



To express interest in this assignment, please email Mireille.Ngokion@crs.org

**Farmer to Farmer Benin
Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	BJ221
Country	Benin
Country Project	Cashew and Soybean subsectors
Host Organization	The Regional Union of Women Producers, Collectors and Transformers of Cashew and Soy (URFPCTAS)
Type of Volunteer Assistance	Organizational Development (O)
Type of Value Chain Activity	Information and Input support services (S)
Assignment Title	Market and marketing strategies plan development
Assignment preferred dates	September-October 2019
Objectives of the assignment	<ul style="list-style-type: none"> • Train the women members of URFPCTAS on market and marketing strategies development, • Train the women members of URFPCTAS on commercial negotiation, • Coach the women members of URFPCTAS to draft their market and marketing strategies plan
Desired volunteer skill/expertise	<ul style="list-style-type: none"> • Expert in market strategies development and marketing tools and techniques • Relevant experiences in training and coaching on market strategies plan development and commercial negotiation, • Practical experience in marketing plan development

	<ul style="list-style-type: none"> • Marketing experiences with farmers or processors group is an asset • Be used to adult and illiterate people training • Be familiar to participatory approach
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A. BACKGROUND

The Regional Union of Women Producers Collectors and Transformers of Cashew and Soy (URFPCTAS) is a Women's Organization that has been set up with the support of the CRADIB NGO in the seven (6) communes (Glazoué, Dassa -zoumé, Savè, Bantè, Ouèssè, Savalou) of the department of the Hills and the commune of Djidja in Zou. This organization counts 07 Communal Unions (UC) and 75 Village Cooperatives (CVs). The women members of URFPCTAS carry out several activities such as:

- Organic and conventional cashew production
- The collection of cashew nuts
- Cashew nuts marketing through partnerships with Afokantan and Nassara factories (contract farming)
- The transformation of cashew nuts into roasted almonds and apples into cashew apple juice
- The transformation of soy into cheese, yogurt, chips, milk, skewer

The URFPCTAS has about 1300 members in the country.

B. ISSUE DESCRIPTION

As stated above, the members of URFPCTAS are mainly women working in agriculture, agricultural products processing sectors. All of them has established their own business in these activities and are carrying out many production and processing activities. But, they face generally some market and marketing issues that affect greatly the profitability of their activities. Then, they face sometimes high rate of post-harvest or post-production losses due to slump and they don't know how to develop some market strategies to conquer more and better markets to increase their sales. In addition, they lack knowledge on how to negotiate with some potential customers when they have the opportunity and get a profitable and sustainable market contracts with them. In addition, many of the women who are processing cashew apples to juice are facing one sociological belief which is hindering their activities. In fact, since many years now, people think that it is lethal to drink cashew apple juice and yogurt during the same day. This common belief even if it is fake remains widespread in people mind. This is affecting greatly the apple juice sales despite the good quality of it. Then, the processors are looking for some market strategies to overcome this situation.

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of this assignment is to train some women members of the URFPCTAS on market and marketing strategies plan development. The assignment will intend specially to:

- Train the women members of URFPCTAS on market and marketing strategies development,
- Train the women members of URFPCTAS on commercial negotiation,
- Coach the women members of URFPCTAS to draft their market and marketing strategies plan

D. HOST CONTRIBUTION

The contribution of the URFPTAS to this assignment will consist of mobilizing, supporting the commuting, the lodging and the feeding fees of the participants to the training sessions. In addition, they promises to take in charge the roundtrip commuting of the volunteer from his or her hotel to its headquarter every day.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Through the volunteer technical assistance, the women members of the URFPTAS will set up some clear and relevant market strategies that will help them to find more profitable markets and make their businesses more sustainable. In addition, they will make more profits which can be invested to enlarge their businesses and by this way help them to improve their living conditions as well as for their families. Their success will serve as a model for other women to set up successfully their businesses in the agricultural sector and this will contribute to women unemployment and inequity in the country.

