



## **Project “Associated agriculture for long-term income stabilization of ethnic minorities and equal integration in community development in Nam Giang district, Quang Nam Province, Vietnam**

### **Call for Tender**

### **Consultancy service for “Assessing the black pig market and value chains in Nam Giang District”**

#### **1. Background of consultancy assignment/ project**

Black pigs are an indigenous pig species in Nam Giang District which is widely raised free-range by local people. According to the Nam Giang Agricultural Technical Center, the number of indigenous black pigs accounts for 70-80% of the total pig population. There is a high demand for black pig meat locally and across Vietnam. Local consumers perceive pork from black pigs as not only tasty and nutritious but also safe and organic. The price of pork from black pigs is often two or three times higher than normal pork. However, smallholder farmers in selected communes of project sites including Thanh My, Ca Cady, Cha Val, Tà Bhing and Ta Poo communes of Nam Giang district have limited access to the market for final products due to various market turbulence such as a lack of market information and low competitiveness at available markets. There is no platform to share market information among farmers and other actors in the value chain such as retailers, companies, slaughterhouses, and butcher shops. Consequently, individual farmers often end up selling their products at cheaper prices than they should.

The project “*Associated agriculture for long-term income stabilization of ethnic minorities and equal integration in community development in Vietnam*” has the overall objective that ethnic minority, pig-breeding households in the mountainous area of Central Vietnam have improved their livelihood and are equally integrated into community development. The project focuses on 600 poor and near-poor husbandry households from 5 communes in Nam Giang District. They will directly benefit from the project through enhanced agricultural and husbandry skills, improved livelihood and better income. Once the pork value chain is established, the project will focus on the stabilization of market prices with respective benefits for producers and consumers. In this regard, the project aims to create a better understanding of current market systems for black pigs and related products and set up an information system for different stakeholders and actors in the value chain. To achieve this, the project calls for a qualified consultant team to conduct a market and value chains assessment in Nam Giang district that informs related project interventions. As women play an important role in black pig production, marketing and consumption, while there is little research on their specific roles, the market and value chains assessment will also consider relevant gender aspects.

#### **2. Objectives**

The overall objective of the consultancy is to assess and analyse the black pig market and value chains in five communes in Nam Giang district in Vietnam.

##### **Market level:**

- Understand current marketing structures and procedures practiced by black pig farmers such as price determination, engagement in producer/marketing groups, targeted markets and customers (among other aspects)

- Analyse and understand current marketing information systems and how farmers can access them
- Identify the impact of turbulence such as animal disease, market price and need, and competition on the black pig business, and identify proactive measures and opportunities how the product could be sold during that time.

#### **Value chain level:**

- Identify and map out key actors involved in the black pig value chains as well as analyse their linkages (horizontal and vertical, power structures), role and added value;
- Identify major constraints/gaps/ disadvantages in the value chain and opportunities/ advantages for strengthening market linkages between key value chain actors of black pig products.
- Identify the potential value chains including the existing and/ or new ones that black pig households sell their products

#### **Recommendations:**

- Provide specific feasible market recommendations/ interventions to innovate/ upgrade the sustainable and inclusive value chains of black pig product, with the goal of supporting black pig farmers to improve their performance in the marketplace

### **3. Key contents of the consultancy**

The consultancy contains a comprehensive review and analysis of the black pig market and value chains in Nam Giang district and is expected to look at the below aspects:

#### **Markets:**

- Markets issues (in both off and online market) and competitiveness
  - Current market demand, potential market and market trend
  - Conventional/current marketing procedures
  - Market's requirement (e.g. type of products, quality, timing, price, package, delivery methods, etc.).
  - The position and performance of black pig (constraints and opportunities) at project target communes in particular, ~~in the overall black pig value chain~~, analyse the competitors and competition opportunity.
  - Marketing/Market information system

#### **Value Chain:**

Descriptions and analysis of the following dimensions:

- Sector overview and value chain mapping: overview black pig sector in Nam Giang district, mapping all key actors and players (including input/services suppliers to final buyers), the vertical and horizon linkages among value chain actors, and characteristics of value chain actors
- Analyse economic issues including money flows, the costs, benefits, profit margin and their distribution among major actors, the dynamics of production/processing and created values.
- The situation of input supply services, current techniques, facilities, technology being used in production/ processing black pig products.
- Support service provisions for both value chains, including extension services, transportation, marketing, micro finance etc.

#### **Policy environment:**

- Current development policies: Identify and analyse private sector/government policies and regulations that relate to and affect the production/ processing, marketing and competitiveness of black pig products

#### **Recommendations:**

- Based on the results of value chain analysis, identify strategic interventions and strategies for related stakeholders (black pig farmers, cooperatives, local authorities, project staff) to overcome constraints and to make the best use of opportunities to improve the value of products and enhance their competitiveness.

