

Ministry of Agriculture, Forestry and Fisheries
Agriculture Services Programme for Innovation, Resilience and
Extension (ASPIRE)

TERMS OF REFERENCE
(Individual Consultant, Fixed Term)

Title:	Provincial Market Access Facilitator
Programme:	Agriculture Services Programme for Innovation, Resilience and Extension (ASPIRE)
Duty station:	Provincial Department of Agriculture, Forestry and Fisheries
Contract/Level:	National Consultant
Contract duration:	Fixed Term – Yearly Renewal of Contract

1. General Background

The Royal Government of Cambodia has received financing in the form of a loan (USD26.1 million) from the International Fund for Agricultural Development, a grant (USD15 million) from the Adaptation for Smallholder Agriculture Programme Trust Fund, and Government funding (USD11.4 million) from the Ministry of Economy and Finance to implement the Agriculture Services Programme for Innovation, Resilience and Extension (ASPIRE). The total confirmed financing is approximately USD 52.5 million. The lead implementing agency is Ministry of Agriculture, Forestry and Fisheries (MAFF) with Supreme National Economic Council (SNEC) and National Committee for Sub-National Democratic Development Secretariat (NCDD-S) also having implementation responsibilities. ASPIRE will be implemented over a seven-year period 2015-2021 with activities at national level and in the Provincial Departments of Agriculture: Kampong Chhnang, Pursat, Battambang, Preah Vihear, Kratie, Kampot, Takeo, Kandal, Prey Veng, and Svay Rieng. The phase 2 programme is in scaling up (2019-2021) expanding to 9 PDAFFs which bring PDAFFs to 20 provinces in 2019.

The goal of ASPIRE is to reduce poverty and increase the resilience of poor and vulnerable smallholder farmers in the Kingdom of Cambodia. The Programme Development Objective is that by 2021 an enhanced Cambodian model of agriculture services is demonstrated as effective for assisting a diversity of smallholder farmers to contribute to broad-based economic growth through profitable and resilient farm businesses and is adopted as policy.

In the recent Mid-Term Review Mission of IFAD, the adoption of a Market-Oriented and Sustainable Agriculture Model was highlighted for the implementation of Component 3.1 at the national and provincial levels: The promotion of a market-oriented, sustainable agriculture model will require a shift in the current public extension approach. PDAFFs role will evolve from delivering intensive production-oriented Farmer Field School (FFS)-type direct extension trainings, to (i) facilitating partnerships for service and market access and (ii) providing market-oriented support and advice to farmers in complement to private sector and other partners. Successful examples of this market-oriented approach have been demonstrated in PADEE provinces with the Business Cluster Model and have been further disseminated to ASPIRE PDAFF Staff during their 3-month training curriculum at the Royal

University of Agriculture.

The diversification and intensification of agricultural production at the provincial level will require market led extension by making extension and adaptive research more relevant and accessible to farmers, with capacity building of extension machinery of the Provincial Departments of Agriculture, Forestry, and Fisheries, and the farmers through trainings, demonstration and exposure visits. Expanding market infrastructure and market opportunities by improving market and associated infrastructure and making market management more responsive to farmers' needs. Private sector investment in infrastructure will be encouraged, including introduction of risk mitigation systems, especially for small producers.

Accordingly, MAFF is now seeking to recruit **9 Provincial Market Access Facilitators**, based at the Provincial Department of Agriculture, Forestry and Fisheries (PDAFF) to support the implementation of ASPIRE in the area of market access, information, and facilitation.

2. Objectives of the Assignment

The project intends to put in place a process that would empower farmers to be able to respond positively to the accelerating changes in the agricultural marketing by creating enabling conditions and support for production systems diversification, increased farm productivity, improved product quality and realization of value addition opportunities. In this context, knowledge and technology will play an important role. The Sub-Component 3.1 – Provincial Sub-Programme of ASPIRE therefore, supports agricultural extension to reach its full potential by shifting the focus of extension from production to include marketing extension, provision of both short term market information and long term market intelligence, coupled with greater use of information technology for information dissemination. This assignment aims to achieve the following objectives:

- Increased linkages between smallholder farmers, and private sector buyers of agriculture products produced in the ASPIRE target districts and farming communities;
- Increased ability of agriculture cooperatives and farmers' organizations to be linked with input suppliers in order to meet high-value market demands in an environmentally sustainable manner;
- Increased knowledge and capacity of smallholder farmers to enter and operate agri-businesses serving high-value markets; and
- Increased access of smallholder farmers and producers to appropriate financing, and facilitating equitable access.

