



To express interest in this assignment, please email [mireille.ngokion@crs.org](mailto:mireille.ngokion@crs.org).

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

Summary Information	
<b>Assignment Code</b>	<b>BJ232</b>
Country	Benin
Country Project	Soybean subsector
Host Organization	The Association of Young Modern Farmers of Benin (AJAM-Benin)
<i>Type of Volunteer Assistance</i>	<b>Organizational Development (O)</b>
<i>Type of Value Chain Activity</i>	<b>Information and Input support services (S)</b>
Assignment Title	Market research and prospecting, commercial negotiation and marketing techniques
Assignment preferred dates	February-March 2020
Objectives of the assignment	<ul style="list-style-type: none"> <li>• Train some of the young modern farmers of Zou and Collines department on market research and prospecting techniques,</li> <li>• Train some of the young modern farmers of Zou and Collines department on commercial negotiation,</li> <li>• Train some of the young modern farmers of Zou and Collines department on marketing techniques</li> <li>• Coach the young farmers to master and draft the relevant parts of a market contact with a client</li> </ul>
Desired volunteer skill/expertise	<ul style="list-style-type: none"> <li>• Expert in market strategies development and marketing tools and techniques</li> <li>• Relevant experiences in training and coaching on market strategies development and commercial negotiation,</li> <li>• Practical experience in marketing techniques</li> <li>• Marketing experiences farmers is an asset</li> <li>• Be familiar to participatory approach</li> </ul>

**A. BACKGROUND**

The Association of Young Modern Farmers of Benin (AJAM-Benin) is an organization of young producers created in August 2003 and officially registered in June 2005 under the N ° 2005 / 052SG / STCCD-ASSOC of June 15, 2005 in the prefecture of Porto- Novo. It is published in the Official Journal of 15 June 2012 of the Republic of Benin. The AJAM-Benin is member of the Federation of the Producers' Unions (FUPRO) Benin.

The vision of AJAM is to professionalize and develop farms to contribute to food and nutrition security in Benin and to initiate decent and sustainable jobs for young people. To achieve this vision, AJAM has given itself the mission of:

- ✓ Improve the living conditions of young people in rural areas and seek opportunities for better reintegration of young people
- ✓ Revolutionizing agricultural services delivering to young farmers through innovative mechanisms of mutual aid and professionalization.

AJAM is an organization strongly involved in the issues of agricultural entrepreneurship by young people in Benin. Since its creation, it has carried out various actions in several regions of the national territory for the promotion of agricultural entrepreneurship by young people.

AJAM exists today in the departments of Ouémé, Plateau, Atlantic, Littoral, Zou, Collines, Mono, Borgou, Alibori, Atacora, and Donga. So, the members are from 11 departments out of 12 in Benin. Today AJAM has more than 450 members.

Within this association, the young modern farmers develop strategies for group sales of their products, information strategies on opportunities and training. AJAM put in place a solidarity credit system between members that supports some members through small equipment, loans, etc.

## **B. ISSUE DESCRIPTION**

The Association of the Young Modern Farmers (AJAM) has more than 450 young people who are mainly working in the agriculture, agricultural products processing, animal breeding, etc., sectors. All of them has established their own business in these sectors and are carrying out many production 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. These issues make that they are obliged sometimes to sell their products at a lower price than what they need to cover their expenses. This training session is needed for the Zou and Collines young farmers after the one held for those who are in Oueme-Plateau.

## **C. OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to train some young farmers who has established their own business on market research and prospecting, commercial negotiation and marketing techniques. The assignment will intend specially to:

- Train some of the young modern farmers of Zou and Collines department on market research and prospecting techniques,

- Train some of the young modern farmers of Zou and Collines department on commercial negotiation,
- Train some of the young modern farmers of Zou and Collines department on marketing techniques
- Coach the young farmers to master and draft the relevant parts of a market contract with a client

**D. HOST CONTRIBUTION**

The contribution of the AJAM 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, AJAM 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 young modern farmers will 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 young people to set up successfully their businesses in the agricultural sector and this will contribute to reduce youth unemployment in the country.

**F. DELIVERABLES**

The deliverables expected from this assignment are the follows:

- The training of some young farmers members of the AJAM (Zou-Collines) on market research and prospecting techniques is done,
- The training of some farmers members of the AJAM (Zou-Collines) on commercial negotiation and marketing tools and techniques is done,
- The effective coaching of some young farmers members of AJAM (Zou-Collines) to master and draft the relevant parts of a market contract with a potential client
- 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 Bohicon (Zou) and check in Princ Hotel. CRS Benin F2F team introduces the volunteer to the AJAM responsible and the administrative board 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 (with the first group of young modern farmers in Zou)
Day 4	Make a quick diagnosis to better understand the young modern farmers issues related to their businesses
Days 5	Training on market research and prospecting and marketing tools and techniques
Day 6	Training on commercial negotiation approach and techniques
Day 7	Coaching the young farmers trained to master and draft the relevant parts of a market contract with a potential client
Day 8	Wrap up the meetings with AJAM representatives and debriefing, actions plan and recommendations review and travel to Dassa and checking in Jeco Hotel
Day 10	The volunteer will review and finalize the work-plan and discuss with them on any other arrangement for the work (with the second group of young modern farmers in Zou) and proceed to a quick diagnosis to better understand the young modern farmers issues related to their businesses
Day 11	Training on market research and prospecting and marketing tools and techniques
Day 12	Training on commercial negotiation approach and techniques
Day 13	Coaching the young farmers trained to master and draft the relevant parts of a market contract with a potential client. Debriefing of the training sessions with the participants and AJAM responsible 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.
Day 15	Depart for USA

#### 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 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 development and commercial negotiation,

- Practical experience in marketing tools and techniques
- Be familiar to participatory approach
- Open to share knowledge and it experiences with others
- He/she must be result oriented
- Working experience in the agricultural subsector is an asset

## **I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS**

In Cotonou, the volunteer will stay at Livingstone Hotel, whereas at Bohicon and Dasaa, the volunteer will stay respectively at Prince Hotel and Jeco Hotel. 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 the field, CRS will hire a local translator for the volunteer’s work and AJAM will contribute to the volunteer’s commuting as well as mobilizing and supporting its members for the required sessions. Mr Eustache HOUNKPATIN, the president and Mr Duince AHOSSOUHE, the secretary of the administrative board of AJAM 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**

Bohicon is in the south of Benin from about 130 km of Cotonou whereas Dassa is about 210km from Cotonou. The first week of the training sessions will take place in Bohicon with the young modern farmers group based in Zou department and the second and last week sessions will be held in Dassa with the young modern farmers group based in Collines department. Both in Bohicon and Dassa, the volunteer will meet both Christians and people of Endogenous Religion and Muslims and the main languages are Fon in Bohicon and Idasha in Dassa. People are open to collaborate with foreigners

### **3. Recommended Reading**

The volunteer may read some documents on farmers markets in Africa and about tropical farms.

### **4. Weather Appropriate Clothing**

The weather appropriate clothing is light and not dark clothes. In the south and 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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