F. DELIVERABLES

The deliverables expected from this assignment are the follows:

- The training of the women members of the URFPTAS on market and marketing strategies plan development is done,
- The training of the women members of the URFPTAS on commercial negotiation and marketing tools and techniques is done,
- The effective coaching of the women members of the URFPTAS to draft their market and marketing strategies plan
- Debriefing with USAID and country staff after assignment
- Provide assignment report

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)

Day	Activity
Day 1	Travel from home to US international airport
Day 2	Arrival at Benin International Airport, picked up and check in at Livingstone 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 orientations (briefings including host brief), logistics and expectations and anticipated outcomes. Any necessary hand-outs will be prepared at CRS offices and Travel to Glazoue and check in Hotel Ambassadeur. CRS Benin F2F team introduces the volunteer to the URFPTAS responsible and the administrative board, CRADIB NGO responsible as well as to the chief of police and to Mayor of the district. The volunteer will review and finalize the work-plan and discuss with them on any other arrangement for the work
Day 4	Make a quick diagnosis to better understand the issues related to the participants businesses

Days 5-6	Training on market marketing strategies plan designing
Day 7- 8	Training on commercial negotiation approach and techniques
Day 10 -11	Training on marketing tools and techniques
Day 12	Coaching the participants to draft a marketing strategies plan
Day 13	Wrap up the meetings with AJAM representatives, debriefing with CRS Benin F2F staff, actions plan and recommendations review and travel back to Cotonou
Day 14	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 15	Depart for USA
TBD	Outreach event in the US

H. DESIRABLE VOLUNTEERS SKILLS

As described above, the volunteer we are looking for this assignment must have relevant professional skills and practical experiences in Markets and marketing strategies development tools and techniques. Especially, he or she must be:

- Expert in market strategies development and marketing tools and techniques
- Relevant experiences in training and coaching on market strategies plan development and commercial negotiation,
- Practical experience in marketing plan development
- Marketing experiences with farmers or processors group is an asset
- Be used to adult and illiterate people training
- Be familiar to participatory approach

I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS

In Cotonou, the volunteer will stay at Livingstone Hotel, whereas at Glazoue, the volunteer will stay at the Hotel Ambassadeur. In Benin, CRS will pay for hotel accommodation. In addition, a local network SIM card will be provided to the volunteer as well as a spare computer if needed at his or her arrival in Cotonou. In Glazoue, CRS will hire a local translator for the volunteer’s work and URFPTAS will contribute to the volunteer’s commuting as well as mobilizing and supporting its members for the required sessions. Mrs LAWIN Anne Marie, the President of the administrative board of URFPTAS and Mr Pascal Kuassi GNANHO Executive Secretary of CRADIB NGO will work closely with the volunteer during the preparations and his/her work, to ensure that the assignment goals are being achieved.

J. RECOMMENDED ASSIGNMENT PREPARATIONS

1. Training Materials

The volunteer should prepare materials for hand out which can be printed at CRS office in Benin before his arrival. Flip charts, markers, masking tapes can be obtained at the CRS offices in case the volunteer wishes to make some illustrations during the sessions.

2. Working Environment

Glazoue is located in the center of Benin in the Collines (Hills) department. It is situated at about 230 km from Cotonou. People there are mostly Christians but all of them are well involved in endogenous religion. People there speak two mains languages: Idasha and Fon. Also, in Glazoue, people are open to collaborate with foreigners.

3. Recommended Reading

The volunteer may read some documents on farmers markets in Africa and about cashew and soya bean processing activities and sales.

4. Weather Appropriate Clothing

The weather appropriate clothing is light and not dark clothes. In the center of Benin, the weather is a bit hot and humid with some temperatures varying between 23 to 36 Celsius degree. It is also a sunny weather with some rains fall from March.

K. KEY CONTACTS

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