



**CRS Farmer to Farmer Program
Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	ET233
Country	Ethiopia
Country Project	Crops
Host Organization	Gozamen Multipurpose Farmers’ Cooperative Union
Assignment Title	Developing Strategy for Export Markets
Assignment preferred dates	February- June 2020
Objectives of the assignment	<ul style="list-style-type: none"> • Provide technical supports to the host on export market strategy and identifying international buyers
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	Type III

A. BACKGROUND

CRS Farmer -to-Farmer program (F2F) is a USAID funded program that will be implemented for five years (2019- 2023) with a primary goal of reducing hunger, malnutrition, and poverty across six countries: Benin, East Timor, Ethiopia, Nepal, Rwanda and Uganda. The program aims at achieving this goal through advancing inclusive and sustainable agriculture led growth aimed at generating sustainable, broad-based economic growth in the agricultural sector. The program’s secondary goal is to increase US public understanding of international development issues and programs and share the knowledge back in the US. To achieve its goals, F2F program provides volunteer technical assistance to farmers and farmer groups (associations and cooperatives), private agribusinesses, agriculture education institutions in developing countries like Ethiopia to address host identified technical needs in selected agricultural value chains. F2F volunteers are pooled from abroad range of US agricultural expertise, from private farmers with varied experience, University professors, bankers/certified accountants, animal health and nutrition specialists, soil scientists, agronomists who support local host organizations. The F2F program introduces innovation and develops local organizations capacity for more productive, profitable, sustainable and equitable agricultural systems while providing an opportunity for people- to-

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.

people interactions within the agricultural sector. In Ethiopia, the F2F program focuses on technical interventions in the livestock and crop value chains.

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. The agriculture sector plays a central role in the life and livelihood of most Ethiopians, where about 12 million smallholder farming households account for an estimated 95% of agricultural production and 85% of all employment. Of the total number of farming households, 25% are women-headed. Moreover, 40% of the farming households operate on less than 0.5 hectares, 64% on less than 1ha and 87% on less than 2 ha. Despite the production challenges, agriculture accounts for 43% of GDP and 90% of exports.

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.

Gozamin Multipurpose Farmers' Cooperatives Union was first established in January 1999 by 6 affiliated Cooperatives found in Gozamin wereda with a total of 7,222 farmers. The initial capital of the Union was only Birr 100,000 (3,226 \$). Following the good performance of the union in its earlier periods, potential members making thorough discussions with their owners joined Gozamin Union. The Union further restructured itself and expanded its operational area to 8 woredas/districts around Debre Markos (Gozamin, Debre Elias, Machakil, Baso Liben, D/Markos Town, Sinan, Bigugn and Aneded). Now it has 58 affiliated primary cooperatives with a total of 125,322 member farmers.

B. ISSUE DESCRIPTION

Despite the significant role that have been played by Gozamen cooperative to create marketing opportunities to small holders, still there are some holdups that retard their performances in marketing aspect. They are facing major challenge for entering international market and to export

their products (wheat, Maize, Teff, barley, haricot bean, horse bean, sesame and rape seed) to international market because of lack of qualified personnel on international marketing and lack of international market information. The cooperative lacks the capacity to assess market potentials to satisfy the need of their members. They also have limited knowledge on the procedures to export products.

The cooperative to run its businesses with multiple commodity and transactions they highly need a sound marketing strategy. However, the union is following traditional marketing approaches. Therefore, to achieve planned activities and to create more effective and profitable links between domestic and international markets, the union needs to be capacitated with advanced marketing skills. For this assignment, employees and members of the union and primary cooperatives will be participants of the training.

C. OBJECTIVES OF THE ASSIGNMENT

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

- Train 20 cooperatives union staff and members on international marketing
- Technically support the coop to find international market to their products
- Conduct market assessment and analysis
- Assist the host in developing market strategy

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 20 employees and members of the union.

D. 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. CRS will also arrange and pay for transport services for daily use to and from the Cooperative.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

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

- Increased sales, better connection with international buyers
- Improved employers’ skills for conducting market research and analysis
- Improved skills of employee’s for preparing marketing plan

F. DELIVERABLES

Deliverables by the volunteer includes:

- Developed marketing strategy for the host
- Training lists with people trained
- Volunteer end of assignment report with recommendations to the host organization action plan and recommendations to CRS
- Conduct a final debriefing (PowerPoint presentation) with the host organization (plus key stakeholders) and CRS/USAID
- Conduct outreach events upon return to the US

G. DESIRABLE VOLUNTEERS SKILLS

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

- Advanced knowledge and experience on international marketing specifically cooperative marketing
- Marketing strategy development
- 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

H. 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 Eliana Hotel(https://www.booking.com/hotel/et/eliana ;Phone: +251111262600).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 • S/he will be introduced to the host • General orientation with the host, first-hand briefing on the main objectives and modality of the assignment and adjustment of the agenda for the coming days

Day	Activity
	(work planning session).
Day 4	<ul style="list-style-type: none"> • Conduct further assessment of skills and knowledge gaps with training participants • Based on information gathered and gaps identified, enrich the prepared training materials incorporating hands-on practices. • Develop 10 days (2 weeks training) curriculum covering key knowledge and skills Gaps
Day 5-19	Train participants on among other topics
Day 20	Briefing / exit meeting with the host in the presence of CRS staff
Day 15	<ul style="list-style-type: none"> • Debriefing with CRS staff and/or USAID Mission • Finalize reimbursement expenditures and liquidations (if any) with finance. • Submit volunteer reports, training 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

I. ACCOMMODATION AND OTHER IN-COUNTRY LOGISTICS

- Before travelling to the assignment place, the volunteer will stay in Addis Ababa at one of the CRS's client hotels, Eliana <https://www.booking.com/hotel/et/eliana> or another hotel that will be booked and confirmed before the volunteer arrival date. The hotel will have rooms that include services such as airport pickup and drop-off, breakfast, wireless 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.
- All required materials will be prepared ahead of time and provided to the volunteer. CRS Ethiopia will provide the volunteer with a laptop computer (if s/he needs), local internet dongle and mobile phone with a charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Addis Ababa.
- CRS will provide a vehicle and accompany the volunteer to the place of assignment.
- During the assignment period, the volunteer will stay at LBS Hotel Debre Markos
- 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 incidentals.
- CRS Ethiopia will also reimburse the volunteer with laundry costs against receipts.
- For more information, please refer to country information that will be provided.

J. RECOMMENDED ASSIGNMENT PREPARATIONS

- The crop country project especially focuses on input supply, processing, and the more commercial aspects of the value chains because of their contribution to food security and nutrition. This assignment will contribute to crops value chains through linkage to exports markets.
- The volunteer can fine-tune the Scope of Work based on her/his professional qualifications to successfully carry out this marketing assignment.
- 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.

K. 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	CRS East Africa Regional Office
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Host Organization	

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