**MARKET ANALYSIS**

**TERMS OF REFERENCE**

**Introduction and background**

Gorta was established in 1965 at the request of the Food and Agricultural Organisation of the United Nations. Building on over 50 years of experience, the organisation has evolved and in 2014 merged with another Irish NGO to form Gorta-Self Help Africa (GSHA). GSHA’s vision is of a rural Africa free from poverty and hunger, and its mission is to develop enterprising solutions that enable smallholder farmers to achieve a better quality of life. GSHA supports smallholder farmers and rural households in Sub-Saharan Africa to increase their agricultural productivity, maximise their income and returns, and manage their natural resources sustainably. In Rwanda, GSHA is working in partnership with Medical Missionaries of Mary (MMM), under Caritas Gikongoro, on the implementation of the Kirambi Community Health and Development Programme (KCHDP).

**Kirambi Community Health and Development Programme**

Kirambi Community Health and Development Programme (KCHDP) is currently being implemented by MMM in Kirambi, Nyanza District, Rwanda, until December 2015. The programme is employing a number of approaches to improve the food and nutrition security of its target beneficiaries. It is providing smallholder farmers with training on better agronomic practices and promoting livestock husbandry in order to increase production, productivity and food security. Nutrition is an important element of the programme, with activities focused on the utilisation of locally available foods and training for women on the importance of dietary diversification and food preparation techniques. KCHDP is also encouraging smallholder farmers to work together through associations and cooperatives to allow them to bulk and collectively market their produce, negotiation as a group with buyers and obtain a better market price. Working through associations and cooperative gives farmers a collective competitive advantage.

However, the programme has found that farmers in Kirambi are struggling to find a reliable market for their produce, particularly for perishable crops that have a limited market locally. In order to address this issue the KCHDP proposes to conduct a market survey, with the support of GSHA. The survey will provide beneficiaries with an understanding of what the market demand for agriculture produce is, and enable them to make informed decisions on the crops to grow for marketing purposes.

**Objectives of the Market Analysis**

The Market study is expected to produce a well-defined market profile (existing mechanisms) for each of the selected crops (maize, beans, soya, carrot, beetroot, cabbage, Irish potatoes and Tomatoes), including recommendations on improving market access (particularly for Nyanza, Nyamagabe and Huye), new markets, and notes on annual price variations. The market survey should also identify the specific varieties of the crops to be promoted that can meet the market demand. In consideration of the above the following should be addressed:

*Production*

* Collect and analyse primary data on current crop production technologies including varieties in use and agronomic practices
* Collect and analyse data on current selected crop productivity levels among KCHDP farmers - assess production viability, households growing crops, district/divisional data, supply of critical inputs, the yield and the yield gap, production per acre, production costs (unit costs), potential growth in production
* Collect and analyse data on current crop processing
* Current constraints related to production, crop mechanisation and agro processing

*Marketing & Consumption*

* Estimate volumes for domestic consumption, losses and sales
* Collect and analyse data on current marketing channels and volumes flowing through each channel – routes to market, the target market, market sizes (volumes), supply gaps, price, varieties being sold, marketing and distribution strategy
* Carry out a gross margin analysis for different crop products
* Identify the main marketing constraints/challenges (include farmers and traders)

*Value Chain*

* Identify and map key players in the selected crop value chain, their roles (stakeholder analysis) and contact details
* Financial analysis of the cassava value chain
* Identify opportunities along the entire value chain and assess different options for growth.
* Determine existence and willingness of trader and processor companies to formalise relationships/contract with smallholder farmers

**Scope of Work (to include but not limited to):**

* Review existing data and information on crop production, marketing, distribution and consumption in target areas and overall in Rwanda.
* Development of data collection tools
* Collect primary data using various participatory data collection methodologies and covering a wide range of stakeholders both in the supply and demand sides
* Prepare and submit final report of the analysis incorporating recommendations on the best approach towards up-scaling crop production and market access in Rwanda

**Expected Outputs**

1. Market assessment – existing production levels, analysis of demand and opportunities in Kirambi and surrounding region and access to markets
2. Pricing Strategy – demand, sales, current market pricing and farmers’ understanding of current pricing
3. Value Chain Analysis
4. Marketing Strategy – linkages to market stakeholders
5. Risks and Assumptions

**Qualifications**

* The lead consultant should possess minimum Master degree in Agriculture, Agribusiness, Agricultural Economics or any other relevant field
* 5 years experience in economic analysis, market analysis, marketing, value chain studies etc.
* Diverse understanding and clear knowledge of agricultural production and marketing challenges in the rural context
* Extensive experience in carrying out complex agricultural field based surveys
* Experience in qualitative and quantitative data collection and analysis using statistical software
* High degree of independence, flexibility and ability to meet deadlines
* Excellent communication and writing skills
* Good understanding of the agribusiness in Rwanda

**Application criteria**

Interested consultancy firms should submit detailed technical and financial proposals covering:

* Capacity statement
* Demonstrated understanding of the terms of reference
* Proposed methodology
* A detailed work plan
* A detailed budget
* CVs of principle consultants
* Electronic copies of two recently concluded similar assignments
* Two reference letters from recent clients with contact details of the referees

**Time Plan**

The market analysis is scheduled to begin in **August 2015.** Applications from prospective consultants should be received not later than **10th August 2015**.**The assignment will be conducted within 21 days (including reporting) after selection of the consultant.** The definitive timeframe will be agreed within the assignment.

Interested consultants/teams should submit an electronic application to the undersigned, to be received not later than **10th August 2015**:

**E-mail: Sr. Angela Katalyeba: kirambikchdp@yahoo.com**

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