

To express interest in this assignment, email: Maria Figueroa at [maria.figueroa@crs.org](mailto:maria.figueroa@crs.org)



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

| <b>Summary Information</b>        |   |
|-----------------------------------|---|
| <b>Assignment Code</b>            | <b>UG227</b>  |
| Country                           | Uganda  |
| Country Project                   | Livestock Country Project   |
| Host Organization                 | Kabeiura Farmers Limited  |
| Type of Volunteer Assistance      | Organizational Development (O)  |
| Type of Value Chain Activity      | Marketing (M)   |
| Assignment Title                  | Organizational profiling  |
| Assignment preferred dates        | November 2019 – January, 2020   |
| Objectives of the assignment      | <ul style="list-style-type: none"> <li>• Review the current agricultural activities of the farm and develop a comprehensive farm profile/documentation.</li> <li>• Design Brochures for information and marketing of the farm’s business</li> </ul> |
| Desired volunteer skill/expertise | Agribusiness/ Marketing specialist<br>Excellent writing skills and graphic/computer design skills   |
| PERSUAP classification            | 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 Uganda to address host identified technical needs in selected agricultural value chains. F2F volunteers are pooled from a broad 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 organisations. F2F program introduces innovation and develops local organisations capacity for more productive, profitable, sustainable and equitable agricultural systems while providing an opportunity for people- to-people interactions within the agricultural sector. In Uganda F2F program will focus its technical interventions in the livestock and agribusiness value chains

Kabehura Farmers Limited is a privately-operated mixed farm seated on 250 acres of land. The farm was started in 1975 and legally registered in 1995 by the Uganda Registration Services Bureau (URSB). The Farm engages in multiple enterprises including a) Dairy with a herd size of 120 animals (Average 50 are milking cows; the rest are heifers and calves). The Farm relies on Artificial insemination for the cows, b) Poultry: with currently 6000 laying birds primarily for egg production, c) Tea – which is planted on 70 acres of land, the farm produces green leaf for market purposes, d) Fish- the farm has set up a fish hatchery averagely producing 200,000 fingerlings per month depending on market demand, equally producing an average of 2000 table fish per month. Two fish species are kept on the farm: Cut fish and Tilapia, e) the farm is engaged in milk processing: Selling excess chilled milk and on-farm processed Yoghurt. The farm has eucalyptus tree establishments on 10 acres of land, 4 acres of bananas (matooke) mainly serving as a food source for farm workers.

## **B. ISSUE DESCRIPTION**

Kabehura farm limited like any growing organization is continuously exploring different growth avenues. Given its role, the farm can partly consider itself successful based on its agro- enterprises by providing better services to meet the needs of its clients. Despite the farm's growth intentions, the organization has not attracted the desired level of clientele base partly due to a lack of an organization profile as part of the marketing strategy to increase visibility/awareness to the wider Ugandan clientele. It is envisaged that the farm would benefit from further technical support in the development of an organizational profile to help document activities and services. The farm has very limited documentation of its operations/activities. The available staff need additional training and support on the how and what to document and creation of

a computerized filing system and design a brochure for marketing purposes. Due to above factors, Kabeihura is limited to tell their story about their activities and services for visibility in engaging the market and clients thus reduced business opportunities. However, Kabeihura Farmers Limited lacks the technical capacity to profile its operations. The volunteer technical assistance request is to support Kabeihura Farmers Limited in the development and implementation of a marketing strategy in form of organizational profiling.

## **OBJECTIVES OF THE ASSIGNMENT**

The main objective of the assignment is to help Kabeihura Farmers Limited develop an organizational profile through the documentation of the company activities and services.

### **Specific objectives:**

- Document the various activities of the company, including its brand name
- Design brochures to help the farm establish and communicate its goals, objectives, products and services to both new and existing clients

## **C. HOST CONTRIBUTION**

The host has committed to avail staff to work closely with the volunteer during the assignment. The farm directors will be available to work closely with the volunteer for the entire duration.

