

**Farmer to Farmer East Africa**

**Volunteer Assignment Scope of Work**

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| **Summary Information** | |
| Assignment Code | UG125 |
| Country | Uganda |
| Country Project | Flex assignment |
| Host Organization | Byeffe Foods Company Ltd. |
| Type of Volunteer Assistance: | **Organizational Development (O)** |
| Type of Value Chain Activity: | **Information and Input Support Services (S)** |
| Assignment Title | Empowering Village Agents with extension skills and promoting Farming-as-a-business. |
| Assignment preferred dates | October –December 2017 |
| Assignment objective | 1) Impart extension skills to Byeffe village agents to provide better extension services to their respective farmer’s groups  2) Impart life skills to Village agents, especially in the areas of: public speaking and farmer mobilization. |
| Desired volunteer skills/ expertise | • Formal qualifications in agribusiness, extension, farm business management, and production economics are desirable.  • Good knowledge on smallholder subsistence and semi-commercial agriculture in developing tropical countries.  • Wide experience with producer organizations involved in providing a range of services to farmer clients (including input distribution, training/advisory and market linkages) in the context of commercializing smallholder agriculture in developing countries. |

1. **BACKGROUND**

Byeffe Foods Company Limited was started in 2014 by youth who saw economic opportunities in agriculture. After doing a cost-benefit analysis of local produce, Byeffe started promoting pumpkin production with seven farmer’s groups, representing 640 farmers, and legally registering the company in 2015. In September of 2016, they were linked to the USAID Feed the Future Uganda Youth Leadership in Agriculture initiative and won a one year grant in December of 2016, enabling them to expand to 38 farmer groups representing 5,000 farmers (over 80% female), and reaching approximately 50,000 consumers per quarter. Currently, they employ 20 staff (16 female) headed by a female, youth managing director, and work with 50 village agents (30 female). Their office is situated in the foothills of Mt. Elgon in Mbale town, near Uganda’s eastern border with Kenya.

Byeffe purchases pumpkins from their farmer groups under Memorandums of Understanding (MOUs). Price is determined after conducting a cost analysis of the inputs used by the farmer with the farmer. This creates a stable market for farmer produce and transparently reveals Byeffe’s price. They offer extension services to their farmer groups, which include: training on pumpkin production and harvesting, producing and using organic manures and pesticides, and promoting agro-forestry. They also offer farmers some farming inputs (seeds).

Byeffe processes pumpkin into flour for porridge and soup, dries pumpkin leaves for consumption, and harvests pumpkin seeds for consumption (through roasting) and future planting. Prepping raw materials for flour is done by hand (washing, slicing), drying is done through solar dehydration. Leaves are parboiled before they are dried.

Byeffe’s marketing strategy centers on providing a source of nutrition for pregnant mothers and young children (6 months and above). Their main customers are health institutions, health food stores, schools, and the general public, who purchase their products from retail shops and supermarkets. They have 8 marketing staff. Currently, they are selling domestically, but have an interest in expanding internationally, once their target of five million domestic customers is met.

**Mission**: To induct a modern state of art equipment adding value to indigenous foods that meet customer satisfaction, improve nutrition, enhance food security, and create sustainable incomes for our people.

**Vision:** To be the leading producers of indigenous food products in Uganda, Africa and the world

**Objectives**:

* To further marketing and sales strategies tapping into increased revenue earned per production
* To increase awareness creation about the product which will automatically increase revenue
* To produce high standard quality products matching the taste and preference of our consumers
* To establish a strong BYEFFE team who align with the mission, vision and objectives of the company
* To enhance on our skills able enough to diversify traditional perishable foods through agricultural value addition
* To adopt strategies that allow business development and increase linkages even with financial institutions

**The above objectives fit well into our strategy to:**

* Increase production
* Enroll many youth farmers mainly youth in production due to an established assured market
* Enough products to enhance the nutrition status of pregnant, lactating mothers and infants from 6 months to 13 years
* Supplement on existing initiatives that ensure communities are food secure
* Increase sustainable incomes for the youth who will in this case be suppliers of raw materials

Press release about Byeffe:

<https://feedthefuture.gov/article/proof-pumpkin-fatouma%E2%80%99s-journey-entrepreneurial-success>

1. **ISSUE DESCRIPTION**

In Uganda, government is broken into two categories: central and district local governments (DLGs). Agricultural extension services are supposed to be accessed through the DLGs, and paid for by the central government. However, inadequate funding streams from the central government and service delivery challenges from the DLGs disrupt the flow of information from external sources to local farmers. Thus, most agricultural extension services are provided through the private sector (NGO’s, businesses, etc).

