



## VOLUNTEER REPORT FORMAT

*To be submitted to CRS at the end of volunteer assignment and shared with the Host*

### 1.1 Assignment information

- a) Volunteer Name: **Bob Bond**
- b) Host Organization: Kilili Horticulture Self-Help Group – Makueni County
- c) Assignment: KE44 – develop a marketing plan and strengthen member knowledge and skills
- d) Dates of Assignment: June 1 – 15, 2015
- e) Number of days worked: 15

#### 1.2.1 Objective 1 in your SOW:

‘Develop a marketing plan, including timeline, targets, and a budget’.

- a) Progress with the objective:

The host agreed to the idea of developing rough business/marketing plans for possible value-added processed and packaged products (considering several alternatives), rather than the original SOW addressing fresh mangos for export (only). The ‘best’ plan proposal would be implemented first. The host also agreed that this work should be undertaken by a full-time dedicated business-trained person, ultimately with responsibility for executing the plan and delivering the budgeted profit. A commercial director job description was presented and discussed.

Formal group training (15-20 beneficiaries – see objective 2 below) was accomplished, using sample packaging from the U.S. In addition, the committee began preliminary market research (in Wote Town) with the volunteer, visiting retail stores, and calling on store managers, the Group’s bank (Equity Bank) credit relationship manager, and an NGO (MESPT) business development officer, to gather information necessary for a business/marketing plan.

With the support of the NGO MESPT, it was decided to start with producing, packing, marketing, and distributing mango crisps. We also met with a graphic designer, who began designing a sample label (from committee input). The goal is to have an actual business plan for the mango crisps product in place, prepared by the new commercial director, with estimated revenues and actual costs (and profit), no later than July 31, 2015.

We then met with the local US AID manager, who endorsed the mango crisp idea, and will work with the commercial director to locate equipment, identify costs, and otherwise assist in getting the mango crisp business launched following the 2015-16 harvest.

Finally, a draft business plan for Kilili Mango Crisps was completed, using information gathered during the assignment. I will continue to assist the commercial director via email from the U.S. as



more information is gathered and the plan is re-worked, with a target completion date of July 30, 2015.

b) Expected impacts/results:

Revenues gained by processing and packaging horticulture products may realize up to six times the revenues per kg. of product grown (e.g. mangos) versus fresh products sold. The host agreed to appoint Thomas Mackenzie, the son and nephew of two committee members, to provisionally begin working as a commercial director, responsible for developing business plan proposals to present to the committee for approval. Volunteer spent time during week two, training and developing Thomas with the skills required (he has a degree in agronomy economics).

c) Recommendations<sup>1</sup>

That the host hire a commercial director to accomplish objective # 1. The host agreed for him to begin focusing on developing a business plan for mango crisps products to start.

It was agreed that the training objective (below) would be useful for the horticulture group and the committee to better understand future business plan proposals made by the commercial director, in order to make the best packaged product decisions

1.2.2 Objective 2 in your SOW:

‘Train 20 trainers on marketing basics (marketing plan, budget, P & L’s, etc.)’

a) Progress with the objective:

Only two formal training sessions, 2-hours each, with 15 participants, were conducted (it was a busy time of year for the farmers). However, progress on the mango crisp business plan was communicated to group members during week two of the assignment. Conducted additional training with the 6-member committee, plus trade visits, meetings with a bank credit development manager, an NGO business development officer, the US AID NGO manager, and a major retailer. Also, one-on-one training with the newly appointed provisional commercial director.

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<sup>1</sup> **Note:** Only make not more than 6 recommendations. The most useful recommendations for hosts are ones that they can implement themselves with minimal expense. For example, a cooperative might change its financial reporting procedures or hold more regular meetings of its board. Broad recommendations on tax or credit reform, changes in government policy, or investment in large-scale equipment, are usually not within the host organization’s reach.

b) Expected impacts/results:

With the training provided, the horticulture group, and especially the committee will be better able to participate, understand, and support recommendations proposed by the commercial director. This is important, as both the Equity Bank manager and the NGO business development officer made a point during the meetings to assess the degree of commitment of the horticulture group committee.

c) Recommendations:

With the knowledge of how business plans are created, including cost/benefit (profit and loss) analyses, budget projections, timelines, etc. recommend that the project proceed, and that the commercial director be supported by the horticulture group. Cooperation is necessary with the group, as reliable raw materials supply (fresh mangos) is a crucial part of a business plan's success.

