



**Farmer to Farmer
Volunteer Assignment Scope of Work (SOW)**

To express interest in this assignment please email: maria.figueroa@crs.org

| Summary Information | |
|-----------------------------------|---|
| Assignment code | ET216 |
| Country | Ethiopia |
| Country Project | Crop |
| Host Organization | Sidama Coffee Farmers' Cooperative Union (SCFCU) |
| Assignment Title | Training on quality coffee processing; roasting and cupping for the export market |
| Assignment preferred dates | June-Sept 2019 |
| Objective of the assignment | <ul style="list-style-type: none"> • Provide training on quality of processed coffee beans and logistics management for export coffee beans • Practically demonstrate coffee roasting and cupping |
| Desired volunteer skill/expertise | Coffee specialist with experience in supply chain management, and processing of quality coffee beans for export |
| Type of Volunteer Assistance | <ul style="list-style-type: none"> • Technology Transfer (T) |
| Type of Value Chain Activity | <ul style="list-style-type: none"> • Information and Input Support Services (S) |
| PERSUAP Classification | Type II |

A. 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.

Ethiopia is known as the origin of Coffee Arabica. It has immense potential to produce and supply high-quality coffee. It is Africa's largest coffee producer and the world's fifth largest exporter of

Arabica coffee¹. The country accounts for over 3% of the global coffee market. Coffee provides Ethiopia with its most important agricultural commodity, contributing around one quarter of its total export earnings². Currently, about 800,000 hectares of land is covered with an annual production capacity of 500,000 tons. Ethiopia is a nation where coffee has been indigenous cultural traditions for centuries and 50% of its production consumed locally.

As the country endowed with suitable altitude, optimum temperature, fertile soil, rainfall and sunshine, Ethiopia's coffee has its own peculiar quality. Sustainable production and supply of fine specialty coffee types of the various quality type growing in different parts of the country. There are opportunities for coffee production in Ethiopia includes; high local and global demand for the coffee product. According to Ethiopian Coffee and Tea Development and Marketing Authority, Ethiopian coffee export destinations have reached over 60 countries. Top ten importing countries, such as: Germany, Saudi Arabia, Japan, USA, Belgium, Sudan, South Korea among others have taken 86 per cent of the share from the total export. Germany alone imported 18 per cent of the total. Ethiopia is one of the few countries where coffee still grows wildy in mountain forests. About 98 percent of the coffee is produced by smallholders. The type and grade of coffee is highly diverse, and Ethiopia is the producer for the several renowned varieties of coffee including Sidama, Yirgacheffe, Jimma and Harar. The Ethiopian coffee is processed in two ways, washed processing and the sundried processing

The Sidama Coffee Farmers' Cooperative Union (SCFCU) located in Sidama Zone, Southern Ethiopia and it was formed in 2001 as a processing, marketing, and exporting union. The union represents 53 primary cooperative societies and over 85,000 smallholders' farmers making SCFCU the second largest coffee producing cooperative union in Ethiopia. Coffees produced by SCFCU member cooperatives are shade grown in low densities under the canopies of indigenous trees and enset (false banana), a staple food crop for Sidama families. Members of SCFCU have been growing and processing fine Sidama type coffee for more than 30 years. Overall, Sidama Union produces some 10,000 tons of high quality Organic Arabica beans per year, nearly 95% of which is washed. SCFCU has been certified by Fair Trade Labeling Organizations (FLO) since 2003, supporting their role as the bridge to develop producer-buyer relations and direct export of members' extraordinary, high quality coffee to international, gourmet markets. Among the 53member primary coop, 41 are registered by fair trade. Equal Exchange and Coop Coffees are currently purchases organic coffee from some of these primary cooperatives.

The union is members' owned business operating under the principles of International Cooperative Alliance and Fair Trade. Members are growers, processors and suppliers of high quality organic *Arabica* coffee for direct export. Its objective is to export the members' farmers' coffee, by-passing the auctions. It promotes fair trade for social and environmental sustainability and long-term relationships among producers, traders and consumers. The SCFCU aims to help small-scale coffee farmers to take advantage from the fair-trade coffee market. The SCFCU is exclusively operating in Sidama zone of SNNPR. The Sidama zone is one of the four USAID's Feed the Future (FtF) and the government's Agricultural Growth Program (AGP) zones of Ethiopia. Thus, the host

1 International Coffee Organization (ICO). (2015). Historical Data on the Global Coffee Trade.

2 Minten, B., Tamru, S., Kuma, T. & Nyarko, Y. (2014). Structure and Performance of Ethiopia's Coffee Export Sector. June 2014.