3. Scope of Work and Responsibilities

Farmers need to know what kind of crops they should grow to maximize returns from unit land; which produce has the demand in the market and what quality of produce is preferred in the markets, appropriate markets, market prices, transport facilities, value addition techniques, credit, insurance facilities available. The information on these issues is important for production planning and efficient marketing by the farmers in order to obtain larger slice of rupee in the value chain, especially in the current marketing scenario.

The present agricultural extension system in Cambodia is production centered and there is pertinent need to transfer knowledge /information regarding marketing of agriculture commodities to the farmers. The agriculture system, in general, needs to be strengthened in this perspective. The Programme seeks to address this by reorienting and reinvigorating it with provision of qualified manpower. It is envisaged that one Provincial Market Access Facilitator would be positioned in each Provincial Department of Agriculture (PDAFF) in order to support and carry forward the theme of marketing extension under the Programme. This should lead to transfer of marketing and agribusiness

related information to the farmers, farmer associations, and farmer groups from Department of Planning and Statistics (DPS) through PDAFF. Transfer of marketing information on regular basis should result in promotion of agribusiness, empowerment and increased income to the farmers.

3.1 Principal Duties and Responsibilities:

- Support the PDAFF technical teams in implementing and revising, when needed, the approaches and concepts proposed in Annual Work Programme and Budget (AWPB) related to market access, linkage, and development;
- Work with ASPIRE's Programme Adviser/Team Leader and the Senior National Consultant for Market Access Facilitation in conducting stakeholders mapping and in the annual provincial planning process to identify and plan market development interventions in PDAFF.
- Coordinate, facilitate and maintain relations with producers, traders, exporters, buyers and related public - private sector institutions/organizations in support of ASPIRE's market access initiatives;
- Assist ASPIRE's marketing team at the national and provincial levels in the design and implementation of market linkage initiatives to assist smallholder farmers in promoting and selling their products in the market domestically or internationally;
- Assist PDAFF in arranging meetings with input suppliers and buyers of agricultural produce of smallholders;
- Any other tasks assigned by the Senior Market Access Facilitator, based at DPS/MAFF, relating to market access development and public-private sector engagement.
- Review provincial marketing and market access related reports.
- Prepare monthly, quarterly, semi-annual, and annual progress reports related to market development in the provincial department.
- Facilitation on business cluster and multi stakeholder platform.

3.2 Specific Tasks for the Consultant:

As part of the implementation strategy, the Provincial Market Access Facilitator will work with smallholder farmers to enhance their capacity to produce fresh produce for buyers in a consistent and timely manner while meeting quality and safety standards. He/she will work at the levels of farmers, agriculture cooperatives, farmers' organizations, producers groups, to increase their capacity to supply agricultural produce (i.e. vegetables, horticulture products) to buyers in the domestic and high-value markets. ASPIRE will build the capacity to smallholder farmers to meet market quality and food safety requirements consistently, to operate their farm enterprises as businesses and to ensure that the necessary logistics are in place to facilitate agricultural supply value chains while minimizing losses.

At the institutional and organizational levels, ASPIRE will build the capacity of technical service providers (contracting-out arrangements) and farmers' organizations to effectively support farmers in meeting high-value market demands in an environmentally sustainable manner. These institutions and organizations play important roles in the collection of data, dissemination of information, guiding the technical activities of farmers, monitoring compliance and quality of products, and aggregation of fresh produce for the markets.

Farmers' organizations and other actors along the value-chain can also be involved in storage, post-harvest handling, packaging and shipping. The Programme will build the capacity of these organizations

and institutions so that they can improve the delivery of their services and play a more important role for their members, in a financially sound, transparent and efficient way.

