



TRTP/IFAD VIII	
PP 2021	
Ref. AWPB Nr.	1.2.1.2
Component	1
Category	1
Loan/Grant	IFAD Loan/GoM

### Terms of Reference:

## Selection of consultant in Agriculture Market Analysis to strengthen technical capacity of the Ministry of Agriculture and Food Industry

### Abbreviations:

TRTP	Talent Retention for Rural Transformation
CPIU IFAD	IFAD Consolidated Programme Implementation Unit
ToR	Terms of Reference

### 1. Client

The Client is IFAD Consolidated Programme Implementation Unit.

The Beneficiary is the Ministry of Agriculture and Food Industry of Moldova.

### 2. Country background

Moldova is a small lower middle-income country highly dependent on agriculture, which is the main source of livelihood in rural areas where live approximately 75% of the population.

Agriculture is an important employment sector in rural areas, where other jobs are not sufficiently developed. Currently around one third of the population works abroad and the labour migration has left the country with the aging population.

Despite the fact that in the past decade Moldova has made a considerable progress in socio-economic and welfare development, it is still one of the poorest countries in Europe and there still remain some segments of the population who still face significant disadvantages, including smallholders, women and youth.

A proactive approach, driven by the state institutions, donor community and agricultural producers and associations is needed to raise the competitiveness and outputs of the Moldovan agriculture sector in order to increase the level of incomes and quality of life in rural areas, especially among youth, women and smallholders, and therefore to prevent outmigration.

### 3. Background on project

Project	Talent Retention for Rural Transformation (TRTP)
Project launch	13/01/2021
Project end	30/09/2027

Project objectives	<ul style="list-style-type: none"> <li>Reduction in poverty and outmigration from rural areas through the enhancement of smallholder resilience to climate change and economic risk and ensuring access to markets.</li> </ul>
Project target area and groups	<ul style="list-style-type: none"> <li>TRTP has a national coverage and is implemented in the areas controlled by the Government of Moldova (GoM) except the entities registered in Chisinau and Balti.</li> <li>Target Group: commercially-oriented smallholder farmers and youth entrepreneur's cultivating up to 10 hectare, especially women farmers.</li> </ul>
Implementation agency	IFAD Consolidated Programme Implementation Unit
Project components	<p>Component 1. Resilient Economic Transformation:</p> <ul style="list-style-type: none"> <li>1.1. Enhancing Climate Resilience</li> <li>1.2. Agribusiness Development</li> </ul> <p>Component 2. Entrepreneurship Finance:</p> <ul style="list-style-type: none"> <li>2.1. Affordable credit for youth and women</li> <li>2.2. Rural Finance sector development</li> </ul>

#### 4. Background on the assignment

Moldovan agricultural products theoretically have a free trade access to huge markets of the Commonwealth of Independent States (with the Russian market being the main one) and the EU, having signed free Trade Agreements with both these entities.

In practice, Moldovan exporters face numerous obstacles in their efforts to expand to other markets. Among them we can mention two types of the barriers:

- Administrative barriers that include not properly working Free Trade Agreement with Russia, import quotas for EU, product safety EU requirements.
- Commercial barriers, including importers' requirements towards product quality, packaging, volumes, pricing, delivery and payment terms, varieties, industry certification (GlobalGAP, HACCP etc.)

In addition to these barriers, we can mention the lack of knowledge among the local producers regarding the external market opportunities and requirements. Other major impediments are the lack of performant equipment and lack of cooperation among producers that lead to producers' inability to meet the buyers' demand in terms of product quality and volumes.

In order to help the Moldovan agricultural producers to face the above-mentioned challenges, the capacity of the Ministry of Agriculture and Food Industry shall be strengthened in terms of market knowledge that would facilitate enhancement of the competitiveness of the Moldovan agricultural sector. Therefore, the TRTP project design document specifies that the project will strengthen the capacity of the Ministry of Agriculture and Food Industry by providing it technical specialists for market and policy analysis.

#### 5. Overall objectives

The overall goal of the Talent Retention for Rural Transformation (TRTP) Project is reduction in poverty and outmigration from rural areas through the enhancement of smallholder resilience to climate change.

The development objective of the Project is to enable the rural poor (especially youth, women and smallholders) to increase their production capacity, resilience to economic, environmental and climate-related risks and access to markets.

## 6. Objectives of the assignment

The TRTP project will strengthen the capacity of the Ministry of Agriculture and Food Industry by providing it technical specialist for market analysis. This specialist will be kept informed of the experience of the project in undertaking some of the innovative arrangements in organizing the market facilitation meetings, partnership with private sector entities and the experience of PGs in the equity partnerships. The project will also organize opportunities for learning and experience sharing for the Ministry of Agriculture and Food Industry staff.

## 7. Scope of work

CPIU IFAD will contract an **Agriculture market analysis expert** who will support the Beneficiary.

