

## Terms of Reference

### Consultant for the conduction of a Market Survey

#### For the Strengthening Livelihood Systems Project Phase II in Kham, Phaxay, Nonghaed Districts in Xiengkhouang Province and Houamuang District in Huaphanh Province

#### I. Background

Fondation Caritas Luxembourg is an international non-governmental organization, working for the fundamental rights of all people to secure access to food, water, health, education, employment and income, around the world. Caritas officially opened its country office in Laos in October 2010 and has since then implemented several projects in Xiengkhouang, Bolikhamxay and Vientiane provinces, in the field of Disaster Risk Reduction, sustainable livelihood strengthening as well as Health and Nutrition.

Caritas Luxembourg has started in January 2021 the implementation of its new **Strengthening Livelihood Systems Project II** in Kham, Nonghead, Phaxay districts in Xiengkhouang province, and Houamuang district in Huaphanh province. The project will be implemented over 5 years. Its overall objective is to increase human asset and contribute to food security according to the objectives and priorities of the Ministry of Agriculture and Forestry, and based on the Sustainable Development Goals for Lao PDR. The specific objective is to improve the accessibility, availability, diversity and management of food for vulnerable households and communities in **Kham, Nonghaed, Phaxay and Houamuang** districts in a sustainable manner. The project will support Producer Groups in 60 villages for increased production and sales of organic vegetables, livestock, crops and weaving products. Caritas developed an approach to its project implementation whereby the district and provincial counterparts are responsible for the activity implementation and Caritas takes on a supporting role. This strategy promotes local ownership and encourages a participative approach at all levels.

The Fourth Result of SLS2 aims that 'Communities sustainably manage their food production system', through **market linkage activities** for Producer Groups (PG) active in organic vegetables, crop, livestock and weaving production. The baseline survey identified a high motivation of local producers to access to district, provincial, and regional markets. However, information on the location of the demand, the quantities and selling prices often does not reach the communities. In addition, discussions with DICO, PICD and PAFO identified limited information on market demand relevant to the target districts. In order to inform the project design as well as to bring key market information to key project stakeholders, a market survey will be done under the SLS2 project. This survey will inform the market linkage component of the project and its results will be shared with local authorities for consolidation of their Strategic Development Plans.

The Market Survey will focus on a set **of at least 5 local products**, including Organic Vegetables, Crops, Livestock (small and big livestock) and women's non-farming related product. These products will be selected based on their potential for production and sales in the target areas. Each of the 60 target villages should produce at least 2 of these selected products. Identifying the products with a high potential for sales and income generation is indeed a key to orientate the project and government support toward efficient production models at community level. The survey will consolidate information on the demand and production capacities for each of these products. The survey will aim

at informing the project team and local authorities to design and provide support to PGs, thus participating to sustainable economic development and farmers' empowerment.

## II. Purpose of this Terms of Reference (ToR)

The purpose of this ToR is to provide a general framework to guide the consultant in the conduction of a Market Survey for at least 5 potential products produced by the target communities in Kham, Nonghaed, Phaxay and Houamuang districts in Xiengkhouang and Huaphanh provinces.

## III. Overall Objective

To develop a **comprehensive market survey** investigating at least 5 key local value chains with potential for production and sales in the target villages of Caritas in 4 target districts. This market survey should provide useful information to:

- Inform and guide the project activities for agriculture and non-agriculture production in the 60 target villages;
- Inform and guide the market linkage activities of the project aiming at supporting Producer Groups to reach high-potential markets, including in marketing training, linkage to traders, price negotiation;
- Provide supportive information to district and provincial authorities to further develop or review their strategical documents on trade and market linkage.

## IV. Specific Objectives

The specific objectives of the Survey will be to:

- To identify at least **5 key types** of products to be produced by Producer Groups under the project, and related to vegetables, crops, livestock and weaving production. The products to be scaled up should be selected based on the potential market for sales and the production capacities in the target villages;
- To collect **in depth information on the market demand** on the selected products, including on the location of the demand, the market standards and the potential selling prices;
- To identify **key value chains actors** such as middle-men, traders, retailers, to facilitate the future coordination of Producer Groups with these actors under project activities;
- To investigate the potential of **organic vegetable** production and the characteristic of the demand of organic vegetables from the target area;
- To assess the **production capacities** of farmers and their potential to respond the market demand for the selected products;
- **Draw recommendation** to improve the quality of the products to meet the demand standards, including recommendation for training, post-harvest methods, storage and market linkage activities.
- **Draw recommendation directed at local authorities**, from district to province, to be integrated to relevant local authorities' action plans.