3.2.1 General Position Summary:

The Provincial Market Access Facilitator position in PDAFF will report to the PDAFF Director, and the Senior Market Access Facilitator in DPS/MAFF, who is the overall coordinator of ASPIRE in marketing activities. The post will provide services in the area of improving the agricultural skills, knowledge and technical capacity of farmers in the province and to provide technical support to the other consultants of ASPIRE related to marketing development activities. The Provincial Market Access Facilitator will be required to fulfill the following roles:

- Obtain and aggregate relevant personal and production data at the producer level, for crops agreed upon and other producers who can potentially be supported by ASPIRE, and who are willing to participate in programme activities related to agricultural production and marketing;
- Assess the constraints affecting production, productivity and product quality at the individual and farming community levels;
- Assist ASPIRE to identify specific issues at the producers level, which when satisfied will allow them to effectively and efficiently satisfy market requirements, particularly in the context of product quality and consistency in supply.
- Support ASPIRE to develop and implement specific strategies aimed at addressing the constraints identified above. Such strategies will include, but not be limited to the establishment of demonstration plots for the purpose of guiding farmers in sustainable agricultural practices and training for selected crop.
- Assist ASPIRE to deliver technical and other support to identified beneficiaries of the Programme;
- Assist ASPIRE to monitor beneficiaries' use of inputs provided by the Programme and to assess the results obtained from the use of such supports;
- Assist in coordinating programme activities at the provincial level including supporting the M&E process on marketing activities;
- Work closely with the National Consultant on Market Access Facilitation at the national level in implanting related project activities in PDAFF including the support with liaison of key stakeholders: buyers; input suppliers; government, producers and producer groups.

3.2.2 Competencies:

The Provincial Market Access Facilitator shall be a motivated self-starter with proven knowledge in agronomy, experience in providing agricultural extension services to farmers and experience in fresh produce marketing. Knowledge and experience addressing ASPIRE's cross cutting themes would be an asset.

3.2.3 Deliverables:

In addition to the above deliverables, the Provincial Market Access Facilitator is required to provide updates and reports to track progress achieved. This shall include the preparation of separate reports for each farming community, detailing the activities undertaken, findings and recommendations of the assignment at the community level. These reports shall also feed into the ASPIRE database of information collected from producers, agriculture cooperatives, and farmers' organizations.

4. Location, Timing and Duration

The assignment will be based in the Provincial Department of Agriculture with travel to Phnom Penh and other ASPIRE provinces. The length of the assignment is for an initial period of twelve (12) months and could be extended upon the satisfactory performance.

5. Supervision and Reporting

The Consultant will work under the supervision of the PDAFF Director, and the Programme Managers

6. Qualification and Experience Requirements

To be qualified for the position the candidates must meet to the minimum required qualifications as follows:

- A higher degree in agricultural development, economics rural development, public administration or a closely related field;
- Five (5) or more years professional experience in a relevant field such as international development or private sector development in least developed countries; and
- Experience in program/project leadership and management, including excellent skills in managing multi-cultural teams and working in a cross-cultural environment.
- Knowledge of IFAD procedures, policies and financial rules and regulations; and Government financial management and administrative procedures.
- Computer literacy: word processing, spreadsheets, power point and database programs.
- Excellent English communication skills, written and spoken.
- Previous experience in Cambodia; some knowledge of Khmer desirable.
- Availability and willingness to undertake visits to the target communes.

7. Key Competencies

- Experience working in Cambodia;
- Knowledge of or experience in agriculture development;
- Experience as a technical advisor or a government-implemented program;
- High level of computer literacy;
- Personal interest, commitment, flexibility and willingness to work in a highly motivated team of professionals; and
- Ability to travel to areas of operations.

8. Languages

- Fluency in English and Khmer is essential.

9. Skills

- Advisory Services
- Capacity Building
- Client Management
- Contracts Negotiation
- Knowledge Management
- Monitoring and Evaluation
- Multistage Reporting
- Project Design

Programme Authority (Name/Title):		Contract Holder (Name/Title)	
Signature:	Date	Signature:	Date