



USAID
FROM THE AMERICAN PEOPLE

FARMER TO FARMER
The USAID John Ogonowski and Doug Bereuter Farmer-to-Farmer Program



CRS Farmer-to-Farmer Program Assignment Scope of Work

To express interest in this assignment please email priyanka.subba@crs.org

Summary Information				
Assignment SOW Code	TL-301 Market Survey			
Country:	Timor-Leste			
Country Project:	Agribusiness Development			
Host Organization:	Timor-Leste Organic Fertilizer (TILOFE)			
Partner:	USAID Avansa Agricultura, MDF, SECOOP, PERMATIL			
Assignment Title:	Market Survey			
Objectives of the assignment:	To create and execute a survey aimed at studying market research findings on customer satisfaction with TILOFE's organic compost product and its associated services, ultimately driving innovation.			
Assignment preferred dates:	June 2024 (Preferred June 1-18)			
Desired volunteer expertise:	<ul style="list-style-type: none"> • Bachelor's degree in Business Development/Management Studies or related fields of expertise. • Proficient in conducting market surveys for businesses. • Skilled in formulating research questions and utilizing digital platforms. • Expert in analyzing and interpreting research data to drive decision-making. • Strong communication skills with clients and a good grasp of market research and trends. 			
Type of Volunteer Assistance:	E Business/Enterprise Development			
Type of CSA Activity	N Not applicable			
PERSUAP Classification ¹ :	III			
Approx. number of people to be trained:	Men	Women	Male Youth	Female Youth
	8	5	3	0

Host Information	
Date of completion of baseline & capacity development plan data collection:	March 14, 2024
Date of host agreement signing:	March 8, 2024

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.

No. of previous assignments: ²	(FY19-23): Accounting training, Developing a 5-year business plan, Branding design, Quick books development, and Website development.
Recommendations given (Total):	0
Recommendations applied (Total):	0
Name of ToT trainee (if already identified)	Not Yet.

A. BACKGROUND

1. Farmer to Farmer Program (F2F)

The CRS Farmer-to-Farmer program (F2F) is a five-year (2023-2028) USAID-funded program that provides technical assistance to farmers, farm groups, agribusinesses, and other agriculture sector institutions in low- and middle-income countries to promote sustainable improvements in food security and agricultural processing, production, and marketing. The main goal of the program is to generate sustainable, broad-based economic growth in the agricultural sector through voluntary technical assistance. A secondary goal is to increase the U.S. public’s understanding of international development issues and programs and international understanding of the U.S. and U.S. development programs.

F2F volunteers are pooled from a broad range of US agricultural expertise including private farmers, university professors, bankers/certified accountants, animal health and nutrition specialists, soil scientists, and agronomists who can provide technical assistance to the local host organizations. The program introduces new innovations and skills to develop local organizations’ capacity to participate in more productive, profitable, sustainable, and equitable agricultural systems while providing an opportunity for people-to-people exchange within the agricultural sector.

When the COVID-19 global pandemic broke out, CRS F2F introduced a paired remote volunteer (PRV) model whereby a US volunteer who does not travel provides remote support to a local/national volunteer who carries out the assignment in person. This model is still used for up to 10% of assignments.

For the 2023-2028 round of F2F, CRS is taking a gender-sensitive approach to programming, which includes conducting a gender assessment of each host prior to initiating assignments. CRS is also asking each host to identify at least one person to be a key trainee (under a Training of Trainer [ToT] model) for each assignment in the hope that this person will be able to replicate the training in the future. This isn’t a deal-breaker but we are strongly encouraging it. Therefore, the volunteer report format will ask you to name the trainee (if there was one) and comment on their level of engagement.

The CRS F2F program in Timor-Leste has identified Agribusiness Development and Nutrition as it’s areas of focus. These are known within F2F as ‘Country F2F Projects.’ The Agribusiness project includes candlenut, virgin coconut oil, vanilla, coffee, and cacao, and will promote household industries processing plantation waste, particularly coffee, into organic fertilizer. The Nutrition project includes livestock, fish, and nutritious crops (biofortified maize, sweet corn, Bok choy, broccoli, and orange-flesh sweet potato). F2F Timor-Leste’s working geographic zones are

² Discuss new hosts with Program Director.

Dili, Ermera, Aileu, Maliana, Manatuto, Baucau, Viqueque and Lautem. Requests from other locations and outside country projects are sometimes considered but are seen as exceptions.

2. About the host organization

Timor-Leste Organic Fertilizer (TILOFE) is a youth-led private enterprise established in 2018 by a team of young agronomy graduates from the East-Timor Coffee Institute (ETCI) in the Ermera municipality. Their primary objective is to safeguard the agro-ecological system while generating employment opportunities for agronomy graduates and students from agricultural technical high schools. These employment avenues serve to impart practical knowledge and skills, fostering sustainable agricultural development and contributing to the well-being of the Timorese people.

