

CARIFORUM



Caribbean Action under the Programme entitled Agriculture Policy Programme
with focus on
the Caribbean and Pacific under the 10th European Development Fund (EDF)

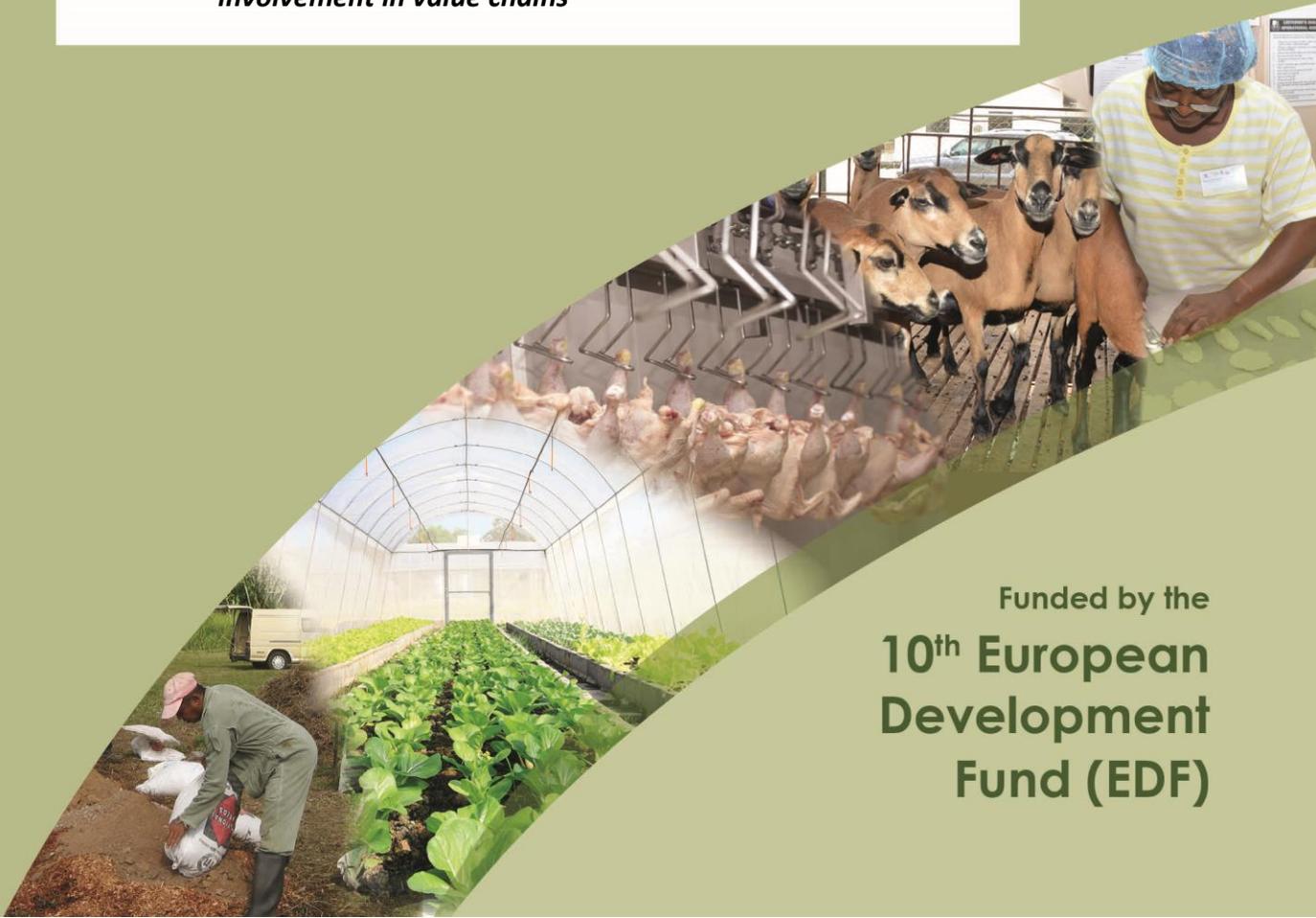


*Building capacity for sustainability of
small farmers, youth and women
in rural communities*

