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

Summary Information	
Assignment code	ET 225
Country	Ethiopia
Country Project	Livestock
Host Organization	Ethiopian Livestock Exporters Association(ELEA)
Assignment Title	Livestock Exports and international marketing
Assignment Preferred Dates	Flexible
Assignment Objectives	<ul style="list-style-type: none"> ▪ Provide training on International marketing of livestock to staff of ELEA and its member organizations ▪ Facilitate practical oriented training on logistics planning and execution with respect to livestock exports.
Desired Volunteer' Skill/Expertise	<ul style="list-style-type: none"> ▪ Specialist on International Business and marketing of Livestock
Type of Volunteer Assistance	Business/Enterprise Development
Type of Value Chain Activity	Marketing
PERSUAP Classification	Type 4

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

Livestock contribute significantly to the Ethiopian national economy and the livelihoods of people especially in the rural areas by generating income, providing drought power, ensuring food security and contributes to the asset, social, cultural and environmental values and sustain livelihoods of the people.

Ethiopia is among the few countries in the world with huge livestock population due to its suitable environmental conditions within the different ecological zones. Ethiopia has the largest Livestock resources in Africa and 10th in the world. The country has 59.5 million head of cattle, 30.6 million head of sheep, 30.1 million head of goats, and 2.17 million camels (CSA, 2017). Of the total cattle population in the country, about 0.79% of total cattle populations are used as beef cattle. The sector contributes about 45% to the Agricultural GDP, 18.7% to the national GDP and 30% of the total employment contributed by the agriculture sector and 15% to the overall employments in the country. Livestock is also one of the major contributors to the total export earnings of the country and accounted about 8% from the total export earnings.

In Ethiopia, both farming and pastoral households are largely dependent on livestock production for their livelihoods. Livestock have diverse functions in the livelihood of Ethiopian farmers in the various farming systems and serves as a source of food, traction, manure, raw materials, investment, cash income, foreign exchange earnings and social and cultural identity. In many cases, livestock are a central component of smallholder risk management strategies.

The livestock sector in Ethiopia plays a vital role in the overall development of the country's economy. Yet, the existing income generating capacity of livestock as compared to its immense potentials in the country is not encouraging. The relatively huge number of livestock resources, proximity to the export markets, conducive investment policies, the liberalization of the economy, the supports and attentions given by the government to export trade gives the country comparative advantages in livestock trade. In addition, Ethiopia's lowland breeds of cattle, sheep, goats and camels are highly demanded by neighboring countries as well as the strategic livestock markets of the Middle East.

Poor logistics coordination and low level of knowledge and skills about the international livestock market dynamics has affected ELEA's businesses. Hence, ELEA has requested the CRS farmer to farmer program to provide technical assistance in the mentioned area.

B. ISSUE DESCRIPTION

ELEA is a membership organization formed in 2015 with a vision of expanding the Ethiopia's livestock market and serving the major international destinations on the globe. ELEA promotes, facilitates and drives growth in the export of livestock from Ethiopia and represents interests of members by closely working with various stakeholders. The association has more than 52 members, who are major livestock exporters in the country. In 2018 their total revenue from export was \$800,000. Given the huge livestock export potential and untapped international markets, the revenue was very small.

Livestock exporting business requires a good knowledge and skills about the international markets. Knowledge and skills are the preconditions to develop a workable marketing strategy. The current knowledge of the association about the international livestock market structure, performance and prices is inadequate. This affect its ability to become a competitive player in the international livestock markets. The key challenges the host, Ethiopian Livestock Exporters Association has faced are mainly related to international marketing, contract enforcement and logistics management. The deficiency in knowledge about international business practices, contract enforcement and logistics coordination in livestock exports, ELEA lost businesses and customers.

Therefore, in order to create more effective and profitable links between domestic and international markets and to improve the logistics coordination, the association needs capacity building supports which enhances the marketing and logistics management knowledge and skills of ELEA. Employees of the association and its members are the primary beneficiaries of the volunteer technical supports.

C. OBJECTIVES OF THE ASSIGNMENT

Overall objective

The main objective of this assignment is to technically assist ELEA and tis members' staff acquire knowledge and skills of international livestock marketing. The technical assistance will enable the association to develop/revise its marketing strategy to improve its competitiveness in the international markets.

Specific Objectives

The specific objectives of this assignment include:

1. Improve participants' knowledge/skills for conducting international market assessments and analyses

2. Enhance participants’ skills for developing/revising marketing strategy
3. Assist ELEA staff in understanding international marketing dynamics and make informed decisions (supply, pricing promotion etc.)
4. Improve participants’ skills for managing logistics efficiently and effectively

D. ANTICIPATED RESULTS FROM THE ASSIGNMENT

As a result of the F2F volunteer technical supports, ELEA export performance will be increased leading to increased revenue. A good understanding of the international livestock markets and better logistics coordination will contribute to cost reduction, customer handling, and thereby enhance ELEA’s competitiveness in the market. Knowledge and skills about the international livestock markets help ELEA revise/develop appropriate marketing strategy.

E. HOST CONTRIBUTION

The host is committed to mobilize the staff and members to receive the volunteer’s technical assistance. The host will also avail key personnel to work closely with the volunteer, assisting her/him during training and practical demonstration sessions, ensuring translation to the local language and advising on the culture of the area. CRS will cover lodging costs against receipts and other related costs. In coordination with the host and the volunteer, CRS will also arrange and pay for transport services for daily use to and from the host.

F. ASSIGNMENT DELIVERABLES

The major anticipated outputs of this assignment include, but not limited to:

- Staff trained on international livestock marketing
- Work plan and training materials developed in appropriate formats in collaboration with the host and training participants
- Training lists with people trained and subject areas as per the training reporting formats
- Volunteer end of assignment report with recommendations to the host organization action plan and recommendations to CRS
- A bibliography or a list of key resources in the subject matter
- 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. SCHEDULE OF VOLUNTEER ACTIVITIES IN ETHIOPIA

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: +25111 126 2600).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.

Day	Activity
	<ul style="list-style-type: none"> • Discuss anticipated outcomes and work plan • Go to the host office and 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 (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 appropriate subjects
Day 20	<ul style="list-style-type: none"> • 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

H. DESIRABLE VOLUNTEER SKILLS

The volunteer will have the following skills, qualifications and competencies:

- Specialist on livestock marketing with substantial international marketing experience
- Demonstrated experience in developing a marketing strategy for livestock sector
- Experience of working with associations
- Good understanding and working experience on export market
- Good communicator and interpersonal skills
- Willingness and flexibility to train and technically assist the staffs whenever required
- Respect for the cultural and religious norms of the people.

I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

- The volunteer will stay in Addis Ababa at one of the CRS's client hotels, 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 Eliana Hotel, Addis Ababa.
- 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

- Although CRS F2F has developed such hinting SOW, the volunteer can fine-tune through her/his professional qualifications to successfully carry out this assignment.
- Although the assignment place Addis Ababa is a highland where malaria may not be a problem, the volunteer is advised to take pills or vaccination for malaria and (maybe also for cholera) as per medical recommendations by her/his doctors/health professionals in US before departing from US.
- Prior to travel, the volunteer is advised to prepare necessary training and demonstration aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at the CRS office in Addis Ababa on request by the volunteer.
- If the volunteer requires simple training aids like flip charts, markers or 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 required.
- Depending on the meeting places and availability of electric power and LCD projector, the volunteer may use a laptop and projector for power point presentations.

K. KEY CONTACTS

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