Sidama Farmers' Cooperative Union requested CRS F2F program to provide volunteer technical support on coffee processing, roasting and cupping.

B. ISSUE DESCRIPTION

The organic coffee bean from Ethiopia is famous in the world market but is not competitive in the international coffee market. The country has a good potential to catch-up the high value coffee market in the world since buyers increasingly appreciate it as high-quality coffee. However, Ethiopia is not benefited from this product because of two reasons: quality deteriorates along the value chain and the value addition is almost negligible. Practically, the majority of coffee is exported in the form of green beans to be roasted outside Ethiopia. Due to this reason, the profit plow back to Ethiopian poor farmers from the end users is less than 10%.

In addition, despite the proximity of Ethiopia to many potentials importing countries as well the huge demand for its organic arabica coffee in Europe and USA, consistent exports are not yet attained for this crop. The main reason is lack of sufficient production, and quality to consistently supply the export market and the traceability issues. The large population of smallholder farmers is also not in a position to benefit from limited export opportunities. Although several tons of coffee beans are being exported every year, the majority of smallholder farmers or their primary cooperatives have not benefited due to lack of market linkage and also capacity to export directly.

In the coffee market, traders are the key drivers for agricultural product sale in the country and most of the trading is done through informal channels. The farmers often report not receiving fair prices of the outputs under the existing system. The country accounts for over 3% of the global coffee market. Despite, this small amount, the majority of the exported coffee is not roasted and decaffeinated. And mainly exports the green coffee. The link between the producers and the export markets is weak, due to the large number of ineffective intermediaries operating in the value chain. The intermediaries have failed to acquire scale and operate in limited geographic areas. The fragmentation of intermediaries between the producer and consumer markets creates a lack of transparency in markets. These nationwide challenges are also the main challenges of SCFCU too.

Among the several constraints facing SCFCU, they have prioritized coffee logistics and quality improvements and have therefore requested CRS for F2F volunteer assistance in these areas. The training on quality parameters will include improvement in cupping knowledge and roasting techniques. Also requested for consideration is giving guidance on effectively managing the coffee logistics.

C. OBJECTIVES OF THE ASSIGNMENT

The objective of this particular volunteer assignment is to train and practically assist the beneficiaries (employees and members) of the host on coffee logistics and quality testing. The training on quality testing parameters will include but not limited to improvement in knowledge/skills of cupping tests and roasting techniques. The coffee quality test training will be mostly conducted in the cupping/roasting laboratory of the SCFCU's main office compound in Addis Ababa. The technical assistance could specifically focus on:

- Coffee logistic management and software system,
- Coffee processing and cupping

- Warehouse management,
- Inventory system,
- Coffee quality parameters
- Traceability
- Coffee export and other value chain activities

If time permits, the volunteers will also make a fieldtrip to selected members’ multipurpose farmers’ cooperatives to practically augment such quality testing and logistic training and technical assistance at field level/s. The beneficiaries of this volunteer assignment will be expected to be more than 70 including both members (owners) and employees (permanent and/or temporary workers).

D. Host Contributions

The host will select trainees and/or beneficiaries of this assignment by giving priority to female farmers. SCFCU will also provide the volunteer with office, office furniture, and training and demonstration materials. The union will also avail key personnel to facilitate the volunteer in his/her overall assignment for translation and coordination. If deemed necessary, it can also make prior arrangement to the volunteer to enable her/him trains on scheduled training forums. In consultation with the union, CRS F2F Ethiopia will organize the volunteer’s hotel arrangements (lodging) and ensure all required facilities are appropriate. CRS will cover lodging costs of a volunteer against receipts and provide per-diem advances for meals.

E. ANTICIPATED OUTPUTS FROM THE ASSIGNMENT

It is anticipated that this assignment will address the logistic and quality constraints of the host. It is also anticipated that more than 70 beneficiaries (members and employees) are trained and technically assisted on logistics and coffee quality issues. The volunteer will contribute to the following:

- Conduct training and practical demonstrations as outlined in this SOW
- 15 union staffs, and 55 farmers will be trained on coffee quality issues
- 15 union staffs trained on coffee processing, cupping and logistics management
- Improved coffee productivity, quality and export volume