Intra-ACP Agriculture Policy Programme Notice of Procurement of Professional Consultant Service

Senior National Consultant: Market Research

Component Action: Improving the entrepreneurial, marketing and organizational capacities of small producers including women and youth:- *Development of domestic and regional market information to support small producers/entrepreneur's involvement in value chains*



Funded by the
**10th European
Development
Fund (EDF)**

SERVICE CONTRACT NOTICE
PUBLICATION REFERENCE: CaRTC/TT-275/14

TITLE Intra-ACP Policy Programme: Development of Domestic and Regional Market Information to support small producers/ entrepreneur's involvement in value chains	SCOPE Fifteen (15) CARIFORUM member countries	CONTRACTING AUTHORITY Inter-American Institute for Cooperation on Agriculture (IICA)
FINANCING European Commission (EC)-10 th European Development Fund (EDF)	TYPE OF CONTRACT Senior National Consultant: Market Research	PROCUREMENT PROCEDURE Competitive Selection
AWARD CRITERIA Most advantageous tender in terms of the selection criteria stated in the Notice of Procurement of Professional Consultant Service	ANNOUNCEMENT DATE: 28th November 2014 DEADLINE DATE: 1600 hrs Eastern Caribbean Time 5th December 2014	TOTAL VALUE Fixed sum of US\$ 19,800 based on internationally competitive service rates and payable in local currency

1. BACKGROUND

With the gradual decline in exports of traditional agricultural commodities from CARIFORUM countries, has come a plethora of Development Aid initiatives aimed at reviving the Region's agricultural sector. In these initiatives, noticeable emphasis has been placed on product and market diversification, producer group development, the building of entrepreneurial and organizational capacity of smallholders and SME's, and more recently, adoption of the value chain approach to building competitiveness. However in spite of these initiatives, linkages between the numerous small to medium size food producers/SME and domestic and regional food buyers continues to be relatively weak.

In response to these concerns, policymakers across the Region have embraced a new strategic framework (known as the "Jagdeo Initiative"), aimed at providing a coordinated regional approach to addressing eleven identified key binding constraints to the development of the agricultural sector. Amongst the key constraints for address, is that of weak food marketing systems, and linkages. In addressing the constraint of weak marketing systems and linkages, due consideration is being given to supporting the relevance of domestic and regional agricultural market information /intelligence services (AMIS) and systems in the building of competitive agri-food chains.

In recent times, and at the national level (and more so in the more developed CARIFORUM countries), AMIS systems have made notable progress - as is the case of the National Agricultural Market Intelligence System (NAMIS) established by the National Agricultural Marketing & Development Corporation (NAMDEVCO) in Trinidad & Tobago, and the Jamaica Agricultural Market Information System (JAMIS) which is operational in Jamaica. However, at the regional level, while the need for a Regional Agricultural Market Information System (RAMIS) to facilitate intra-regional trade has long been recognized, not much real progress has been made. The most noted regional initiative was the Caribbean Agricultural Market Intelligence & Development Network (CAMID), which for a variety of reasons did not succeed in delivering the intended impact in the agribusiness sector.

The Caribbean Community Secretariat (CCS) has been given the explicit mandate to move the process of establishing a regional AMIS forward, by collaborating with various international and regional partners, all of whom have pledged support to development initiatives in this area.¹ In response to this mandate, in February 2011, CCS convened a forum aimed at initiating and deliberating the process which would guide the implementation activities for the system. A salient recommendation emanating from this forum was the need to adopt a graduated and robust approach to the establishment of the RAMIS wherein there is an integration of existing basic information on production and market prices, and new data on market conditions to support the private agribusiness sector.

