

FARM SERVICES PROGRAMME: EVALUATION OF LABOR BRIGADES

Terms of Reference, April 2024

BACKGROUND

The Farm Services programme is a set of initiatives delivered by Barry Callebaut in two cocoa co-operatives in Cote d'Ivoire: COOBADI and COOPAZA. The Farm Services programme is part of the Cocoa LIA (Living Income Accelerator), a portfolio of programmes funded by Ben & Jerry's (B&Js) which builds on their sourcing commitments to support and strengthen smallholder producers in their supply chains to accelerate their journeys towards a living income.

The desired outcome of the Barry Callebaut Farm Services Model is to help cocoa farmers to increase their productivity, thereby increasing their income. Farm Services provides cocoa farmers with a business plan and tailored productivity packages to build a viable business model out of cocoa. The productivity packages (which include a combination of fertilizer and/or phyto products and tools) are partly subsidised by B&J's, with the intention of increasing affordability for farmers and therefore increasing the uptake of inputs. The business plans involve regular visits from coaches that have been trained on good agricultural practices and are able to advise farmers on how to maximise the productivity in their farms.

While the Farm Services programme has been running since 2017, a labor initiative was launched in 2023, designed to jump start pruning at scale. Farmers/producers had flagged that they did not have the capacity at a household level to prune their fields at sufficient scale, and that there was a lack of ability or willingness to pay for trained labor to do this work. A fully funded service was set up to cover this need: in 2022/23 two groups of 10 people from each of the two cooperatives involved (40 people in total) were recruited, provided with tools, and trained in pruning, with a target of 150 hectares pruned. In year 2 (2023/24) 5 pruning groups with a total of 50 trained pruners were trained and equipped with pruners and machetes, with a target of an additional 100 hectares pruned.

The goal of these activities is to have farmers' cocoa plots pruned. The idea was that by subsidizing the pruning of 1 hectare of each farmer's land, the farmer would see the value of pruning their farm, and then they would extend the pruning to the rest of their farm (while continuing to prune or maintain the 1 hectare that was originally fully subsidized).

SCOPE OF WORK

The purpose of this assignment is to evaluate the labor brigades pruning initiative, and should answer the following questions:

- Is pruning seen as valuable by the farmers themselves, and in what way do they value it? i.e. potential yield increase, or simply a well-pruned/kept plot?
- Has the labour brigade initiative been successful in convincing the farmers to extend pruning to the rest of their farms, either by themselves or by paying for further labor?
- What factors, including but not limited to farmer attitudes and motivations and the availability of household labour, affect whether a farmer extends the pruning activities to the rest of their farm?

The consultant should plan to collect information from labor brigade members and farmers, as well as other key stakeholders.

A proposed approach and methodology should be outlined by the consultant(s) but a broad outline of activities is suggested below:

- Review existing available data
- Develop/refine evaluation questions
- Design data collection tools
- Collect and analyse data
- Write up and presentation of results

TIMELINES

Below is an outline of the anticipated timeline but this will be agreed and discussed with the selected consultants. If the work can be completed in shorter timeframe then this is welcomed.

Topic	Additional information	Projected Timelines
Recruitment	ToR launched and interviews conducted	April - May 2024
Contracting and start-up	Contracting of selected consultancy team.	May 2024
Co-design	Finalisation of evaluation questions and co-design of the approach, methodology and tools	May – June 2024
Data collection	Data collection	June 2024
Data cleaning and analysis	Analysis aligned to the agreed evaluation questions.	June – July 2024
Write-up and presentation of results	Report, slide-deck and presentation of results to project stakeholders including cooperatives and farmers.	July 2024

SKILLS AND EXPERIENCE

We are looking for a consultant(s) that can provide the services outlined in the ToR. Proposals should come from an individual or company that can oversee all activities. Applying consultants should have:

- Experience of designing, conducting and analysing qualitative and participatory studies and process evaluations.
- The capacity to independently manage and conduct qualitative research in Cote d'Ivoire.
- Excellent working knowledge of English and French.
- In-depth knowledge of agricultural supply chains and smallholder farmers, particularly cocoa.
- Experience of working in Cote d'Ivoire would be advantageous.

DATA PROTECTION

The protection of farmers' and project participants' data is non-negotiable, and we expect applicants to be aware of and compliant with relevant data protection laws in the UK (GDPR) and Cote d'Ivoire. (ARTCI).

BUDGET

The maximum amount available for this evaluation is \$23,000 USD inclusive of all taxes.

For the purposes of the proposal applicants should send an outline budget covering approximate costs for the proposed activities. The budget can be discussed and agreed during the interview and contracting process, therefore it is understood that budgets presented in proposals are indicative only. Please provide a budget detailing a breakdown of costs plus the daily rates of each consultant in the team, and approximately how much time each consultant will contribute at each stage.

PROPOSAL PROCESS AND DEADLINE

The deadline for proposals is **Monday 10th May 2024**. Applications should be sent to nick.chadwick-williams@fairtrade.org.uk with the subject: 'Proposal for Farm Services evaluation'. Your proposal should include the following sections:

- How the company or team of consultants meets the criteria set out under 'Skills and experience' section including related relevant consultancy experience.

- The outline of the proposed team and the different roles identified based on the skills/deliverables required, including their location and daily rates.
- Proposed approach to the evaluation
- A commitment to availability up to July 2024.
- A financial proposal in USD based on the activities listed in this ToR detailing the costs for activities and time of consultants.
- Statement and policies for safeguarding and data protection.
- Please include CVs (max. 3 pages per person) of all proposed team members.

For any queries, please contact Nick Chadwick-Williams at Fairtrade Foundation at nick.chadwick-williams@fairtrade.org.uk.