The main tasks of the Consultant will include, but are not limited to the following activities:

- identifying markets with high potential for Moldovan agricultural products;
- identifying key characteristics of the target markets, including market volumes, price points, distribution system, market trends, consumer preferences and habits.
- identifying specific market requirements for the product, including quality, packaging and certification requirements;
- identifying the specific product niches where Moldovan agro products can be competitive;
- elaborating the National Program for the support and development of the agro-industrial products export;
- contributing to the concept of the Agri-Food Center (HUB), as well as the development of the horticultural office draft document in order to promote horticultural products on various markets;
- developing recommendations on macro and micro level on how to improve export competitiveness of the Moldovan products;
- developing recommendations on macro and micro level on how to improve the competitiveness of the farmers who compete with the imported products on the local market;
- delivering trainings/consulting to local agricultural producers;
- developing market entry strategy for each targeted particular market and the action plan for the Beneficiary in order to facilitate Moldovan producers to enter those markets.

The Consultant will agree the planned activities, his/her schedule, level of effort and the detailed expected outcomes directly with the Beneficiary.

The concrete number of markets and agriculture sub-sectors to be analyzed will be agreed with the Beneficiary based on the reasonable level of effort.

If required by the Beneficiary, the Consultant shall prepare and deliver presentations with findings and recommendations to the target audience indicated by the Beneficiary.

## 8. Capacity building and transfer of knowledge

The Specialist shall strive to build organizational knowledge and exchange lessons with colleagues through formal and informal mechanisms set by management.

## 9. Reports and schedule of deliverables

### Technical reports

The Consultant will provide the agreed technical reports to the Beneficiary and their copies to the Client.

### Monthly reports

The Consultant will provide monthly activity reports, signed by the person designated by the Beneficiary, to CPIU IFAD for the purposes of disbursement to the Consultant. These reports will include a brief description of the performed activities indicating the number of man-days spent to implement those activities.

## 10. Consultant's qualifications and experience

The key criteria for shortlisting are the following:

Criterion	Weight
1. General qualifications:	
<ul style="list-style-type: none"><li>A minimum of a bachelor degree in economics, finance, agriculture or a related field</li></ul>	10
<ul style="list-style-type: none"><li>Participation in specialized international training courses on market analysis with respect to agriculture is an advantage</li></ul>	5
2. Specific previous experience in the field for vacant position:	
<ul style="list-style-type: none"><li>At least 5 years of hands-on experience in market analysis for agriculture products</li></ul>	25
<ul style="list-style-type: none"><li>At least 3 years of hands-on experience in export market entry facilitation for Moldovan agricultural producers<sup>1</sup></li></ul>	10
<ul style="list-style-type: none"><li>At least one project experience in interacting with national and local stakeholders concerned with agriculture produce market analysis and/or market entry facilitation, preferably including government and administration, private sector, civil society and international development partner agencies;</li></ul>	10
3. Language skills: Fluency in Romanian and English; good in Russian	5
4. Computer management skills especially office productivity tools	5
5. Competencies (through Interview for candidates that score at least 49 points on the above criteria 1 to 4):	
<ul style="list-style-type: none"><li>Highest standards of professionalism and integrity</li></ul>	10
<ul style="list-style-type: none"><li>Excellent problem solving and analytical skills using creativity and innovation</li></ul>	10
<ul style="list-style-type: none"><li>Excellent communication (especially written communications; group facilitation skills), networking and coordination skills with various stakeholders</li></ul>	5
<ul style="list-style-type: none"><li>Excellent planning and organizational abilities and attention to detail</li></ul>	5
TOTAL	100

A consultant will be selected in accordance with the ICS procurement method set out in IFAD' project procurement handbook that can be accessed via the IFAD website at <https://www.ifad.org/documents>. The top ranked consultant will be invited in due course to submit a technical and financial proposal that will be evaluated and negotiated. The passing score for shortlisting is 70%.

### **11. Location and period of execution**

The Consultant will be based in Chisinau, Republic of Moldova, Ministry of Agriculture and Food Industry office. The assignment might require trips outside Chisinau or abroad.

The consultant will be hired full-time (40 working hours per week) for the 12 months period of 2022. Upon successful collaboration with the Beneficiary, the contract period might be extended.

### **12. Project coordination**

The Consultant will coordinate the technical part of his/her assignment, including the concrete goals and planned activities with the person designated by the Beneficiary.

### **13. Services and facilities to be provided by client**

It is not expected that the Client will provide to the Consultant any facilities related to implementation of this contract.

It is expected that the Beneficiary will provide to the Consultant the office equipped with printer and internet connection, computer and other equipment necessary to perform the activities.

It is expected that the Beneficiary will provide to the Consultants access to information necessary to perform Consultant's activities.

In case any local/international trips are needed to perform the activities and are agreed with the Beneficiary, the Beneficiary will provide to the Consultant transportation or will reimburse the cost of this transportation.

### **14. Services and facilities to be provided by the consultant**

The Consultant will provide to the Beneficiary the services described in this ToR.

### **15. Additional information**

The CPIU IFAD is entitled to cancel the tender at any stage of the competition due to the impossibility of financial coverage or due to unconformity of the tenderers to the requirements specified in the tender documents or other justified reason.