To start the process of integrating key information, including statistics and market information, the CCS (as part of the Regional Agribusiness Strategy), has undertaken to establish at the regional level, a virtual Caribbean Agribusiness Platform – www.agricarib.org. At the sub-regional level, the Organization of Eastern Caribbean States (OECS) has commenced a programme for creating an agricultural information system (which will include common methods and templates for data capture, storage and dissemination) and has commenced the development of an Agricultural Data Collection Mechanism. Hemispheric technical cooperation and international donor agencies have also been taking initiatives in this area of agricultural/agribusiness development. In this regard, the Inter-American Institute for Agricultural Development (IICA) under its Hemispheric Project “*Improving the Agri-business Competitiveness and Market Transparency in the CARICOM Region*”, which started in 2011, has conducted assessments of Agricultural Marketing Information Units in six countries and subsequently executed capacity building exercises to improve the operations of these Units.

¹ These partners include UNCTAD (Commodities & Trade Division), FAO, CTA, CARDI and IICA.

More recently in 2013, CARIFORUM countries engaged the European Union (EU) and arrived at a Policy Action under the 10th round of European Development Fund (EDF) –entitled ‘**The Intra-ACP Agriculture Policy Programme (APP)**’². One of the three technical components of the APP, which is entitled “*Improving Market Linkages to Contribute to Agricultural Enterprise Development*”, has three specific lines of intervention, namely:

1. Improvement of the entrepreneurial, marketing and organizational capacities of small producers including women and youth;
2. Development of domestic and regional market information and intelligence systems to support small producers/entrepreneur's involvement in value chains; and
3. Improvement of financing schemes to support the development of commodity value chains involving smallholders.

Under the APP, and within the framework of a market-led approach to the development of agri-food chains, a **Food Buyers: Executive Forum** was held in Guyana in February 2014, bringing together some of the leading private sector players in the Caribbean’s food industry to discuss how the Agricultural Policy Programme (APP) could be implemented to allow them to drive the development of agri-food chains in the CARIFORUM region. At this forum Food Buyers identified, as priority areas for intervention under the APP, developing domestic and regional production and market information and intelligence systems, and the application of innovative financing schemes to support value chain development.³

The first year APP Work Plan, calls for the contracting of short-term professional consultants to undertake several situational analyses, primarily for the purposes of: (1) generating evidence-based baseline information/data needed to measure the project’s progress towards achieving stated objectives; and (2) facilitating the design of subsequent component activities. To support

² This Policy Action is being managed by three Implementing Partners, namely: the Inter-American Institute for Cooperation on Agriculture (IICA), the Caribbean Agricultural Research and Development Institute (CARDI), and the Caribbean Community Secretariat (CARICOM). IICA is the designated Executing Agency for the APP.

³ Subsequent to this, in March 2014, the CARICOM Agriculture Cluster Group agreed that regional initiatives (such as the APP) should also adopt a *Commodity-based* approach, and in this regards the COTED approved list of regional priority commodities should serve as a guide, with three sub-set of the COTED approved commodities to be given priority attention, namely roots and tubers (cassava); small ruminants (sheep and goats) and herbs and spices (hot pepper). With regards to roots and tubers and specifically cassava, the Food and Agricultural Organization (FAO) which is a member of the CARICOM Agriculture Cluster Group, has been asked to chair the CARICOM Regional Cassava Working Group. FAO has subsequently requested IICA to give high priority under the APP, to technical work related to gathering information as it relates to the production and markets for cassava and cassava products in the region.

this exercise, National Value Chain Facilitators have already been contracted in each of the 15 CARIFORUM countries.

Guided by the first year APP Work Plan for the aforementioned component, IICA (hereafter referred to as the Contracting Authority), issues this Notice of Procurement of Professional Consultant Service for a **Senior National Consultant: Market Research**, to achieve the following objective and specific purpose; and within the scope, timeframe and terms and conditions specified below.

2. OBJECTIVE & PURPOSE

■ Objective

To contribute to the development of domestic and regional agricultural market information and intelligence systems that can support smallholder involvement in food value chains.

