

## SCOPE OF WORK

<b>Consultant Name:</b>	TBD					
<b>Project/Activity Name:</b>	USAID/Sweden FARMA II Project {Bosnia}	<b>Activity #</b>				
<b>Assignment Title:</b>	Strengthening the BiH Berry Value Chain through Produce Diversification					
<b>Position Type:</b>	<b>Full Time</b>		<b>Part Time</b>		<b>STTA</b>	<b>X</b>
<b>Consultant Nationality:</b>			<b>TCN</b>	X	<b>CCN</b>	
<b>Engaged By:</b>	Cardno Emerging Markets USA, Ltd.					
<b>Position Reports to:</b>	Private Sector Lead and Fruit & Vegetables Expert					
<b>Assignment Period:</b>	<b>Start Date:</b> May, 2018		<b>End Date:</b> December, 2018			
<b>Total LOE for Position:</b>	<b>Total LOE: 30 days</b>	<b>Onsite: 25</b>	<b>Offsite: 5</b>	<b>Travel:</b>		

### USAID/Sweden FARMA II - Description of Project

USAID and the Government of Sweden have awarded Cardno Emerging Markets USA a five-year US\$16.2 million contract for implementation of the Fostering Agricultural Markets Activity II (FARMA II) project in Bosnia & Herzegovina (BiH). The purpose of the FARMA II Project is to create agricultural and agribusiness economic opportunities for BiH farmers and entrepreneurs. FARMA II will achieve this by assisting agricultural producer organizations to adopt European Union (EU) and international agricultural and food standards and new production techniques, produce new high value products and expand their access to foreign and domestic markets. The objective of FARMA II's Component 1 is to strengthen the competitiveness of the BiH private sector resulting in greater sales and exports of selected agri-food products.

### Background

Considering small and fragmented landholdings in BiH, viable agricultural development largely depends on the production of high value, labor-intensive crops (such as berries), using modern production technologies that maximize yields and produce crops of a consistent quality standard to meet market demand. During the past 4-5 years, overall production of berries in BiH has been steadily increasing, with raspberries experiencing the most rapid growth in particular. This growth has been facilitated through a number of donor projects including those supported by USAID and the Government of Sweden, who have intensively supported the development of raspberry production and access to new markets. In addition to the activities that targeted expansion of the primary production, donors have also supported trainings and education of both public/private advisors and farmers related to modern growing technologies of raspberries, development of raspberry growing manuals, and support for the introduction of new raspberry cultivars. Support was also provided for investments in modern sorting and grading equipment, cold storage and deep freezing capacities.

As a result of these interventions and the gradual increase in private investments, raspberry production in BiH has been established on 1,700 ha of land, with the production of more than 22 thousand tons, valued at over 73 million BAM in 2017.<sup>1</sup> Today, raspberries are leading BiH export fruit.

Other than raspberries, production of highbush blueberries, ever bearing and wild strawberries, blackberries, and Aronia (chokeberries) has also been expanding, making berries the most significant commodity within the F&V subsector, much of which is export oriented. Currently, berry exports represent around 40% of total exports of F&V from BiH. Although the return on investment for raspberries remains attractive, the costs of establishing plantations are relatively high (estimated to be from 2,000 – 3,000 BAM/dunum<sup>2</sup>). Investments in primary production are usually followed by large private investments in the construction and/or expansion of cold storage facilities and deep freezing facilities, followed by investments in nurseries for the production of different berry varieties. In recent

<sup>1</sup>FTC data for 2017

<sup>2</sup> 1000 m<sup>2</sup> / 0.1 hectare

years, due to the increased supply, producers of raspberries experienced market price fluctuations so, in order to keep the development of BiH berry sector development strong, there is a need for diversification and expansion of production to include other varieties of berries, other than raspberries. For example, one of the berries that has large growth potential is highbush blueberry for which there are both domestic and international market opportunities. Moreover, blueberries are more versatile than and not as perishable as raspberries. They have a longer shelf life, and are more tolerant in transportation as fresh produce. They can also be consumed fresh and easily deep frozen and processed into jams and marmalades. Despite the fact that expansion of production of other berry varieties exists in BiH, there is still limited knowledge about the modern production and growing technologies, not only amongst farmers but also amongst both private and public advisors. In BiH there is a limited number of experts that can provide training and support to local agricultural advisors to adopt the knowledge on these crops that can be transferred to broader farming communities. In consultation with both private and public sector advisors, it has been highlighted that the lack of access to relevant expertise is preventing diversification in production. If this constraint is not addressed, it may jeopardize the positive growth trends in the berry sector in general.

