

To express interest in this assignment please email [priyanka.subba@crs.org](mailto:priyanka.subba@crs.org)

**CRS Farmer to Farmer Program**

**Volunteer Assignment Scope of Work**

Notice for potential volunteers:

Some assignment details are subject to change.

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| **Summary Information** | | |
| **Assignment Code** | **TL215** | |
| Country | | Timor-Leste |
| Country Project | | Modernizing Agriculture |
| Host Organization | | Peoples Trade Company (PTC) |
| Assignment Title | | Business Development and Marketing Strategy development |
| Assignment preferred dates | | Flexible |
| Objectives of the assignment | |  |
| Desired volunteer skill/expertise | | * Agribusiness development expert with experience in international export markets access developing countries * Background and experience in the communication * Previous experience with business negotiation through international expo |
| Type of Volunteer Assistance | | Business Enterprise Development (E) |
| Type of Value Chain Activity | | Marketing (M) |
| 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 provides 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.

The Timor-Leste Ministry of Agriculture and Fisheries Strategic Plan[[2]](#footnote-2) recognizes the fundamental importance of agriculture to Timor-Leste’s economy and the impact of agriculture on poverty reduction, food and nutrition security, economic growth, and income and employment generation through its linkages to other sectors of the economy. The agriculture sector in Timor-Leste accounted for 19percent of Gross Domestic Product (GDP), or over $253 million in 2013. However, there is a considerable net deficit in agricultural trade as imports in 2014 were valued at approximately $60 million. Major imports include rice, sugar, meat (chicken, beef, pork), vegetable oil, fish, milk, and vegetables (potato, onion)2. In rural communities 57percent of women and 60percent of men are actively involved in agriculture3. Agriculture consists primarily of subsistence farming with limited access to inputs, technical knowledge, and market linkages. There is a heavy reliance on traditional agricultural practices such as slash-and-burn cultivation. Most smallholdings are mixed rainfed farms growing maize, cassava, red kidney beans, sweet potato, rice, groundnut, and vegetables. Coffee, coconut and candlenut are the most common tree crops. Livestock, such as poultry, pigs, cattle, buffalo, goats and sheep are raised on a small-scale and extensive

People Trade Company (PTC) is a local export company which was established in 2002 by a 100 percent stake of a Japanese NGO, PARCIC. PTC purchases Arabica coffee from coffee producers’ cooperative in Maubisse (COCAMAU: 592 members) and Robusta coffee from cooperative in Ermera (KOHAR: 133 members) and exports it to the Japanese market as fair trade coffee. PTC also purchases and distributes products of Aroma Timor, a women’s group network which is organized by 16 groups in 6 municipalities (Aileu, Ainaro, Baucau, Bobonaro, Covalima and Liquisa), to both domestic and international market. PTC imports packaging materials from China and Indonesia, which are necessary for these products.

These activities are designed and developed to diversify the local economy. As a relatively new country having achieved independence in 2002, it aims to diversify the industries by moving away from dependence on natural resources. The lack of the experienced human resources has become a major challenge for most sectors in this country, constraining the realization of economic independence.

1. **ISSUE DESCRIPTION**

PTC working with a women's network 'Aroma Timor' successfully earned revenues of around $ 17,000 from sales in FY2017 and FY2018. However, in order to build a self-sustaining financial foundation for the network, it is necessary to grow this revenue to ensure smooth operations as well as future sustainability. Based on the reality that the domestic market is very small and limited to achieve the goal, 'Aroma Timor' network are planning the following activities to achieve this goal within coming 3 years (2019 to 2021):

1) Export herbs and Virgin Coconut Oil (VCO) that may be able to enter overseas markets,

2) Obtain organic certificate for VCO (herbal tea has already acquired JAS organic certification, but it needs to be changed to the certification of the country of equivalence).

Based on these plans, the investment which is necessary to be done for the first year is as follows:

1) Introduce tea bag filling machine

2) Arrange to attend International expo- Food Taipei in Taiwan June 2020

3) Procurement of VCO Bulk packaging (pail)

4) Obtain organic certificate for VCO

PTC produce heathy food products handmade by women who live rural areas of Timor-Leste. In presents you with a high-quality range of products made from local resource in environmentally friendly ways and provides a testy food and save food variety for the market. Timor-Leste is estimated 1.241[[3]](#footnote-3) million and most populated and as big market opportunity is in Dili. So, all products from 12 districts are mostly targeted to be marketed in Dili.

in addition, in the last few years TL has faced unfavorable economic conditions caused by factors such as political instability in the country that have caused a lot of idleness, lack of the private sector that invests in the productive sector, the number of government employees who carry out loans in banks so that they only receive monthly payments a portion of their salary. The above-mentioned things are one of the factors that cause people's purchasing power to lack enthusiasm, so PTC considers it very necessary to explore foreign markets for the products they produce, one of which is through participating in international exhibitions to promote their products.

1. **OBJECTIVES OF THE ASSIGNMENT**

The objective of this assignment is to build the capacity of PTC staff and ‘Aroma Timor’ coordinator through preparation and accompany of International expo- Food Taipei in Taiwan June 2020. The volunteer will facilitate the staff in advice each process, through addressing the following key aspects;

* Preparation of international expo-Food Taipei in Taiwan June 2020

1. Advertisement for public relations at expo (short Film, panel, brochure, booth design)
2. Necessary Documentation (COA, Product SPEC information including FOB price, freight charge, payment method)
3. Approaching and Negotiation (basic approaching and negotiation training, follow up after the expo)
4. Basic market survey (Herbal tea and VCO’s Indonesian/ASEAN/Oceania market, analyze quantity, quality and price, etc.)

