

**CRS Farmer to Farmer Program**

**Volunteer Assignment Scope of Work**

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| **Summary Information** | |
| **Assignment Code** | **ET211** |
| Country | Ethiopia |
| Country Project | Crop (Grain and Horticulture) |
| Host Organization | Ras Gayint Multipurpose Farmers’ Cooperative Union |
| Assignment Title | Agricultural product marketing |
| Assignment preferred dates | Flexible |
| Objectives of the assignment | * Train and advise/guide the staffs on business strategy * Assist on agricultural product marketing * Advise on how to search and participate in the international market and trade fairs |
| Desired volunteer skill/expertise | Knowledge and experience on agricultural product marketing |
| Type of Volunteer Assistance | Organizational Development |
| Type of Value Chain Activity | Marketing |
| PERSUAP Classification[[1]](#footnote-1) | Type III |

1. **BACKGROUND**

CRS Farmer-to-Farmer (F2F) Program is a USAID funded 5-year program (July 2018 – June 2023) that will provide technical assistance from United States (U.S) volunteers to farmers, farmer groups (cooperatives and associations), agribusinesses and other agriculture sector institutions. The program objectives are to facilitate economic growth within targeted agriculture sub-sectors, enhance sub-sector inclusiveness to expand participation to a broader range of individuals and communities and to increase the American public’s understanding of international development issues and US international development programs. Volunteers, recruited from all States and the District of Columbia, are individuals who have domestic careers, farms and agribusinesses, or are retirees who want to participate in development efforts. F2F program will assist in agriculture development, commodity value chain competitiveness and firm upgrading by providing technical assistance to introduce new technologies, innovations and development of local capacity for more productive, profitable, sustainable and equitable agriculture systems.

Agriculture plays a pivotal role in the Ethiopian economy. More than 80% of the people in Ethiopia live in rural areas, and most of them depend directly or indirectly on agriculture for their livelihood. Agriculture is a strong option for initiating growth, overcoming poverty, and enhancing food security. And it is also among the most important sector in the country’s export that plays key role in the GDP, investment growth, and employment, etc. 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.

The establishment of agricultural cooperative in Ethiopia is significantly associated with and responsible to overcome the problems that individual farmer could not solve solely. The cooperatives were thus permitted to exchange their members’ product, improve market access and directly provide their produce to the market through improving the bargaining power of farmer members. Ethiopian Government has also made efforts for cooperatives development that can be taken as opportunities. However, studies show that the growth of cooperatives in different parts of the country is not up to the expectation. 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 host Ras Gayint Multipurpose Farmers’ Cooperative Union has been established in 2005 with 21 founder primary cooperatives found in three woredas’[[2]](#footnote-2) of South Gondar administrative zone. In the first few years of its establishment, the union made limited efforts to supply basic agricultural inputs to the affiliated cooperatives. From time to time through the support of cooperative promotion agency and other development partners the cooperative become improving its intervention components and performance. Currently, the union has 36 affiliated cooperatives (with 59,601member farmers), and providing services like agricultural inputs, credit provision, industrial goods supply, agricultural products from other areas, grain marketing, sheep marketing and export marketing as well to the affiliated cooperative in particular and to the community in general in its operation area

1. **ISSUE DESCRIPTION**

Marketing of agricultural products is among the categories that have much in complexity and importance in the field of agriculture and is the main factor that can highlight the role of agriculture in development. One of the major challenge in meeting agricultural development goals is the inefficiency of marketing system for agricultural products. Among the existing problems in the field of marketing of agricultural products can be inadequate infrastructure of marketing facilities, price volatility, the seasonal nature of agricultural production, inadequate market information systems, the high cost of many products in different stages of production, long market chain (plenty of dealers and brokers) as well as inappropriateness of government support in market development and marketing policies for rural products. All these factors caused farmers to do not access to high incomes and increasing the added value of products and to combat rural poverty.

The host is running relatively 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. However, the union lack skilled and knowledgeable staff who conduct in-depth market analysis, segmentation, customer identification, commuication 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. As a result, members of the union who are smallholder farmers continue to be under served.