- Other general recommendations and related information on the black pig market and value chain to improve the sector's performance towards inclusive, sustainable, and pro-poor development.

*Additional contents may be added in consultation between CRD, WV and the consultant*

#### **4. Scope of the study**

The study should focus on the following geographical areas:

The study will focus on the black pig market and value chain in Nam Giang district, Quang Nam province as well as the related main value chain actors and markets in other provinces and cities such as Da Nang and Quang Nam.

The consultant team is expected to carry out the following work:

- *Desk review:* Analysis/review of existing and relevant documents on black pig markets and value chain. This desk review will identify data gaps and inform the scope of the fieldwork.
- Design a methodology for the consultancy including: Methods, sampling strategy, data collection tools, detailed fieldwork plan, analysis plan, and quality control plan.
- Conduct the study including training of enumerators and primary data collection in the field with support from the project team (WV and CRD), data processing and analysis
- Collaborate with BMZ project partners to validate information and data from other similar researchers for the final version of the study report.
- Produce a comprehensive report on “Assessing the black pig market and value chains in Nam Giang District in Vietnam” in English with a summary in Vietnamese

The following table entails key activities for carrying out black pig market and value chain study:

<b>#</b>	<b>Proposed activities</b>	<b>No of working day(s) for whole team</b>
1	Develop a detailed research methodology and work plan (Inception report)	4
2	Fieldwork preparation	2
3	Conduct fieldwork	15
4	Data organizing, processing and analyzing.	7
5	Presentation on preliminary findings for BMZ project staff and partners	2
6	A draft report in English	6
7	Finalize report and submit to BMZ project in English (with summary in Vietnamese)	4
	<b>TOTAL</b>	<b>40</b>

#### **5. Method of study**

The study should employ a mixed-methods approach including a literature review and other qualitative and quantitative methods. The consultant will use the methodology and research tools that are best suited to the study objectives and local context. These will be fully developed and finalized in consultation with World Vision and CRD in the course of the inception report process. Some of the recommended approaches and tools-include:

- Value chain analysis tools (including Value chain mapping, Power Analysis)
- Survey and interviews with key actors
- Focus Group Discussion (FGD) with male and female groups separately

The black pig market and value chain analysis process should be participatory, incorporating perspectives of different stakeholders, including but not limited to, input providers, small-scale black pig producers, collectors/middleman, processors, slaughterhouses, wholesalers, retailers, and consumers, staff of Department of Agriculture and Rural development ( DARD) at provincial and district level.

## **6. Deliverables**

The consultant is expected to provide the following deliverables:

- An *inception report* that outlines the methodology (including tools for data collection) and a timeline
- A *final report* in in English with summary in Vietnamese.
- All data collected as part of the consultancy (including data sets and related documents)

*Notes: All deliverables will be reviewed and require the approval from CRD and WV Vietnam*

## **7. Timeframe**

The consultancy comprises a timeframe of 45 days after signing of the consultancy contract. The consultancy is expected to start on 15th June. The proposed timeline for the consultancy and milestones is (all dates are preliminary):

- Inception reports including tools for data collection within 10 days since the contract signing date.
- Field survey is expected from 25th June – 10th July 2020
- Draft report is expected by 25<sup>th</sup> July 2020
- A final report in consultation with BMZ project manager, and BMZ project team (WVI and CRD) by 10<sup>th</sup> August 2020

The consultant team should be available and able to stick to the proposed timeline.

## **8. Requirement for consultant team**

The consultants should have:

- At least Master's degrees in one of the following majors: agriculture economics/development economics, agribusiness and rural economies
- Knowledge and understanding of inclusive and sustainable value chain development, social issues in rural in Central Vietnam generally and Quang Nam province particularly
- Strong skills and proven experience in conducting value chain analysis, agricultural sector assessments and surveys, strongly familiar with the livestock market and value chain in mountainous areas of Vietnam
- Good experience and skills in working with ethnic minority people
- Strong analytical skills with both quantitative and qualitative, participatory methods.
- Strong coordination/organization/networking skills and experience in working in team
- Excellent English and Vietnamese writing skills.

## **9. Proposal submission**

The Proposal should be specified in terms of:

- Introduction of the Consultants' profile and related experience (CVs);
- Technical proposal including: suggestions for a preliminary survey methodology: proposed methods, sampling strategy, data collection and analysis process etc. Preliminary consultancy work plan (include field survey and quality control plan), team structure).
- Financial proposal that specifies the number of working days required and consultancy rate (in VND and USD) and breakdowns of major costs components
- A work sample of a market assessment or value chain analysis report for development projects.

How to Apply: The Proposal should be submitted in English by email with subject mentioning “Back pig market assessment and value chain” to ***Khanhhl@crdvietnam.org*** and cc to ***Nguyen\_Thi\_Minh\_Phuong@wvi.org***

**The closing date for application: 5: 00 pm, 3<sup>rd</sup> June 2020.**