### **Purpose of the assignment**

The primary purpose of this assignment is support the development of a targeted group of local experts and advisers (both public and private) that will be able to support producer organizations and small farmers to diversify their production into new berry varieties. The secondary purpose of this assignment is to develop farmer friendly training materials that can be used to help encourage diversification and prevent growing vulnerability of the sector by over expansion of limited cultivars in raspberry production by entering into the production of new berries and/or new cultivars by larger numbers of POs and farmers.

### **Anticipated Activities:**

- To assess the current situation in production of different berry varieties and to identify specific berry crops and varieties into which local producers can diversify given the competitive and comparative advantages of BiH and existing market opportunities at home and abroad;
- To assess leading berry nurseries in BiH and inspect transplants quality; If necessary, to recommend and help in identifying suitable nurseries in the region or the EU that can provide the desired quality of berry seedlings;
- To prepare and deliver a training-of-advisor program for at least 5 advisors working in berry nurseries on seedling/transplants production technologies. Training materials and/or presentations will be posted on the AgMENTOR platform.
- To prepare and deliver a training-of-advisors program for at least 10 public/private advisors working in advisory services and 20 advisors working in cooperatives and/or private companies that participate in berry value chain on berry market trends, production options and new production technologies; These trainings will also include representatives of relevant agricultural institutes and agricultural faculties. Training materials and/or presentations including photos or videos will be posted on the AgMENTOR platform.
- To organize and conduct at least 5 practical training-of-advisors sessions at existing blueberry and potentially other berry orchards for public/private advisors working in advisory services, advisors working in cooperatives or private companies that participate in berry value chain; and representatives of agricultural institutes, agricultural faculties. These field trainings will include providing advices on improvements in production of existing blueberry and other berry orchards. Training materials and/or presentations including photos or videos will be posted on the AgMENTOR platform.

### **Deliverables:**

The Consultant will conduct 30 days of combined classroom and practical trainings, including 5 days allocated for assessments, training preparation and direct and/or online mentoring, based on the needs of individual advisors.

The Consultant will also prepare and submit the following:

- Brief assessment of the current situation for the production of different varieties of berries in BiH (other than raspberries);
- Brief assessment of leading BiH berry nurseries with recommendation of qualified nurseries abroad for acquiring high quality transplants;
- Detailed proposed program for classroom and practical trainings to be submitted at the beginning of the assignment;
- Conduct classroom and practical trainings to at least 20 advisors working in producer organizations willing to expand or start production of new berry varieties;
- Conduct classroom and practical trainings to at least 10 public/private advisors working in extension/private advisory services willing to become experts for production of new berry varieties;

*Note: These 10 newly trained public/private advisors will have an obligation to continue with training and assist at least 30 new farmers willing to diversify into or to expand production of new berry varieties and cultivars until the end of production season.*

#### **Timing and Level of Effort**

Total LOE is estimated at up to 30 days, including assessment, training preparation and is expected to take place between May and December 2018. The consultant is expected to undertake up to 5 trips to BiH during this period. Some on-line support may also be required during the period.

#### **Qualifications and skills**

- University degree in agriculture or closely related field;
- Ideally, post-graduate degree in agriculture or closely related field;
- Excellent analytical, communication, presentation and facilitation skills;
- Excellent written and oral communication skills in English language (and preferably BiH languages)
- Excellent computer skills and proficiency in Microsoft Office applications;
- Proven practical training-of-trainer experience;
- Previous experience in BiH in this sector considered an advantage.

#### **Professional experience**

- At least 15 years of relevant professional experience in the agri-food sector;
- Relevant professional advisory experience in in the EU fruit sector, and ideally with particular experience in the berry fruit sector and proven knowledge and experience of the relevant trading standards and requirements for berry fruits (including relevant phytosanitary standards and requirements);
- Practical experience in assessing the market demand for berries would be considered an advantage

We encourage qualifying candidates to send a Cover Letter including three References and CV.

The closing date for the receipt of applications is April 22, 2018.

Cardno Emerging Markets USA, Ltd is an equal opportunity employer.

All information received will be treated with confidentiality.

Incomplete applications will not be considered.

**Only shortlisted candidates will be contacted.**