Those, agricultural products should be marketed properly to improve the lives of the rural population. Agricultural marketing as a “process that starts with a decision to produce saleable farm products, includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution transferring agricultural products from producer to consumer. Thus, suitable marketing system should be designed so as to give proper reward or return to the efforts of the farmer.

The major problems the host facing in agricultural product marketing includes challenge in searching local and international market, poor market linkage, communication problem and lack of market information and poor participation in international trade fairs(exhibitions). To have effective and efficient marketing system, the union needs to be knowledgeable with advanced marketing skills. Therefore, the host Ras Gayint Farmers’ Cooperative union requested CRS F2F program volunteer technical assistance and skill transfer on marketing.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to technically assist staff and cooperative leaders to have marketing skill that helps the union to be competent by creating a good customer linkage and provision of good marketing skill. The specific training and technical assistance areas include:

* Train on marketing basics
* Assist on how to create solid marketing strategy and marketing plan
* Advice on market promotion strategies
* How to make marketing performance analysis
* Market information/linkage/ and Market intelligence
* Ways to search international market and participate on international trade fairs

In addition to these suggested topics, the F2F volunteer expert will be given an opportunity to further assess the knowledge and skill gaps of the union and comprehensively develop training topics for fruitful intervention. This will be done during the first days of the assignment period. The target beneficiaries or audience of this training and technical assistance will be employees and members of the union.

1. **Host Contribution**

The host will select staff and stakeholders to attend trainings. The host will also assign key personnel to work closely and facilitate the volunteer in his/her overall works including translation to the local language and to assist the volunteer during trainings. The host will arrange transportation and venue as required. CRS F2F Ethiopia will organize the volunteer’s hotel arrangements (lodging) and ensure all required facilities as appropriate. CRS will cover lodging costs against receipts and provide per-diem advances for meals.

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

It is anticipated that this volunteer’s technical assistance will contribute to improved knowledge and skills of the host (Ras Gayint Coop. union), resulting in meeting its goal of benefiting member smallholder farmers’ by improving marketing skill.

* Employees and members will train and technically assisted on marketing
* They will update themselves with the international market information.
* They will be able to prepare marketing plan and implement activities
* Preferably, training handouts/guidelines (for TOTs) is developed by the volunteer and submitted

1. **DELIVERABLES**

Deliverables by the volunteer includes:

* Marketing training and technical assistance conducted;
* Conduct rapid market assessment and analysis and develop a marketing strategy
* Initial presentation is completed (outlines, activities, plans, approach, etc.)
* Volunteer final report having feasible recommendations due before departure
* Group presentation with local stakeholders at the end of the assignment.
* Presentation to CRS staff and/or USAID
* Outreach activity press release or a media event upon return to the US

1. **DESIRABLE VOLUNTEERS SKILLS**

The volunteer is expected to have the following qualifications and competencies:

* Advanced knowledge and experience on marketing specifically cooperative marketing
* Experience in adult training and technical assistance especially with rural people including smallholder subsistence farmers
* Good interpersonal and communication skills including analytical skills
* Respect the cultural and religious norms of the rural people.

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

| **Day** | **Activity** |
| --- | --- |
| Day 1 | Arrival in Addis at Bole Airport, the volunteer will be met by a CRS’s client hotel Saro Maria Hotel (mail: reservation@saromariahotel.com; Phone: +251 11 667 2167). The volunteer will locate the hotel kiosk and receive their pre-arranged transport |
| **Day 2** | **Rest Day (Sunday)** |
| Day 3 | * Take prearranged CRS vehicle or client taxi to CRS office (CRS working days are Monday to Friday from 8:00AM to 5:00 PM East Africa Time) * Welcoming by CRS, and briefing meeting on security, general orientation, logistic and reporting formats. * Discuss anticipated outcomes and work plan * Travel to the assignment site South Gondar, Amhara region * S/he will be introduced with the host and will be accommodated. If time permits, general orientation with the host will be pursued. |
| Day 4 | * Further assess skill and training gaps through visiting and discussing with members * Based on information gathered and gaps identified, enrich the prepared training materials incorporating hands-on practices. |
| Day 5-8 | Provide training and advice for members |
| **Day 9** | **Rest Day (Sunday)** |
| Day 10-12 | * Continue provision of trainings and technical assistances * Field level advice to women members and staff |
| Day 13 | Briefing / exit meeting with the host in the presence of CRS staff  Volunteer travels back to Addis Ababa |
| Day 14 | * Debriefing with CRS staff and/or USAID Mission * Finalize reimbursement expenditures and liquidations (if any) with finance. * Finalizes his/her reporting and submit training M&E forms to CRS F2F staff. And depart for USA |
| TBD | Outreach event when back in the USA |

