



## **She Feeds the World Project**

### **Terms of Reference**

#### **Market Assessment and Value Chain Analysis in Kyegegwa and Kyenjojo districts**

##### **1. Introduction and Background.**

CARE International in Uganda secured funding from PepsiCo Foundation to implement a Food and Nutrition Security project for 3 years. The project is aimed at improving the food and nutrition security of poor rural households with strong emphasis on women small-scale producers in Kyenjojo and Kyegegwa Districts. *She Feeds the World* Uganda will increase food security, and build resilience and incomes of vulnerable women and girls, by engaging targeted communities in more sustainable ways of farming as a business. CARE has worked in Uganda for nearly 50 years and in the target districts for the last 10 years on improving access to and promoting governance of natural resources by poor communities that heavily depend on forests, wetlands, lakes and rivers for their livelihoods.

The project started in June 2018 and will end in May 2021.

##### **2. Project Scope.**

The project will be implemented in 16 sub counties of Kyenjojo and Kyegegwa districts. The project target population are 70% of women and women-headed households whose principal source of income is small-scale production, both agriculture and animal husbandry. The target population typically suffers from poor nutrition and unreliable income streams that keep themselves and their households in a perpetual state of poverty. In some regions, this may include refugees from the Democratic Republic of Congo that have settled as farmers in the community.

SFtW project intends to reach 120,000 direct and 370,000 indirect beneficiaries over the course of the three-year totalling to 490,000 people reached. The direct beneficiaries include the Farmer Field and Business School (FFBS) members and their households, community-based groups, leadership development and nutrition messaging groups, and government and civil society actors that receive training from CARE. Indirect beneficiaries include community members that learn from farmers who are direct participants in the program and through mass messaging campaigns around nutrition topics and gender equity.



### **3. The project Objective.**

To increase food security and build resilience and incomes of vulnerable women and girls in the two districts of Kyegegwa and Kyenjojo in Western Uganda, by engaging targeted communities in a more sustainable ways of farming as a business.

#### **The project outcome areas**

The project will deliver in four main outcome areas as follows:

- i. **Improved Women’s Capacities:** The program will focus on providing leadership and psychological support to women through FFBS and community-led training and counseling programs.
- ii. **Improved Nutrition in Communities:** The intervention will initiate behavior change through the promotion of nutrition-rich crops, cooking demonstrations where men and women cook together and introducing recipes and food preparation methods that maximize nutrition and improve hygiene and sanitation.
- iii. **Improved Women’s Access to Markets:** Through CARE’s training and workshops, carried out at the Farmer Field and Business Schools, women farmers will learn how to take advantage of the available market opportunities and improve or establish their competitive position.
- iv. **Multiplied impact of agriculture through women small-scale producers.** CARE will engage with the national, district and local government in Uganda to ensure that the impact of the program goes beyond its immediate target area. Additionally, each FFBS will host a series of community days, where non-participating farmers visit the model farms and learn from FFBS participants, which we estimate, will allow the project to reach an additional 17,500 people.

CARE’s approach to agriculture focuses on promoting Sustainable, Productive & profitable, Equitable and Resilient (SuPER) agriculture practices and technology dissemination. The SuPER approach promotes-

- i. *Sustainable* agriculture systems that address climate and environmental impacts;
- ii. *Productive*, profitable and nutrition-sensitive intensification that specifically addresses the needs of women producers and increases returns on investment;
- iii. *equitable* outcomes in smallholder agriculture-right to food and access to nutritious food, equal access to opportunities, resources, services and rewards for women farmers as well as men;



- iv. *Resilience* for communities and systems to be able to withstand and recover from climate-induced shocks and stresses and other risks. SuPER principles should guide the entire market system analysis.

#### **4. Objective of the assignment.**

The main objective of the assignment is to provide sufficient understanding on the status and potential of the different agriculture commodities in the project area through a market assessment. The market assessment will focus at the profitability of Maize, Beans, and Potatoes value chains, including identifying other market opportunities putting into consideration demand and supply. The consultant will conduct a value chain analysis on the three commodities, identifying specific bottlenecks and opportunities. The specific objectives are as follows:

- i. To map the actors along the VC, from production to consumption (VC Map), relationships between target groups and other VC players, including interactions, power relations and information flows among the VC nodes.
- ii. Analyze the supporting functions that are required to make the value chain work, including both existing and missing support functions (e.g. infrastructure, information, and related services).
- iii. Assess the cost, profit, marketing, and supply and demand dynamics of the value chain.
- iv. The structures and behavior of VC players-the numbers, size, characteristics and market shares of various actors.
- v. The competitive advantages of the commodities in terms of price and quality, and margins at each node of the VC.
- vi. Current demand and future trends-demand and growth potential for products that are or could be produced by project targeted groups in terms of quality, quantity whether for local, national, regional, or international markets.
- vii. Identify and examine constraints and opportunities within the selected value chains and recommend interventions to overcome constraints and make use of opportunities to promote inclusive and sustainable pro poor economic growth and competitiveness.
- viii. Identify institutions and organizations working for selected value chains (NGO to private sector) in the project area that can contribute to pro women value chain development.