## **D. ANTICIPATED RESULTS FROM THE ASSIGNMENT DELIVERABLES**

The anticipated assignment deliverables will include:

- Trainings conducted and people trained
- Developed profile and brochures
- Debriefing with USAID and in country group presentations after assignment
- Field trip report and expense report
- Outreach activity, press release or a media event back in US

## **E. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)**

| Day   | Activity   |
|-------|--|
| Day 1 | Travel from home to US international airport   |
| Day 2 | Arrival at Uganda Entebbe Airport, the volunteer will be picked by Fairway hotel shuttle to Kampala and check in at Hotel. |

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|--|---|
| 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 briefings including host brief, logistics and expectations and anticipated outcomes. Any materials for printing will be prepared at CRS offices.<br>In the afternoon: Travel to Bushenyi to commence the assignment                                  |
| Day 4  | In the morning, CRS introduces the volunteer to the Kabeiura Farm management team. Together with CRS and the management, the volunteer will review and finalise the work-plan. The action plan should include group presentations to be done after the assignment.<br>Familiarise with Farm operations of the entire company – understand current activities and services |
| Day 5-10   | Organizational profiling starts.  |
| Day 10-12  | Designing of brochures  |
| Day 13-14  | Discussion of profile and brochure for comments   |
| Day 15   | Final edits and completion  |
| Day 16   | Volunteer travels back to Kampala   |
| Day 17   | Debriefing at CRS office with USAID Mission and CRS staff.<br>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 18   | Depart for USA  |
| TBD  | Outreach event in the US  |
| <b>Note: This is a draft schedule that will be finalized based on volunteer actual dates of availability, Sundays are typical rest days and working on Saturday is, per the host's request</b> |   |

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

The volunteer will stay at Fairway hotel, [www.fairwayhotel.co.ug](http://www.fairwayhotel.co.ug). For the first one or two days on arrival. While in Bushenyi, the volunteer will reside at Ankole Resort Hotel for the entire duration of the assignment. The volunteer will be provided with a modem from the CRS field office for internet access and a mobile phone to facilitate in country communications.

CRS will pay for hotel accommodation and provide volunteer with per diems to cater for meals and other incidentals. The volunteer may get an advance which has to be cleared before departing Uganda. For more information, please refer to country information that will be provided

## **G. RECOMMENDED ASSIGNMENT PREPARATIONS**

### **i) Before leaving U.S.:**

- CRS-F2F designs assignments with the assumption of some pre-departure preparation by the volunteer. Actual preparation time will vary based on the experience of the volunteer, as well as informational or training resources the volunteer has readily available. CRS relies on the volunteer to

assess the tasks outlined in this SOW and to make his or her own judgment about how much and what kind of preparation is needed prior to arriving in Uganda

- CRS strongly recommends that the volunteer become familiar with CRS programs in Uganda, especially the livestock country project description and other information in the briefing pack before arrival to Uganda

## H. KEY CONTACTS

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|---|---|
| <b>CRS Baltimore</b>  |   |
| <b>Maria Figueroa</b><br>US Operations Manager/Uganda Recruiter<br>Farmer to Farmer Program<br>228 W. Lexington Street<br>Baltimore, MD 21201<br>410-951-7366<br>Email: <a href="mailto:maria.figueroa@crs.org">maria.figueroa@crs.org</a>      |   |
| <b>CRS Country Program</b>  |   |
| <b>George Ntibarikure</b><br>Project Director<br>Farmer to Farmer Program<br>Uganda<br>Office Tel: +256 031 226 5658<br>Mobile cell phone +256 772 472 103<br>Email: <a href="mailto:George.ntibarikure@crs.org">George.ntibarikure@crs.org</a> | <b>Maria Nakayiza</b><br>Senior Project Coordinator<br>Farmer to Farmer Program<br>Uganda<br>Office Tel: +256 031 226 5658<br>Mobile cell phone +256 783922882<br>Email: <a href="mailto:maria.nakayiza@crs.org">maria.nakayiza@crs.org</a> |
| <b>Host Organization:</b>   |   |
| <b>Eriyabu Muhoozi</b><br>Managing Director<br>Kabeihura Farmers Limited<br>Email: <a href="mailto:kabeihurafarmers@gmail.com">kabeihurafarmers@gmail.com</a><br>Tel: 0772 496989/0752920896  | <b>Muhanguzi Isaac</b><br>Director<br>Kabeihura Farmers Ltd<br>Same email<br>0772 430201/0701 430210  |