* Detail advice for set up attractive booth
* Detail advice for approaching, negotiation and follow up after expo

1. **HOST CONTRIBUTION**

The People Trade Company (PTC) will select, determine the attendances regarding to training participant. The PTC will also ensure that the necessary class rooms and local training aids and other teaching materials are in place. The host will also provide the volunteer with and facilitate the volunteer for meal services. The PTC will also assign a focal person who can guide and facilitate the volunteer specialist during the assignment period. The host will also provide accommodation, office space and office furniture as well as vehicle if any travel is required during the assignment duration. PTC also will provide accommodation during she/he assignment duration

1. **ANTICIPATED RESULTS FROM THE ASSIGNMENT**

This assignment volunteer will contribute to the following:

1. Final advertisement and public relation for the expo
2. Final necessary documentation for the expo video and brochure
3. Final booth design
4. **DELIVERABLES**
5. Final report Field report with recommendation and simple guidelines submitted
6. Group presentation with local stakeholders at the end of the assignment in country
7. Group presentation for CRS staff
8. Participant list
9. Volunteer outreach activities in the US and in country
10. **SCHEDULE OF VOLUNTEER ACTIVITIES IN TIMOR-LESTE**

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| --- | --- |
| ***Please note that this is a tentative schedule and will be finalized post volunteer selection with consultation with volunteer*** | |
| **Day** | **Activity** |
| Day 1 | Arrival into Timor-Leste. The volunteer will be picked by a car provided through CRS’s client hotel with a placard bearing “**CRS logo and volunteer name”**. |
| Day 2 | * Briefing meeting at CRS office with CRS F2F staff, security briefing and logistics and itinerary of the trip and discuss anticipated outcomes and work plan; |
| Day 3 | * Setup with guesthouse and other logistics * Briefing meeting with staff and Leader of PTC * First hand briefing on outlines of topics of the training, plan, approach, etc, and adjust the topics as required. * Work planning discussion with the staff of the PTC * Prepare course/training and plan with the PTC to proceed with the assignment (lecturing, advising, and practicing) |
| Day 4-6 | Working on preparation of international expo- Food Taipei in Taiwan June 2020 |
| Day 7-8 | **Work on reporting** |
| Day 9-11 | Preparation of international expo- Food Taipei in Taiwan June 2020 |
| Days 12 | * Wrap up sessions that emphasize key concepts of the assignment: the PTC evaluates the assignment and discusses final report recommendations with the volunteer.   Group presentation to the host in the presence of CRS F2F staff and local leader |
| Day 13 | * Back to CRS and Debriefing for CRS staffs in CRS office * Submit all reports, return logistic items and complete all required activities * Debrief meeting with USAID ambassador |
| Day 14 | Travel back for USA |

1. **DESIRABLE VOLUNTEERS SKILLS**

* Experience in business negotiation through international expo
* Experience in marketing especially export marketing from developing country to developed countries.
* Experience in marketing strategy and preparing business development model
* Ability and preparedness to use relevant teaching aids and audiovisuals,
* Easily adapting ability to local situations of the various developing world,
* Good communicator and interpersonal skills

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

* Before travelling to the assignment place, the volunteer will stay in Plaza Hotel at one of the CRS’s client hotels that will be booked and confirmed before the arrival date. <http://plazahoteldili.com/>
* In Dili, the hotel usually has 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 or using Taxi
* CRS Timor Leste will provide the volunteer with a laptop computer (if s/he needs), local internet dongle (modem/EVDO) and mobile phone with charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Timor-Leste.
* CRS will provide a vehicle and accompany the volunteer to the place of assignment.
* During her/his assignment period will stay in PTC guest house or Hotel 2000
* CRS Timor-Leste will arrange hotel accommodation 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 to US, the volunteer will also liquidate advances (if any) at CRS Timor-Leste
* For more information, please refer to country information that will be provided

1. **RECOMMENDED ASSIGNMENT PREPARATIONS**

* Prior to travel, the volunteer will be advised to prepare necessary training and demonstrating aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at either office of CRS on request by the volunteer.
* If the volunteer requires use of simple training aids like flip charts, markers, masking tapes, etc, s/he should make the request and collect from either office at Dili office prior to travel to the assignment place.
* Translation of handouts to local languages can be done in the locality of the assignment, if shortly required. Depending on the meeting places, the volunteer may use a laptop and projector for power point presentations
* Recommend reading are [marketdevelopmentfacility.](file:///C:\Users\jose.alves\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\62XT237O\marketdevelopmentfacility) [parcic.org](file:///C:\Users\jose.alves\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\62XT237O\parcic.org) and [aromatimor](https://www.instagram.com/aromatimor/?hl=en)
* Related to the weather condition now it is rainy season

1. **KEY CONTACTS**

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| **CRS Baltimore** | **F2F Program Manager** |
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| **Host Organization:** | |
| **Junko Ito**  Director of People Trade Company  Email: itojun@tkf.att.ne.jp | Tomomi Hayashi  Telphone: +670 77526422  Email: [tomomi.hayashi@parcic.org](mailto:tomomi.hayashi@parcic.org) |

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. <http://extwprlegs1.fao.org/docs/pdf/tim149148.pdf> [↑](#footnote-ref-2)
3. <http://www.statistics.gov.tl/category/survey-indicators/> [↑](#footnote-ref-3)