



TERMS OF REFERENCES FOR CONSULTANT

MARKET RESEARCH FOR BANANA PRODUCTS

In line with CARE International's program approach CARE International in Vietnam (CARE) aims to achieve lasting impact at a broad scale with marginalized and vulnerable groups of people through addressing underlying causes of poverty, including vulnerability to disasters, gender inequality and social injustice through a set of coherent interventions. In the northern mountainous areas of Vietnam, CARE aims to promote economic empowerment and voice of Remote Ethnic Minority Women (REMW) who are land poor, socially isolated and have weak resilience to hazards and shocks.

1. Project Background

In order to address gender-based barriers to women's full participation in agricultural value chains and better support women's genuine economic *empowerment*, CARE, Oxfam and SNV will work together as a consortium to implement the *Women's Economic Empowerment through Agriculture Value Chain Enhancement (WEAVE)* project in Bac Kan and Lao Cai provinces, funded by the Australian Government. The overall goal of the WEAVE project is to *enhance women's economic empowerment and social inclusion in agricultural value chains in rural Vietnam*

WEAVE is planning to work with around 1,800 members' of producer groups in Bac Kan and Lao Cai to improve women's participation in three value chains: banana (Bac Kan), pig and cinnamon (Lao Cai). WEAVE will employ multiple approaches: i) Gender transformative changes and social inclusion; ii) Development of sustainable pro-poor value chains and iii) Promoting an enabling environment to make the changes at different levels: individual and household level, community level, and at the multi-stakeholder/value chain level.

Prior to the project, CARE and partner completed a banana (chuối tây) value chain assessment in Bac Kan and Thai Nguyen. However, this research lacked an analysis on market and gender in the value chain. During the inception phase, project team conducted a supplementary assessment on gender to feed into value chain assessment, while the market research requires more in-depth analysis by an external consultant. Therefore, CARE is recruiting consultant(s) to conduct a market analysis for banana (chuối tây) products in Bac Kan.

2. Objectives

The overall objective of this study is to assess the available market for banana and provide recommendations on market-based solutions for banana production in Bac Kan.

Specific objectives:

- Provide supplementary information for value chain analysis¹, focusing on the flow of banana from Thai Nguyen and Bac Kan to end users.
- Assess the potential banana demand and supply along the value chain from a market-based approach in Bac Kan and neighboring regions.
- Identify the main (current and potential) private sectors working on banana, especially organic and green products, including factories, companies that have banana-related products, such as, banana powder, banana chips.
- Assess the willingness of processors and/or traders to link with banana smallholder farmers, including female farmers, as long-term suppliers.
- Identify potential market for banana production groups and its requirement in terms of quality and quantity.
- Identify market-based solutions and recommend to the project team for future interventions.

3. Research scope and methodology

¹ The current value chain analysis only identify the flow of banana to wholesalers in Bac Kan and Thai Nguyen, without exploring the flow to end users in other provinces, especially in big city like Hanoi

The consultant will be requested to propose the research methods and sample size; however it should basically cover the suggested methodologies below:

1. Desk study: to review current national and international researches on banana and sustainable banana market supply and demand (including CVN and ADC's assessment reports). The consultant will base on desk study to identify the specific markets, wholesalers that are the most suitable for future primary data collection.
2. Primary data collection:
 - In-depth interview with food processing companies, using banana as inputs, farmers, traders, wholesalers, retailers, end-user and other organizations that sell, collect and/or distribute variety of banana products.
 - At least 20 in-depth interviews with companies doing business in banana market in Vietnam.

The research will have to provide answer to the following questions.

- a. Supply
 - What is the total supply of banana in the North and other regions in Vietnam?
 - Who are the main suppliers of banana along the value chain in terms of number of companies, processors, traders, farmers and their scale of operation?
 - What are the technical requirements for various standards, such as: organic, VietGAP, GlobalGAP and others?
- b. Demand
 - What is the total domestic demand for banana in the North and other region in Vietnam, separately?
 - Who are domestic companies, processors, traders, wholesalers and other organizations that sell, collect, and distribute banana and its products?
 - What is the potential demand for banana in the 10 years?
 - What are their requirements?
- c. Market based solution
 - What are the gaps between production scales and practice of farmers and market requirement? Why?
 - How will the project address these gaps?

4. Deliverables:

The expected deliverables are as followed:

- *Detailed work plan*: a week after signing contract which includes survey designed (method, tools, timeline, outline of final report), the set of data collected and processed from the interviews.
- *A presentation* on the findings of the research. This presentation is used within CARE and partner team and presented to project beneficiaries and local authorities to inform project implementation.
- *A final report* that meets all the above objectives and recommendations on market based solution. This report will also be shared with local partners, consortium members and DFAT.
- *A list of companies* selected and identified in Vietnam and Asia before the field survey activities. Project team will use this information to explore potential partnership for banana value chain development.
 - Contact details of at least 10 companies (websites, email, contact person, phone number, address, etc)
 - Wholesale and retail prices for the main distribution channels (supermarkets, stores, shops and other)

5. Tasks of consultancy services and time location

The consultant(s) will report to CARE's Portfolio Manager - Le Xuan Hieu. The consultant(s) will be expected to carry out the following tasks, in close consultation with CARE and other partners. CARE and partner staff will work closely with the consultant on the research(s).

No.	Activity	Timeline	Time allocation
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			(day)
1	Prepare a detailed work plan for the assignment, including a proposed report outline	2 nd week of Dec	0.5
2	Review survey design options, questionnaires, research methodology, final report structure	2 nd week of Dec	3
3	Present and agree on methods and tools with CARE and Partner's staff	3 rd week of Dec	01
4	Field survey	4 th week of Dec and 1 st week of Jan	10
6	Present the initial findings to CARE and partners	2 nd week of Jan	0.5
7	Report writing and finalizing	2 nd week of Jan	4.5
8	Present the final finding to CARE and partners	4 th week of Jan	0.5
	Total		20

6. Preparation and Logistical Support

All documents will be sent to the CARE's project team one week before field works for review and agreement on the methodology and report to ensure its quality in consistence with CARE's expectation.

The project team will provide all required logistical support such as accommodation, transportation to/from/within project areas as well as arrangement of meetings and field visits for the data collection.

7. Qualification requirements:

The consultant(s) must meet the following requirements:

- Holding a Master degree either in Economics or other related majors
- Having good understanding and strong experience on value chain development approach and market access for small holder farmers under market-based mechanisms
- Being fluent in research methodologies, tools and software
- Having excellent analytical and report writing skills in English;
- Having experience in agricultural sub-sector analysis and market study is an asset.
- Understanding and having good experience on ethnic minority issues, gender issues are desirable.

8. Application

Interested candidates should send (i) CVs in English, (ii) a market research proposal including proposed methodology, fieldwork plan, data processing and analysis proposal, quality assurance plan, (iii) proposed budget, and (iv) an example of a previous similar piece of work to email address: trinhthihong.tham@careint.org

Closing date to apply for this Consultancy is 25th Nov 2016

Only short-listed applicants will be contacted for interviews. Please do not make telephone contact after submitting the application.

Child Protection

CARE International in Vietnam is committed to protecting the rights of children in all areas we work around the world. Applicants are advised that CARE International in Vietnam reserves the right to screen candidates to ensure a child-safe environment. Further information can be found in the CARE Vietnam child protection policy.