F. DELIVERABLES

- 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

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA (DRAFT)

| Day | Activity |
|-------|---|
| Day 1 | Arrival in Addis at Bole Airport. The volunteer will be met by CRS’s client hotel |

| Day | Activity |
|--------------|--|
| | Eliana Hotel (https://www.booking.com/hotel/et/eliana .; Phone: +25111 126 2600).The volunteer will locate the hotel kiosk and use pre-arranged shuttle |
| Day 2 | Rest Day (Sunday) |
| Day 3 | <ul style="list-style-type: none"> • Take hotel shuttle to come 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, MEAL (attendance sheet, reporting and PPT templates), and logistic. • Discuss anticipated outcomes and work plan • Travel to the union office in Addis Ababa and S/he will be introduced with the host. And general orientation will be pursued |
| Day 4 | <ul style="list-style-type: none"> • Further assess skill and training gaps through visiting and discussing with the union staff • Based on information gathered and gaps identified, enrich the prepared training materials incorporating hands-on practices. |
| Day 5-8 | <ul style="list-style-type: none"> • Provide training and advice for union staff • Practically demonstrate coffee roasting and cupping |
| Day 9 | Rest Day (Sunday) |
| Day 10 | Travel to field and introduced with field level staff and further assess specific gaps |
| Day 11-13 | Provide of trainings and technical assistances to field level staff and coffee farmers |
| Day 14 | <ul style="list-style-type: none"> • Briefing / exit meeting with the host in the presence of CRS staff • Volunteer travels back to Addis Ababa |
| Day 15 | <ul style="list-style-type: none"> • Debriefing with union staff, CRS staff and/or USAID Mission • Finalize reimbursement expenditures and liquidations (if any) with finance. • Submit attendance sheet, assignment report, PPT presentation and any reference materials to CRS F2F team. • Depart for USA |
| TBD | Outreach event when back in the USA |

H. DESIRABLE VOLUNTEERS SKILLS

The following are the desired qualifications and competencies:

- Profound experience related to coffee business, logistic management, coffee quality or other related fields,
- Demonstrated experience in coffee sector in Strong and senior level knowledge and experience in training and practical technical assistances,
- Oversees experience in coffee value additive activities and willing to innovate to the targeted coffee beneficiaries,
- Experience in providing training to adults, community development workers or members of

- a community-based organization
- Good communication and interpersonal skills
- Willing to work under Ethiopian context

I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS

- Up on arrival, the volunteer will stay in Addis Ababa at Eliana hotel ([Phone: +25111 126 2600](tel:+251111262600); [https://www.booking.com/hotel/et/eliana.](https://www.booking.com/hotel/et/eliana;);) or another CRS client hotel that will be booked and confirmed in advance. The hotel usually has rooms that include services such as airport pickup and drop-off, breakfast, 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. For any inconvenience, please call at [0911-718450](tel:0911-718450), Biruk - F2F program manager.
- While in the field, the volunteer will stay at Hawassa (Lewi hotel) or Aleta Wondo (the hotel will be confirmed). CRS Ethiopia will arrange hotel accommodations and cover the lodging bills against receipts.
- 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 (if any).
- For more information, please refer to country information that will be provided

A. RECOMMENDED ASSIGNMENT PREPARATIONS

- The target trainees are union staffs who hold mid-level diploma, first degree and above. While farmers know only read and write. Although CRS F2F together with the host has developed such hinting SOW, the volunteer can fine-tune through her/his professional qualifications to successfully carryout the assignment.
- Prior to travel, the volunteer is advised to prepare necessary training materials/handouts and demonstration aids, power point presentation. Electronic copies of the handouts and any other paper materials can be printed for immediate use at the CRS office in Addis Ababa. Translation of handouts to local languages can be done in the locality of the assignment, if needed.
- If required, simple training aids like flip charts, markers or tapes can be collected from the CRS office in Addis Ababa prior to travel to the assignment place. The volunteer can use a laptop and projector for power point presentations.
- F2F program recommends that the volunteer may read about ATVET system in Ethiopia
- The training will be conducted at the union compound and for practical works there could be some travel outside the town.
- 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.

B. 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.

| CRS Baltimore | |
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| <p>Maria Figueroa U.S. Operations Manager, Farmer-to-Farmer Program 228 West Lexington Street Baltimore, MD 21201-3443 P 410-951-7366 Email: maria.figueroa@crs.org</p> | |
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| Host Organization | |
| <p>Tsegaye Anebo Sidama Coffee Farmers' Cooperative Union Manager Email: t_anebo@yahoo.com, or sidacoop@yahoo.com Phone: +251911247326 Addis Ababa</p> | <p>Berhanu Legese Sidama Coffee Farmers' Cooperative Union Email: berhanbera@yahoo.com Addis Ababa</p> |