



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: Natural Extracts Industries Ltd (NEI)
- c) Assignment: TZ63 – NEI Capacity enhancement on promotion and marketing of its products
- d) Dates of Assignment: Jan 10 – 27, 2016
- e) Number of days worked: 18

1.2.1 Objective 1 in your SOW:

‘Developing marketing strategy for retail products in Africa’.

- a) Progress with the objective:

NEI sales and marketing strategy for East Africa is to hire a sales and marketing manager, sales agents for the Dar es Salaam and Arusha markets, and a social media specialist. Proposed written job descriptions were provided and discussed for each position. We recommend that a stronger effort be made to identify experienced Tanzanian candidates for the sales and marketing position.

The volunteer assisted with interviewing a proposed Arusha agent, and participated in a skype call with the existing Nairobi agent. A strong recommendation was to ‘double down’ on pursuing distributors (as sales agents) already in business, who would add NEI products to their product lines, in Dar, Arusha, Zanzibar, and Kampala. These would ideally be distributors already calling on bakeries, restaurants, hotels, etc. offering gourmet foods, for example. This strategy would be in place of looking for ex pats or others to work on a part-time basis as sales agents. A target list of potential TZ distributors was provided for follow-up.

We accompanied (and trained) the NEI general manager (Jay) and the sales assistant (Eileen) on sales presentations to over 40 existing and prospective customer outlets (retail stores, bakeries, restaurants, etc.) in Arusha and Moshi. Product samples were provided, and orders obtained from some existing accounts. Customer lists were assembled provided to NEI for both markets. We hope that Eileen will carry on with customer follow-up calls on a regular (monthly) basis in order to build the business.

A customer sales record and a monthly sales report format were presented (and are now in use) for optimum sales administration.

On-the-job sales training was provided to improve selling skills. NEI’s are high quality products, targeted at high-end sophisticated trade customers (and consumers). Success requires knowing how to reach these with a sophisticated sales and marketing approach. Company and product



knowledge, information on competitors, and information on the target trade (restaurants, cafes, high-end bakeries, tourist gift shops, etc.) are essential for selling success.

Finally, we met with Assistant Director of Toku Tanzania Company to discuss joint selling/merchandising ideas, especially in gift shops. Jay Akkireddy (NEI General Manager) will follow up this opportunity.

b) Expected impacts/results:

Sales systems and procedures that were introduced will result in a pro-active selling environment rather than an order-taking one. Sales targets could be reached if implemented by the Arusha, Dar es Salaam, Nairobi, Zanzibar, and Kampala sales agents.

c) Recommendations

- Top priority continue to be recruitment of a (preferably a local Tanzanian) sales/marketing manager, and sales agents in Dar es Salaam and Arusha. [Note: a sales agent was appointed in Kampala in Nov 2015, however no sales activity there as of late-Jan 2016].
- The administrative assistant (Eileen) take on the role of sales person for the Moshi market, and the Arusha market as well, until a sales agent is in place there. These tasks need not take more than two days per week.
- Eileen to use the customer sales records introduced, and to follow up with all customers and potential customers on a regular basis, with visits (preferred) or telephone calls.

1.2.2 Objective 2 in your SOW:

‘Writing an article about the company in the local flight magazines’

- a) Progress with the objective: Draft article submitted to the General Manager, and approved. A publication opportunity (for April) was identified and pursued.
- b) Expected impacts/results: Favorable company publicity to commercial customers, consumers, and potential investors who read the article. In addition, much of the article content can be used on the company website as well as incorporated in the social media campaign (see objective 3 below).
- c) Recommendations: The social media specialist would look for additional media outlets to spread the company message. This and follow-on articles might be published in trade magazines (e.g. hospitality trade) to reach hotels, restaurants, caterers, bakeries, tourist magazines (to feature products as souvenir gift ideas, etc. The specialist might also assist the sales manager in identifying appropriate regional trade shows to display products, meet business customers, etc.

1.2.3 Objective 3 in your SOW:

'Improving the message/content given through NEI website and social media

a) Progress with the objective:

Social media outlets provide the opportunity to connect and interact with existing and prospective customers, to achieve superior customer engagement. Facebook messages could be 'boosted' to reach target businesses located anywhere in East Africa.

We provided recipe ideas for NEI extract flavors (especially vanilla) as well as flavor health benefits. Recipe ideas could be provided through a 'customers only' tab on the website.

The proposed social media specialist would build on this through competitive research, platform determination, benchmarking (competitors), and prospective customer identification. We began collecting email and Facebook information on existing and prospective customers.

1.3 Action Plan

Recommendation	Specific Action	Responsible person	By when
1. Develop marketing strategy	Proposals made during volunteer visit in Jan 2016.	Marketing/Sales Manager	March 30, 2016
2. Magazine article about NEI	Article written	Volunteer (Bob Bond)	Done
3. Improve social media messaging	Proposals during volunteer visit in Jan	Social media specialist	March 30, 2016

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	0	0	0
Employees	3	2	1
Clients/ Suppliers	42	24	18
Family Members			
Total	45	26	19



1.5 Gender

- a) What gender roles did you recognize in your host community? Did these roles play a part in your assignment? How? One female on the NEI 'team' (and not in a leadership position), however all four part-time sales agents are or were female. Many trade customer contacts were female. Females are currently considered for the (open) sales/marketing manager position, as well as the (open) social media specialist position. Gender 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 NEI include more females in future leadership positions, including on the board (currently one female).

1.6 Value of volunteer contribution in \$ 15.

- a. Hours volunteer spent preparing for assignment: 8
- b. Estimated value of all material contributions volunteer contributed to host during assignment: \$15.

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) It was unfortunate that both the newly hired sales/marketing manager resigned only weeks prior to this assignment (personal reasons), as well as the part time sales agent in Dar es Salaam; the prospective agent in Arusha was still considering the opportunity (and not yet signed on). The assignment therefore would have been more effective if it could have been delayed by a few months (although the volunteer's flights had already been booked). The general manager is therefore running a one-man show, and is severely overstretched.
- (b) Currently only a small percentage of NEI sales are the higher margin, branded ('The Epicurious Hedgehog') products sold in East Africa; most sales are 'white label' lower margin products to three customers – in Mauritius, UK, and US. CRS should 'assign' the project's follow-up to a Tanzania-based CRS employee, or an NGO (if not already done). In any event, this long-term approach to 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

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Asheville Area Volunteer Travels to Tanzania to Share Skills with Local Business

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

Robert Bond, a consultant from **Weaverville, NC** travelled to **Tanzania** 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.

"Cultivation management makes a significant contribution to food security, nutrition improvements, and economic growth in Tanzania. Mainly practiced by female smallholder farmers, the sector offers the opportunity to increase incomes by adding value to their local crops through meeting demand in domestic, regional, and international markets for higher-value products" 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 Tanzania, **Bond** provided value chaining training to National Extract Industries Ltd (NEI) in Moshi (2 hour's drive east of Arusha). NEI is a social enterprise with an ethos of sustainability and a dedication to producing 100% natural flavors. NEI works with nearly 1,000 smallholder farmers and women's groups in Tanzania to produce high-quality flavors including vanilla, cinnamon, orange, coffee and cacao, while empowering them to build sustainable livelihoods.

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

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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 or crsespanol.org.