■ Specific purpose

To facilitate the gathering, analysis and dissemination of commodity-specific production, and domestic and export market information that can be used (by APP Partners and other stakeholders in the CARIFORUM region) to assist smallholder enterprises and networks, in having a better understanding of: (1) production and consumer market trends; (2) needs and requirements of various buyers; (3) marketing opportunities and problems; and to (4) generate, refine, and evaluate marketing development actions that will enhance the involvement of small and medium-sized producers and entrepreneurs in agri-food value chains.

3. SCOPE OF WORK

■ Geographic coverage

The Consultancy should cover primary and secondary research on the domestic food markets of all CARIFORUM Member States, namely: Antigua and Barbuda, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, Suriname, and Trinidad and Tobago. Secondary information/intelligence should be gathered on export market opportunities for the country-specific prioritized commodities identified in Annex 1.

■ Product coverage

Both fresh and processed forms of products listed in Annex 1 are to be researched.

■ Data/Information coverage

For the products listed in Annex 1, the information should be gathered in the targeted CARIFORUM countries on:-

- Product production levels;
- Product imports and exports;
- Consumption trends;
- Product forms and type;
- Price points and margins;
- Major competitors;
- The volume and value of product purchases, terms of business, and major and minor sources of supplies (i.e. individual farmers; groups of farmers; small/medium and/or large agro-processors; importer/distributors; wholesalers) of major food buyers operating in the various food market segments (i.e. supermarkets; hotels; restaurants; public institutions; fast-food outlets; traders and vendors in public markets, agro-processors, exporters);
- Market regulations and entry requirements;
- Demographic, socio-cultural, economic, competitive, technological, and food safety considerations.

4. SPECIFIC TASKS AND DELIVERABLES

The Consultant will produce the following deliverables:-

1. Conduct and document a Desk/Literature Review of relevant documents whether provided by IICA or obtained from other sources so as to produce and present for discussion with IICA at an Inception Meeting, an **Inception Report** which: (i) sets out the consultant's interpretation of the Terms of Reference; (ii) outlines the methodologies and tools that will be used to achieve the stated deliverables; (iii) provides a schedule of proposed activities; and (iv) details operational logistic, financial and personnel requirements.
2. Develop a cost-effective methodology/process of gathering primary and secondary production and market information, guided by the Scope of Work and Annex 1.
3. Design and conduct Operational Orientation Sessions for all 15 APP National Value Chain Facilitators who will support the implementation of the methodology/process detailed in #2 above, and produce a Progress Report.

4. For specified fresh and processed food products produced and traded in selected CARIFORUM countries, produce a Market Research Report providing qualitative and quantitative determination of the supply (domestic and imports) and market condition (i.e. product grades, brands, packaging; procurement and distribution patterns and systems; off-take by identified market segments; prices trends and trade margins), and buyer's supply interest, so as to facilitate the determination of production, consumption and consumer trends; market challenges and opportunities to enhancing the involvement of small and medium size producers and entrepreneur's (particularly women and youths) in agri-food value chains.
5. Produce and submit to the IICA-PAC and the APP-PMU, **Progress Report(s)** on the status of performance of activity deliverables, lessons learnt and projections for completion.
6. Design a Capacity Building Strategy/Programme aimed at ensuring that national and regional producer organizations and networks improve their ability to utilize and contribute to the sustainable generation and dissemination of needed market information/intelligence.
7. Produce and submit to the IICA-PAC and the APP-PMU a Draft Final Report.
8. Participate (with the IICA-PAC) in organizing a Regional Workshop for selected stakeholders to discuss and validate the findings and recommendations contained in the Consultant's Draft Final Report.
9. Produce and submit to the IICA-PAC and the APP-PMU, a **Final Report** on all the deliverables covered by the Terms of Reference.

5. REPORTING

All Consultant reports are to be submitted to the IICA professional assigned by the IICA Programme for Agribusiness and Commercialization (IICA-PAC), as well as the APP Programme Management Unit (APP-PMU).