TILOFE envisions promoting a healthier and improved lifestyle for its members and local farming communities, with a mission centered on producing organic compost to enhance agricultural production and productivity through soil health improvement. The core product lineup comprises solid organic compost, organic pesticides, effective microorganisms (EM4), and horticulture seedlings. Additionally, the enterprise is venturing into agrotourism, slated for implementation in 2024 with support from USAID.

Since its inception, TILOFE has been engaged in organic compost production. Despite the challenges posed by the COVID-19 pandemic, the enterprise managed to produce four metric tons of compost in 2021, with plans to scale up production to 48 tons in 2022. Notably, from January 2022 to March 2022, they achieved a production volume of 10.7 tons, attributing this success to the assistance received from an F2F remote paired volunteer assignment focused on branding and promotion of their organic fertilizer. This support has empowered TILOFE to adopt a more assertive approach in marketing their products.

B. ISSUE DESCRIPTION

Since 2018, TILOFE has been manufacturing organic compost, which has garnered usage and sales from a significant number of beneficiaries nationwide. Despite the widespread adoption, TILOFE has yet to undertake any market surveys to gauge customer satisfaction to explore expansion options and enhance profitability in the market. Consequently, they lack insight into potential areas for improvement to align their compost offerings with customer needs. Therefore, conducting a market survey has emerged as a top priority for TILOFE. However, the current lack of capability within TILOFE to execute such a survey has put this priority on hold.

C. OBJECTIVES OF THE ASSIGNMENT

The primary aim of this assignment is to assist TILOFE in assessing customer satisfaction with its compost products and analyzing competitors operating in a similar product delivery space. The assignment entails developing survey questions using digital platforms, analyzing and interpreting survey data, and ultimately offering recommendations to enhance TILOFE's performance. The specific objectives are as follows:

- Identify customers' feedback on the product for improvement.
- Identify and analyze TILOFE's competitors within the market.

- Produce a comprehensive report outlining recommendations for business innovation and marketing strategies, enabling TILOFE to effectively compete in the competitive market landscape.

D. HOST CONTRIBUTION (*Cash and in-kind contributions by the host towards the assignment's implementation*)

The host will provide transport to take the volunteer from his/her accommodation to and from the host office and ensure successful assignment completion. The host will also assign at least one key personnel to work closely with the volunteer during preparations and in the implementation of the market survey to ensure that the key staff can train other members of the organization after the assignment has been completed. The host will also provide the required data for the survey, translation of the survey questionnaires when required, and office space for the volunteer during the assignment.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

The anticipated impacts of the assignment are:

- By addressing customer feedback, TILOFE can enhance its product to better align with customer needs, thereby boosting revenue for the organization.
- Implementing the strategic recommendations will enable TILOFE to establish a competitive edge in the market over the long term.

F. DELIVERABLES

The anticipated deliverables accomplished by the volunteer include:

1. A market survey designed to gauge customer satisfaction with TILOFE's organic compost product and its associated services.
2. Market survey insights and recommendations.
3. Volunteer's final report with recommendations (due before departure from Timor-Leste).
4. Group presentation with local stakeholders at the end of the assignment in-country.
5. A minimum of 3 volunteer outreach activities in the US and in-country using appropriate media (print, radio, TV, group presentations, social media etc.)

G. DRAFT SCHEDULE OF VOLUNTEER ACTIVITIES IN THE COUNTRY

Days (not dates)	Activity
Day 1	<ul style="list-style-type: none"> • Arrival at Presidente Nicolau Lobato International Airport; pick-up by Plaza Hotel driver. • Check-in at Plaza Hotel, Dili www.plazahoteldili.com NB: In case you encounter any difficulty, please request assistance from Airport Staff to call: Mariano Pereira (on WhatsApp or phone) at +6707833911 or Celestina Cristo at +67078276267
Day 2	Rest day in Dili
Day 3	<ul style="list-style-type: none"> • At 08:30am local time, the volunteer will be picked up at the hotel by a CRS driver (the driver's name will be confirmed on day 2) and taken to the CRS Office for introductions and briefings.

	<ul style="list-style-type: none"> • The volunteer will be briefed by the F2F team about the host and discuss with the team the related logistics and anticipated outcomes of the assignment. • The volunteer may also prepare study materials while at the CRS Office. • After the briefing, the volunteer will travel to Ermera to commence the assignment in the company of the F2F team members.
Day 4	<ul style="list-style-type: none"> • Welcome and introduction with the TILOFE Executive Director and team • TILOFE office tour & presentation on TILOFE organization (structure, vision, mission, etc.)
Day 5 - 15	<ul style="list-style-type: none"> • Assignment begins
Day 15 - 16	<ul style="list-style-type: none"> • Debrief/exit meeting with the host in the presence of CRS staff
Day 17	<ul style="list-style-type: none"> • Travel back to Dili with F2F team members
Day 18	<ul style="list-style-type: none"> • In-country/virtual debrief with CRS staff and/or USAID Mission. • Finalize reimbursement of expenditure and liquidations (if any) with the finance department, as required. • Submit volunteer reports, training attendance sheet, assignment report, PPT presentation and any reference materials to CRS F2F team. • Depart for the USA.