Of the 5000 farmers Byeffe works with, around 2000 are formally registered with Byeffe. Farmers are organized into 38 farmer’s groups (FG), which usually have a leadership team consisting of: a chairperson, vice-chairperson, treasurer, and secretary. Each farmer group is overseen by a village agent. The village agents are members of the local community and are usually from the leadership of the farmer’s groups, or have been identified by Byeffe or the community. Village agents receive technical assistance from Byeffe’s extension team (Byeffe employs their own extension agents), disseminate that knowledge to farmers, and mobilize farmers to ultimately increase pumpkin production. Byeffe then renders a small fee for the village agent’s services. However, village agents are having difficulties in mobilizing farmers due to poor public speaking skills, and poor attitudes about farming on the side of the farmers.

Agriculture in Uganda is not met with enthusiasm by most of the population, particularly the youth (18-35 yrs). Farming is perceived as difficult work without much financial reward. Current pumpkin production by the farmer groups sits at around 3-4 acres of pumpkin per group, or around 53.8 hectares. The total area of land of these 38 farmer’s groups is roughly 6,070 hectares.

Byeffe has approached F2F for technical assistance aimed at empowering both the village agents and farming community with farming as business skills. The village agents in addition will be imparted with extension skills and life skills.

1. **OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to build the capacity of Byeffe’s 50 village agents in life skills (promoting confidence and public speaking), extension (information dissemination), mobilization (farmer engagement), and farming as a business promotion.

Specific assignment activities will include, but are not limited to:

* Life skills promotion with village agents
* Developing manuals for agricultural extension and farming as a business
* Demonstrating different agricultural extension methodologies, especially for farmer mobilization and farming as a business
* Training of Trainers (TOTs) for Byeffe’s extension team for future TOTs between the extension team and village agents

Host contribution: Byeffe Foods Company hascommitted to mobilize the village agents and farmers to the trainings to be conducted by the volunteer. The company will also avail key personnel to work closely with the volunteer, during the preparations and actual trainings, to ensure that key staff are trained and will continue training other members even after the assignment is completed especially as leaders’ term of office expires.

1. **ANTICIPATED RESULTS /DELIVERABLES FROM THE ASSIGNMENT**

Deliverables:

* Field trip report and expense report
* Village agents will learn how to be effective extension agents
* Village agents will effectively disseminate information from Byeffe to their farmers
* Village agents will learn how to effectively promote FaaB among farmers
* Village agents will feel comfortable with speaking in front of large groups of farmers, in front of Byeffe management, and with district officials.
* Trainings conducted and people trained
* Training guidelines/manuals developed on extension skills and farming as business
* Debriefing with USAID and in country group presentations after assignment
* Volunteer feedback/recommendations

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

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| Day | Activity |
| Day 1 | Travel from home to US international airport |
| Day 2 | Arrival at Uganda Entebbe Airport, picked by Airport shuttle to Kampala and check in at Hotel. |
| Day 3 | At 9.00 am, the volunteer is greeted at the hotel by CRS staff and thereafter go to CRS office for introductions and briefings including host brief, logistics and expectations and anticipated outcomes. Handouts will be prepared at CRS offices. |
| Day 4 | Travel to Mbale district to commence the assignment. |
| Day 5 | In the morning CRS introduces the volunteer to the Byeffe management team. Together with CRS and the management, the volunteer will review and finalise the work-plan. The action plan should include group presentation to be done after the assignment. In the afternoon, visit some of the Byeffe farmer groups (FG). |
| Days 6-7 | Training FG 1 members, village agents and make appropriate recommendations |
| Days 8-9 | Training FG 2 members, village agents and make appropriate recommendations |
| Days10-11 | Training FG 3 members, village agents and make appropriate recommendations |
| Day 12 | Training the Byeffe staff (village agents, extension team) |
| Day 13 | Wrap up trainings and emphasize key concepts of assignment. Participants evaluate the training and together with the volunteer discuss final report recommendations. |
| Day 14-15 | Develop a training manual on extension and farming as business |
| Day 16 | Group presentation and Volunteer travels back to Kampala |
| Day 17 | Debriefing at CRS office with USAID Mission and CRS staff.  Volunteer will finalize his/her reporting at CRS office and fill out all necessary M&E forms as well finalize advances and expenditures with finance. |
| Day 18 | Depart for USA |
| TBD | Outreach event in the US |

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

In Kampala, the volunteer will stay at Fairway Hotel & Spa (www.fairwayhotel.co.ug), Hotel phone contact: 0414-259571. While in the field, the volunteer will stay at Wash and Wills, he/she will be travelling from Mbale to farmer group locations.

CRS will pay for hotel accommodation, and provide volunteer with per diems to cater for meals and other incidentals. The volunteer will get an advance in country to cater for field expenses which has to be cleared before departing Uganda. For more information, please refer to country information that will be provided.

**G. RECOMMENDED ASSIGNMENT PREPARATIONS**

* CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Uganda
* The volunteer should prepare materials for hand out which can be printed at CRS office in Kampala before commencement of the assignment. Flip charts, markers, masking tapes can be obtained at CRS offices.
* CRS strongly recommends that the volunteer become familiar with Uganda -agriculture and Health demographics.

1. **KEY CONTACTS**

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