The consultant will submit one original and one copy of the following reports:

1. **An Inception Report** to be submitted within ten (10) work days after the contract is signed. In this report the consultant shall: (i) detail his/her interpretation of the Terms of Reference; (ii) outline the methodology and tools that will be used to achieve the stated

deliverables; (iii) prepare a detailed Work Plan and schedule of timelines for completion of the consultancy; and (iv) detail associated financing, logistics and personnel requirements.

2. **Two (2) Progress Reports** to be submitted no more than thirty-six (36) work days later following the delivery and approval of the Inception report. In this report the consultant shall describe the progress of work, the encountered and/or foreseen difficulties, and any additional recommendations.
3. **A Draft Final Report** to be submitted no more than ten (10) work days following the delivery and approval of the last of the two Progress Reports. This report shall contain detailed description of work undertaken and completed, any difficulties encountered, and any additional recommendations.
4. **A Final Report** to be submitted at the end of the third month incorporating feedback and suggestions from the Contracting Authority, and other stakeholders.

■ **Submission & Approval of Reports**

All reports referred to above must be submitted by the contracted consultant in English in electronic format to the IICA professional assigned by IICA's Programme for Agribusiness and Commercialization (PAC). IICA's PAC is responsible for the requisite approvals for the consultant reports. The Contracting Authority will provide feedback to the consultants within one (1) week of receipt of reports.

6. EQUIPMENT AND OTHER SUPPORT

No equipment is to be purchased on behalf of the Contracting Authority / beneficiary country as part of this service contract or transferred to the Contracting Authority / beneficiary country at the end of this contract. IICA through its Offices located in all 15 CARIFORUM countries will provide logistical and administrative support as may be required.

7. LOGISTICS AND TIMING

■ **Location**

Home-based.

■ Expected Duration of Assignment

Maximum of sixty-six (66) man days. In the event that additional time is required to complete the assignment, this will be negotiated with the Consultant (s) on a no-cost basis.

8. SELECTION AND AWARD CRITERIA

■ Participation⁴

Participation is open on equal terms to natural and legal persons [participating individually or as a consortia].

■ Selection Criteria

For the selection of the Senior National Consultant, a relatively higher weight will be placed on the technical experience of the prospective consultant, followed by demonstrated capacity for problem solving and independent initiative, as well as ability to undertake teamwork, communicate, and prepare reports.

■ Requirements

The Senior National Consultant: Market Research should have a solid academic training, professional experience and the ability to generate products in the substantive areas of marketing and market research for development; inclusive of advising/coordinating performance of contributing units for the delivery of same.

To be eligible for consideration, candidates should meet the following:-

► **Required Qualifications and Experience**

- Advanced degree in agriculture, agribusiness, agricultural marketing, or other relevant disciplines;
- Between five (5) to ten (10) years of professional experience in the areas of food and/or other product market research in the CARIFORUM region and/or in other developing countries;
- Training and facilitation experience in the field of Market Research, data collection methods, and capacity development;
- Working experience and contacts with professional counterparts in public agricultural/agribusiness sector institutions and with food chain stakeholders in the CARIFORUM region.

⁴ IICA is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

► **Technical Knowledge and Functional Competencies**

- Fully familiar with the economics of, and the institutional arrangements relevant to Caribbean agricultural systems, in particular the “non-traditional” sectors of roots and tubers; small ruminants; and herbs, spices and condiments;
- Strong theoretical and practical knowledge of agricultural marketing, product market research techniques; and value chain analysis;
- Basic knowledge of national and regional CARIFORUM-based private sector companies involved in the agro-food industry;
- Basic knowledge of the technical cooperation activities of IICA, other APP Partners (i.e. CARDI, CARICOM), other Development Partners (e.g. FAO, CIDA, CTA); Regional and National Associations and Networks of small producers/entrepreneurs in the CARIFORUM Member States, particularly with regards to their involvement in the collection and dissemination of market information;
- Strong analytical aptitude and technical skills;
- Computer proficiency: MS Office Suite;
- Outstanding communication and presentation skills in English. Competency in Spanish will be an asset;
- Ability to work independently with limited supervision, and also to participate in multi-disciplinary teams within a defined program of work.