H. DESIRABLE VOLUNTEERS SKILLS

- Experience in conducting market surveys for businesses.
- Ability to develop research questions and use digital platforms.
- Expertise in analyzing and interpreting research data to inform decision-making.
- Ability to provide strategic recommendations for TILOFE to become agile and competitive.
- Adaptable to working conditions in developing countries.
- Strong communication and interpersonal skills.

I. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

- Before traveling to the assignment's location, the volunteer will stay at the Plaza Hotel (www.plazahoteldili.com). The hotel includes services such as airport pickup and drop-off, breakfast, wireless internet, etc.
- All required materials will be prepared ahead of time and provided to the volunteer. CRS Timor-Leste will provide the volunteer with a laptop computer (if s/he needs one), a local internet dongle (modem/EVDO), and a 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. CRS will provide a vehicle and accompany the volunteer to the place of the assignment.
- For the duration of the assignment, the volunteer will be booked into [BIMALI guest house](#) located in Gleno, Ermera (to be confirmed prior to the volunteer's arrival). CRS Timor-Leste will cover the costs of lodging. CRS HQ will provide the volunteer with a per-diem advance to cover meals and incidentals.
- Security information will be provided by the CRS Timor-Leste security focal person at the CRS Dili office.

J. ASSIGNMENT PREPARATION RECOMMENDATIONS

Training Materials:

- While CRS F2F has crafted the SOW, the volunteer can enhance it further leveraging their professional expertise to effectively execute this assignment.
- The volunteer should ensure the preparation of necessary training aids, demonstration materials, and written handouts prior to departure from the US. Softcopies of handouts and other paper materials can be printed for immediate use at the CRS office upon request by the volunteer.
- Similarly, simple training aids such as flip charts, markers, or tape, should be requested in advance while at the CRS office.

Assignment participant demographics

- TILOFE currently employs 13 local staff, comprising 8 males and 5 females. Among the male employees, three are young, while the remaining are older. Most staff have completed high school, ensuring literacy skills are not a concern.
- While there is no specific gender-age specification, it's important to ensure balanced participation between older and younger employees during training or discussions. Older or senior staff may tend to dominate training or decision-making sessions due to the respect they command from younger employees. Therefore, providing equal opportunities for both older and younger employees to voice their opinions would enhance audience engagement. The host focal point may assist the volunteer in facilitating a balanced participation.
- The host will provide any required data for this assignment (i.e., customer database) including translating the survey questionnaires when needed.

Communication and Security

- Due to potential electricity instability in the town, it's advisable to ensure that electronic devices are fully charged when power is available, as the host lacks a generator.
- Internet access is available, with speeds varying depending on the cellphone internet package. Cellphone signals are strong. There are no security concerns in the host area, and nearby community health centers are easily accessible when needed.

Working environment and Culture

- TILOFE staff and the local community are hospitable and welcoming, with mutual respect being a common tradition. However, it's worth noting that individuals may behave disrespectfully when under the influence of alcohol, so it's recommended to avoid nighttime outings. In case of emergencies, volunteers should contact the host focal point or the F2F country team for assistance.
- The weather in Ermera municipality is typically cloudy due to its hilly terrain, with temperatures ranging between 16 and 29 degrees Celsius. Nighttime temperatures may be slightly colder, so bringing a hoodie is advisable. Shorts are also recommended for comfortable wear.

K. KEY CONTACTS

To express interest in this assignment, please email the CRS Baltimore contact listed below. To find out additional information about the host, issue description or field conditions, please email the country contact provided below, copying the CRS Baltimore contact.

CRS Baltimore	
<p align="center"> Priyanka Subba Operations Manager Farmer-to-Farmer Program 228 W. Lexington Street Baltimore, MD 21201 410-951-7366 Email: priyanka.subba@crs.org </p>	
CRS Country Program	
<p> Mariano Pereira Country Project Director F2F +670 78339911 mariano.pereira@crs.org </p>	<p> Celestina Cristo Project Officer F2F +670 78276267 celestinaramos.cristo@crs.org </p>
Host Organization	
<p> Ezequiel Martins do Carmo Executive Director of TILOFE +670 75846157 zeckyhironimos@gmail.com </p>	<p> Cornelio de Deus Suco Fatukero, Ermera Timor-Leste +670 78667326 </p>