors. They are key farmers’ institutions that are established with main goal of improving farmers’ incomes and ensuring greater food security in the country. For centuries, the spirit of self-help has been an integral part of farming communities. Despite the existence of many agricultural cooperatives in Ethiopia, smallholder farmers continue to be under served, exploited and marginalized. In Ethiopia, the present ladders/levels of cooperatives (from the lower to the higher) pursue the following: primary farmers’ cooperatives 🡺 farmers’ cooperative unions 🡺 farmers’ cooperative federations.

The Bora Denbel Farmers’ Cooperative Union (BDFCU) is one of the farmer cooperative unions in the country, which is mainly engaged in grain trading (purchase and sell of grains-maize/corn, common bean/haricot bean, wheat, teff, etc); distribution of agricultural inputs (fertilizer, seed, agro-chemicals, etc); seed multiplication; training of members (on grain business, grain production, input business/distribution, etc); and providing audit and transport services to member primary cooperatives.

**ISSUE DESCRIPTION**

The marketing of farm products is a complex process. Agricultural marketing involves many activities and processes through which the raw material move from the farm to the final consumers. The marketing system should be so designed as to give proper reward to the efforts of the agriculturist.

Markets are expected to lead production, not the other way round as currently practiced (where farmers look for markets after they produce). The main activities to improve the agricultural product market includes reducing unnecessary marketing chain, costs and risks, improving the association of produces, creating linkage among market actors, quality assurance, expanding agricultural product market infrastructures, expanding the financial and insurance services in the rural areas, ensuring marketing rules and regulations, improving the agricultural marketing implementation capacity of the institutions and establishing market information system.

The major problems Bora Denbel in agricultural marketing includes price fluctuation due to the imbalance in supply and demand, lack of market information, poor handling, packing and packaging, lack of uniform standardization and grading, communication problem and lack of information about production and marketing,

Therefore, to have effective and efficient marketing system, the union needs to be Knowledgeable with advanced marketing skills. Therefore, the host partner BDFCU requested CRS for F2F volunteer technical assistance and skill transfer on marketing. Employees and committee members of the union and primary cooperatives will be primary participants of the training.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to technically assist Bora Denbel farmers’ cooperative union to have marketing skill that helps the union to be competent by creating a good customer linkage and provision of agricultural marketing training to farmers. With good marketing skill and plan it is believed that the union will be stable whenever price instability appears.

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

* Develop marketing strategy
* Promotion strategies
* Market information
* Cooperative marketing
* Price determination (when purchase and sell)
* Minimizing challenges related with transportation, storage, financial credit, and market information through improved marketing strategy and market trend analysis

If time permits, the volunteer will assist in the below bullet point areas:

* Reducing transaction costs and cope up with price fluctuations
* Improvement in handling and packaging
* Value addition and developing new products

**Host contribution** – The host and/or the host partner will select and avail the target beneficiaries for the training and technical assistances. The host partner will also assign contact person for the volunteer. The host partner will also provide the volunteer with office space as required. In consultation with CRS, the host partner will also facilitate hotel lodging and meals services as required. For field travel within the assignment area, the host partner will coordinate to provide the volunteer with transport/vehicle. If host’s vehicle is used, CRS can reimburse fuel cost (against receipts) and if the host has incapability to provide own vehicle, rental car of secured transport will be coordinated by the host partner, and costs will be reimbursed by CRS against receipt and/or CRS’s financial guide/regulation.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

From this volunteer assignment, it is anticipated that (but not limited to):

* 100 beneficiaries and 10 staffs will train and technically assisted on marketing
* They will update themselves with the market information.
* They will be able to prepare marketing plan and implement activities
* After this training and technical assistances there will result in improved productivity
* Locally adaptable and helpful oversees’ experiences are transferred and adopted for better productivity, income and livelihood,
* Preferably, training handouts/guidelines (for TOTs) is developed by the volunteer and submitted

The anticipated deliverables by the volunteer include:

* Conduct rapid market assessment and analysis and develop a marketing strategy
* Marketing training and technical assistance conducted;
* Initial presentation (outlines/list of activities, plan, approach, etc.) prepared and presented as per the templets;
* If possible, handouts (especially for TOTs) developed and submitted;
* Field trip reports with recommendations to host organization and CRS are submitted;
* All logistics and advances (if any) are reconciled at CRS;
* Final debriefing (PPT presentation) with host organization (plus key stakeholders) and CRS/USAID conducted;
* Outreach events conducted upon return to the US by the volunteer.

1. **SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA**

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| **Day** | **Activity** |
| Days 1 | Arrival to Ethiopia, Bole international Airport. The volunteer will find the hotel kiosk in the airport and have prearranged transport to “Churchill hotel” or other CRS’s client hotel |
| Day 2 | * Introduction with and welcoming by CRS higher officials and briefing meeting (security, general orientation, logistic, reporting, etc.) at CRS office. Discuss anticipated outcomes and work plan. * Vehicle travel to the assignment place in Meki (130 km south-east of Addis Ababa). S/he will be introduced to the host and accommodated in Meki/Ziway town. |
| Days 3 | * Conduct general orientation with the host, and firsthand briefing on the main objectives and modality of the assignment and adjustment of the agenda for the coming days (work planning session). Briefing with the field staffs * Undertake further assessment and desk review to identify skill /capacity gaps through discussing with host staffs * Based on information gathered and gaps identified, enrich the prepared training materials * Firsthand information/data collection by volunteers as applicable. |
| Days 4 | * Conduct training and presentation to host staff/cooperatives * Assess and refine the quality of trainings through feedback and observations |
| Day 5-7 | Continuation of the trainings and technical assistances |
| **Day 8** | **Rest day.** |
| Days 9-11 | Continuation of the trainings and technical assistances |
| Day 12 | * Group debriefing presentation to the host in the presence of CRS and wrap-up session * Volunteer travels back to Addis Ababa. |
| Day 13 | * Finalize reimbursement expenditures and liquidations (if any) with finance. * Volunteer finalizes her/his reporting and submit training M&E forms to CRS F2F staff * Debriefing at CRS office with CRS staffs and/or at USAID Mission * Depart for USA (evening hours) |
| TBD | Outreach event when back in the US could include: presentation with a local group/organization, press release, media event and/or speaking tour. |

1. **DESIRABLE VOLUNTEER SKILLS**

* Knowledge and experience in marketing
* Experience in adult training and technical assistance especially with rural people including smallholder subsistence farmers,
* Gender mainstreaming and women empowerment experience and willingness,
* Good interpersonal and communication skills including analytical skills
* Willingness to travel in rural areas and from villages to villages,
* Respect the cultural and religious norms of the rural people.

1. **ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

* Before travelling to the host at the assignment place (Meki), 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 Meki/Ziway town.
* 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 assignment.
* Generally, Ethiopia is under the tropical zone, where malaria may be a problem. Therefore, the volunteer is advised to take pills or vaccination for malaria and (maybe also for cholera) as per medical recommendations by her/his doctors/health professionals in US before departing from US.
* Prior to travel, the volunteer is advised to prepare necessary training and demonstration aids and written handouts. Electronic copies 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 simple training aids like flip charts, markers or tape s/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 the local language can be done 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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| **Host Organization:** | |
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