9. FEE

The consultant’s fee will be a **fixed sum of US\$ 19,800** calculated based on internationally competitive service rates. Payments will be made over the period of the contract as agreed-upon benchmarks are met, and a final payment when the contract is completed. The consultant must submit the respective receipt for each payment for professional services and will be personally responsible for complying with the social security and tax laws in the country in which he/she provides his/her professional services and/or resides.

10. EVALUATION

Evaluation of the performance of the work done by the Consultant will be measured by timely submission of the deliverables outlined in Section 4.2 and as approved within the agreed Work Plan.

11. MANAGEMENT

■ Responsible Body

The IICA-PAC will be responsible for the technical oversight and management of this short-term professional consultancy, and will advise the APP-PMU on the Consulting Contract (s) as well as the transfer of funds necessary to support activities under this contract and also to ensure that Consultants is paid as per agreed schedule and conditionality's.

The Consultant will report to and engage in close communications with the IICA professional assigned by the IICA's Programme for Agribusiness and Commercialization (PAC) to carry out its technical and management oversight responsibilities.

■ Facilities to be provided by the Contracting Authority

IICA shall ensure that the Consultants are adequately supported where necessary with needed office accommodation. In particular IICA shall ensure that there is sufficient administrative, secretarial and interpreting provision to enable the Consultant to concentrate on his/her primary responsibilities. IICA shall notify relevant stakeholders of the project of this consultancy and also coordinate (where necessary), the administrative arrangements for all Consultant overseas travel, and attendance at meetings.

12. METHOD OF APPLICATION

Applicants should submit required information in the APP Online Roster of Consultants- <https://adobeformscentral.com/?f=HmkVb0yKx%2AhxH9oGDklf%2Ag>; and submit in hard copy by mail (in a sealed envelope), or by e-mail, a **letter of application, accompanied by detailed curriculum vitae and two (2) references for each consultant, no later than 4:00 pm on December 5th, 2014 to the address below**. The envelope or e-mail containing the submissions should include the name and address of the applicant and should be clearly marked with the relevant Service Contract Notice Reference for which the application is submitted in the subject caption. All applications should be submitted in English.

ATTN: The Representative

RE: Senior National Consultant: Market Research (CaRC/TT-275/14)

Inter-American Institute for Cooperation on Agriculture (IICA)

P.O Box 1318

#10 Austin Street

St. Augustine

TRINIDAD AND TOBAGO

E-mail: APP@iica.int

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Building capacity for sustainability of small farmers, youth and women in rural communities



CARIFORUM Action under the Programme entitled Agriculture Policy Programme with focus on the Caribbean and Pacific under the 10th EDF

APP Component 3
LIST OF PRODUCTS FOR MARKET RESEARCH BY COUNTRY

COUNTRY	COMMODITY/PRODUCT
1. Antigua and Barbuda	• Sweet Potato
	• Hot Pepper
2. Bahamas	• Tomato
	• Small Ruminant
3. Barbados	• Small Ruminants (BBB sheep specifically)
	• Herbs, Spices and Condiments
4. Belize	• Pineapple (juice)
	• Honey
5. Dominica	• Dasheen
	• Plantain
6. Dominican Republic	• Tomatoes (organic/speciality)
	• Small Ruminants
7. Grenada	• Cassava
	• Small Ruminants (Sheep and Goat)
8. Guyana	• Cassava
	• Small Ruminants (Sheep and Goat)
9. Haiti	• Protected Agriculture (hot and green pepper)
	• Yam
10. Jamaica	• Sweet Potato
	• Small Ruminants (Sheep and Goat)
11. St. Kitts and Nevis	• Sweet Potato
	• Small Ruminants (Sheep and Goat)
12. St. Lucia	• Pineapple
	• Small Ruminants (Sheep and Goat)
13. St. Vincent and the Grenadines	• Pork
	• Sweet Potato
14. Suriname	• Cassava
	• Small Ruminants (Sheep and Goat)
15. Trinidad and Tobago	• Cassava
	• Small Ruminants (Sheep and Goat)