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

* Before travelling to the assignment place, Gondar, the volunteer will stay in Addis Ababa at one of the CRS’s client hotels, Saro Maria Hotel (mail: [reservation@saromariahotel.com](mailto:reservation@saromariahotel.com); [Phone](https://www.google.com/search?rlz=1C1GGRV_enET751ET751&q=saro-maria+hotel+phone&sa=X&ved=0ahUKEwie4JH0gNfWAhXFOBoKHS8rB1sQ6BMIwwEwEA): [+251 11 667 2167](javascript:void(0))). For any inconvenience, please call at 0911718450, Biruk - F2F program manager.
* In Addis Ababa, the hotel usually has rooms that include services such as airport pickup and drop-off, breakfast, wireless internet, etc.
* The hotel shuttle or CRS will arrange a vehicle for short travel from the hotel to CRS office and vice versa in Addis Ababa.
* While in the field, the volunteer will stay at a hotel at Nefas Mewcha town. The accommodation details will be confirmed prior to the volunteer’s arrival in country. CRS Ethiopia will arrange hotel accommodations and cover the lodging bills against receipts. The temperature of the assignment place, Nefas Mewcha is cold year-round. So that volunteer advised to bring sweater.
* CRS HQ will provide the volunteer with a per-diem advance to cater meals and incidences.
* Before departing from Ethiopia, the volunteer will liquidate any advances received in Ethiopia.
* For more information, please refer to country information that will be provided

1. **RECOMMENDED ASSIGNMENT PREPARATIONS**

* The volunteer can fine-tune the Scope of Work based on her/his professional qualifications to successfully carry out this marketing 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 materials and demonstration aids and written handouts. Soft copies of the handouts and any other paper materials can be printed for at the CRS office in Addis Ababa on request by the volunteer
* If the volunteer requires use of training aids like flip charts, markers and 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 require.
* Depending on the meeting places and availability of electricity and LCD projector, the volunteer may use a laptop and projector for Power Point presentations.

1. **KEY CONTACTS**

To express interest in this assignment, please email the CRS Baltimore contact listed below. To find out additional information about the host, issue description or field conditions, please email the country contact provided below, copying the CRS Baltimore contact.

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| **CRS Baltimore** | |
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| **CRS Ethiopia** | |
| **Biruk Tesfaye,**  Farmer-to-Farmer program manager  CRS Ethiopia Office, P. O. Box 6592;  Office: +251-112-788800  Cell-phone: +251-911-718450  Email: biruk,tesfaye@crs.org  Skype: Biruk.tesfaye933  **Lidia Retta**  Farmer-to-Farmer Program Officer  Mobile: +251-912 091962  Email: [lidia.retta@crs.org](mailto:lidia.retta@crs.org)  Addis Ababa, Ethiopia | **Zemede Zewdie**  Head of Programs (HoP)  CRS Ethiopia Office, P. O. Box 6592  Office: +251-112-788800,  Mobile: +251-911-507305  Email: [zemede.zewdie@crs.org](mailto:zemede.zewdie@crs.org)  Addis Ababa, Ethiopia |
| **Host Organization** | |
| Mr. Melkamu Fantahun, General Manager, Ras Gayint Farmers’ Coop, Ethiopia  Cell phone: +251-946974300/+251-918320932  Email: [melkamuf1986@gmail.com](mailto:melkamuf1986@gmail.com) | Mr. Tsegaye Desalege, Marketing Manager, Ras Gayint Farmers’ Coop, Ethiopia  Cell phone: +251-910138148  Email: [tsegshi1973@gmail.com](mailto:tsegshi1973@gmail.com) |

1. USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments related to curriculum review and designing, business plan development and strategies development and **Type IV** as assignments associated with other USAID projects and collaborators. [↑](#footnote-ref-1)
2. Woreda – is administrative divisions almost similar with district [↑](#footnote-ref-2)