## V. Main Tasks

### 1. Desk Review on project documentation, existing market surveys on target area and Local Authorities' strategies

- Review the project proposal, log-frame and the districts' Economic and Social Development Plan;
- Study relevant market surveys and existing literature on agricultural and weaving value chains in the target provinces and districts;

- Review P&DICO's 5-year development plans, annual progress report (both under project support and their internal plan);
- Review Village Development Plans of the 12 villages and the key summarized data of the VDP of 60 villages, elaborated with the support of the project. Village Development Plans contain details on key production at community level, including areas of production and sales.

## **2. Conduct field visits, Key Informant Discussion and Data Collection**

- Conduct a Market Survey Workshops to gather information and inputs from P&DICO, P&DAFO, P&DLWU and other offices if necessary and relevant;
- Conduct Key Informant Discussions with middle-men, village authorities, groups of farmers and groups of women in at least 3 villages per target district;
- Conduct in-site visits and Key Informant Discussions with traders in Huapanh, Phonsavanh and Vientiane Capital.

## **3. Report Writing**

- The consultant is responsible for writing the Market Survey report in Lao and English.

## **4. Presentation of results**

- A presentation of results is done to share the results of the survey with provincial and district authorities, with the objective of providing guidance and inputs for the development or review of their local Trade Strategic Planning documents.

## **VI. Methodology**

The consultant is required to work independently. However, the participatory methodology is suggested to stimulate interaction between consultant and project stakeholders especially communities and local authorities.

The consultant and Caritas will have a briefing meeting to clarify the proposed TOR. Caritas and its partners will assist in organizing the field visits, stakeholders' meeting including visit to target villages and individual visit to P&DICO.

The consultant will proceed to data collection at community level, by visiting at least 3 villages per districts. In addition, the consultant will implement in-site visits to key markets and trading places in Xiengkhouang, Huapanh Provinces and Vientiane Capital.

Participatory tools used for data collection will include, but may not be limited to:

- Key Informant discussions with local authorities;
- Key Informant discussion with middle-men;
- Key informant discussion with farmers and women groups;
- Key Informant Discussion with traders;
- Survey / Questionnaires to producers and traders.

Document review:

- Existing marketing survey from other projects implemented in Xiengkhouang and Huapanh Provinces and relevant scientific researches;

- Local Authorities' Strategic Documents such as District and Provincial Economic and Social Development Plans;
- SLS2 project proposal;
- Other relevant documents such as SLS1 final evaluation report and SLS1 market survey;
- Contract and ToRs of the Market Survey.

## VII. Expected Outputs

- **A Market Survey Report** in Lao and English, containing an analysis of at least 5 products value chains to be scaled up in the target villages, containing useful information on the demand for these products and the production capacities in the target location of the project.
- **Recommendations** in the survey and presentation, to guide the project activities to support Producer Groups and to develop a network linking PGs to the market.
- **Presentation of results** aiming to pass-on knowledge on the local market demand for the key selected products to the district and provincial authorities, as well as to Caritas

## VIII. Timeframe

This assignment will cover a period of 31 days. The service shall start on 13 December 2021 and end on 16 February 2022. Below is the initial timeframe:

Date	Activity	No. Days	Remark
13-20 Dec 2018	Review all document related to the mission and key 5 potential product that need to do the research	5	
20 Nov – 31 Dec 2021	Conduct workshop with P&DICO, P&DAFO, P&DLWU, DAFO, DICO and DLWU in 4 districts.	4	DSA & fee charge
1-10 Dec 2021	Conduct data collection and key informant discussion at community level in 12 villages to collect data on key products	6	DSA & fee charge
10-24 January 2022	Conduct visits and key informant discussion with traders in Phonsavanh and Vientiane Capital	6	DSA & fee charge
24 Jan-2 <sup>nd</sup> of Feb 2022	Drafting and finalizing the research report and recommendations	5	
2-9 Feb 2022	Present draft results, provide recommendations on project implementation and adaptation of LA's strategies for market linkage at provincial level and collect comments for improvement of the report (possibly online)	2	
9-16 Feb 2022	Report writing & finalising both Lao and English, based on comments from Caritas and Local Authorities.	3	
16 Feb 2022	Submission of final report to Caritas		
<b>Total</b>		<b>31 days</b>	

The timeframe and schedule will be finalised and agreed on by the consultant and Caritas Luxembourg Project Manager and HoM.

#### **IX. Reporting line**

During the assignment, the national consultant will report to Project Manager and HoM and will coordinate closely with the project team.

#### **X. Costs**

To be prepared and discussed based on available Project Budget and Budget proposed by the consultant.

#### **XI. Confidentiality**

All documents received from the SLS2 project for the purpose of the assignment are to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to SLS2 Project. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without prior written authorization of the SLS2 Project.

#### **XII. Qualifications**

- Minimum of Master's degree in marketing, economics, agriculture or related field;
- Experience working with community, government at district and provincial level;
- 5 years of experience in SME, access to small credit and income generation;
- Excellent writing skills in Lao and English;
- Excellent communication skills in lao and English; knowledge of Hmong language is considered an asset.