- ix. Identify the underlying policy, institutional, and infrastructural issues that affect the competitiveness of the selected value chains with reference to the role of government and private sector in the regions of focus.

## 5. Expected Outcome of the Assignment.

The consultant will furnish a comprehensive market and value chain analysis report having disaggregated data including following, but not necessarily limited to:

- i. Detailed analysis of selected value chains with quantitative & qualitative description and the incremental values at each level of the chain.
- ii. Value chain mapping of actors, process stages, monetary flows, governance and powers structures, information and knowledge flows from input, production processing to consumption level
- iii. Economic analysis, production and marketing costs and revenue, value additions and profit margin along the chain including income and employment
- iv. Production pockets, area, and major market centers identification, growth potential and market trends (supply and demand).
- v. Solutions and innovations to identified constraints and opportunities at each stages of value chain and leverage
- vi. List of potential agribusinesses interested to collaborate with the project through contractual arrangements and their contact details including useful policy advice for their involvement at any level of the value chain.
- vii. Recommended areas of interventions (upgrading strategies) to improve the value of products including capacity-building requirements for pro women value chain development.

## 6. Deliverables.

The consultant is expected to deliver the following listed deliverables:

- i. **Inception report** (digital copy) and hard copies (2) of the assignment. The inception report should cover the methodologies, structure of the data collection tools, and work plan. The hiring of staff and their training should be completed during the period.
- ii. **Interim report:** raw data double entered, digital and hard copy of the data collected and analyzed, diagrams including photographs and contact list of interviewees if possible.
- iii. **Draft report and Presentation:** detailed report covering marketing and value chain parameters of selected value chains, including recommendations mentioning the



bottlenecks, opportunities and key leverage points where the project can intervene for maximizing the returns to women producers

## **7. Study Methodology.**

The study comprises literature review and qualitative as well as quantitative research method.

Checklist as key informant interview, Focus Group Discussion (FGD), Participatory Rural Appraisal (PRA), observation and so on will be used to gather information at each level of value chain. Primary information and secondary data analysis is equally important.

Participatory tools, techniques and methodologies will be applied in information gathering and verification of the available information. The technical proposal should include the following methodology in detail:

- i. Literature review and review of secondary information
- ii. Develop survey instrument and conduct survey assessment
- iii. Required number of focused group discussions and interviews with key informants/VC actors
- iv. Participatory field observations, interviews and consultations at the major market points including producers, traders and relevant stakeholders to collect required information
- v. Roles and responsibilities of each team members including number and person days of the enumerators and with their roles and responsibilities
- vi. Methods and tools not necessarily limited to can be used on mutual agreement prior to commencing study
- vii. The above-mentioned list is not limited, and the consultant may submit a better proposal commensurate with the industry standards

## **8. Duration of the Assignment.**

Duration of the assignment will 8 weeks from the time of signing the contract including the weeks' time for mobilizing the staff and setting up the system.

## **9. Working Relationships.**

The administrative and oversight management of the assignment for She Feeds the World Project at CARE will be, Gabriel Agiro Okot – Initiative Manager, on [Gabriel.Agiro@care.org](mailto:Gabriel.Agiro@care.org)

The Primary Point of Contact at CARE for executing the assignment and day-to-day technical engagement with the consultant will be, Biira Sharon- Agribusiness Coordinator, [Sharon.Biira@care.org](mailto:Sharon.Biira@care.org)



The Contractor's POC and any staff assigned to this contract will coordinate all technical implementation and deliverables.

#### **10. Team Composition and Qualifications.**

Individual consultants or consultancy firms meeting the following requirement are invited to send a technical and financial offer:

- i. At least 5 years providing senior level technical advisory to a range of clients (INGOs, UN agencies or Government of Uganda entities) in the field of markets assessments. This should be supported in the application by a track record of assessments conducted in the past 5 years with the title of the research / assessment, a summary of the scope, the date when it was conducted and the name and details of the client (including contacts of the person who can be contacted for reference checks);
- ii. Experience working in the areas of south western Uganda preferably the districts of Kyegegwa and Kyenjojo
- iii. Experience in value chain analysis, program design and implementation
- iv. Experience in training/orientation of local program staff and key stakeholders specifically in the technical areas of value chain and value chains assessment and program design.
- v. Evidence of availability of appropriate qualifications, work force and key staff that will constitute the team.
- vi. For each assignment previously executed, the consultant shall provide the name and addresses of the Client, date(s) of execution, names of lead and associate firms, a brief description and value of the services provided by the consultant and financing sources.
- vii. Further, to this consultant or firm must indicate how they intend to mobilise the professional skills for the proper implementation of the assignment within the 28 working and indicate how CARE staff will benefit from the assignment.

Proposals should be submitted to [UGA.CARE-Uganda@care.org](mailto:UGA.CARE-Uganda@care.org) not later than 31st Oct 2019.