1.3 Action Plan (see attached) (slide 3 – presentation 1)

Recommendation	Specific Action	Responsible person	By when
1. Marketing Plan	Begin two draft plans – mango jam and crisps	Commercial Director	30.07.2015
2. Training	Train horticulture group in business planning.	Volunteer (Bob Bond)	Done

1.4 Number of people Assisted

- a) Through formal training: 15 (9 male, 6 female)
- b) Through direct technical assistance (Do not double count): 0
- c) Out of these above, number of host staffs: 15
- d) Training/assistance by field: 0

Category	Total	Males	Females
Members/ owners	15	9	6
Employees			
Clients/ Suppliers	9	7	2
Family Members			
Total	24	16	8



## 1.5 Gender

- a) What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How? Two females on the six-member committee, neither in a leadership position; six of 15 trained were female. Did not play a role in this assignment.
- b) How might CRS or the host organization improve opportunities for the women in this host or host community? CRS could suggest that the Group include one or more females in committee leadership positions (Chair, Treasurer, Secretary, or Trustee).

## 1.6 Value of volunteer contribution in \$ 35.

- a. Hours volunteer spent preparing for assignment: 8
- b. Estimated value of all material contributions volunteer contributed to host during assignment: \$35.

## 1.7 Value of hosts' contribution in \$ (Please consult the host as well)

- a) Meals
- b) Transportation
- c) Lodging
- d) Translation
- e) Other (Specify)

## 1.8 Host Profile Data:

Did you obtain any data that supplements or corrects the data in the existing host information as detailed in the SOW? Please list it. NONE

## 1.9 Recommendations for CRS:

- (a) That a CRS Kenya staff member attend the first day or two of a volunteer training, if possible, in order to increase understanding of volunteer contributions, and to improve the quality of future SOWs. We proposed significantly changing the SOW early on in this assignment, with the host quickly agreeing.
- (b) That CRS formally 'assign' the project's follow-up to a Kenya-based CRS employee, or an NGO. This longer-term approach to the volunteer assignments will generate continued good will with the host community, and deliver better long-term project results.

## 1.10 Press Release



**FOR IMMEDIATE RELEASE**

**VOLUNTEER CONTACT:**

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**Asheville Area Volunteer Travels to Kenya to Share Skills with  
Local Farmers**

**Farmer to Farmer program promotes economic growth and  
agricultural development in East Africa**

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**Asheville Area Volunteer Travels to Kenya to Share Skills with  
Local Farmers**

**Farmer to Farmer program promotes economic growth and  
Agricultural development in East Africa**

**Robert Bond**, a consultant from **Weaverville, NC** travelled to **Kenya** for **2 weeks** to share his technical skills and expertise with local farmers. Bond's assignment is part of Catholic Relief Services' Farmer-to-Farmer (FTF) program that promotes economic growth, food security, and agricultural development in East Africa.

**"We began developing a business plan with farmers in SE Kenya, and securing support with local NGOs to insure follow-up. The new business will generate a significant increase in farmer income"** said **Bond**.

Funded by the U.S. Agency for International Development (USAID), the five-year program matches the technical assistance of U.S. farmers, agribusinesses, cooperatives, and universities to help farmers in developing countries improve agricultural productivity, access new markets, and increase their incomes.

In **Kenya**, **Bond** worked with the **Kilili Horticulture Self-Help Group in Makeuni County, (2 1/2 hour's drive SE of Nairobi)** in **value chain** training, and giving technical assistance to **tropical produce farmers** to enable them to **develop business plans**. Up to 25 beneficiaries were reached.



Bond's volunteer assignment is one of nearly 500 assignments that focus on agriculture, food security and nutrition in Ethiopia, Tanzania, Kenya and Uganda. This is the first time CRS has been involved in the 28-year-old Farmer-to-Farmer Program funded by the U.S. government.

CRS is partnering with five U.S. institutions to tap into the rich diversity of the U.S. agriculture community: the National Catholic Rural Life Conference, Foods Resource Bank, National Association of Agricultural Educators, American Agri-Women, and the University of Illinois' College of Agricultural, Consumer and Environmental Sciences.

The U.S. volunteers will travel to East Africa for anywhere from one to six weeks, their expenses covered by USAID.

“One thing we are certain of is that this program will be beneficial not just to the farmers in East Africa, but also to the volunteers from America,” said Bruce White, CRS’ director for the program. “It’s going to make the world a little bit smaller for everyone involved.”

For more information, visit [farmertofarmer.crs.org](http://farmertofarmer.crs.org)

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*Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. The agency alleviates suffering and provides assistance to people in need in nearly 100 countries, without regard to race, religion or nationality. For more information, please visit [crs.org](http://crs.org) or [crsespanol.org](http://crsespanol.org).*