

UNITED NATIONS DEVELOPMENT PROGRAMME  
TERMS OF REFERENCE



CONSULTANT FOR VALUE CHAIN DEVELOPMENT  
Specialization: Food Processing Industry

Post title: Consultant for Value Chain Development

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Task: To deliver a feasibility study "Grower-Processor Relationship in the Moldovan Canning Industry"

Type of contract: SSA

Duration: 20 days

Starting date: ASAP

Location: home based with an occasional travel to northern regions of Moldova

**Background:**

The active involvement of private sector to poverty reduction is by many, including UNDP, recognized as crucial. UNDP works with private sector in many ways and its general approach is based on the premise that the value of engaging the private sector is maximized where it is grounded in market-based incentives and the sustainable social impact is greatest when there is a convergence on commercial and development interest.

One of the UNDP Moldova projects performing this kind of approach to private sector is project called "Fostering Multi-stakeholder partnerships to achieve MDGs in Western CIS and Caucasus in the framework of UN Global Compact" ([www.undp.md/projects/GC.shtml](http://www.undp.md/projects/GC.shtml)). The overall goal of this particular project is to accelerate sustainable economic growth and poverty reduction through the active participation of Moldovan businesses. Beside the activities aiming the promotion of the concept of corporate social responsibility and creation/consolidation of Moldovan Global Compact Network ([www.globalcompact.md/index.php?l=ro](http://www.globalcompact.md/index.php?l=ro)) project aims to launch several multi-stakeholder partnerships projects. Such partnership projects are expected to help develop communities, create new jobs, strengthen local small enterprises by integrating them into value chains (regional and global) and facilitate development of new products or services for the vulnerable and socially excluded populations. This approach promotes engagement of the private sector through its core business, competencies and resources.

One of the newly developed multi-stakeholder partnership projects is a project called "Natur Bravo JSC – Integrated Outgrower System" that aims to create some 50 new jobs in the rural areas of northern part of Moldova (Edinet, Ocnita and Briceni Raions) through creating a stable supply chain for farmers growing cucumbers.

The stable supply chain in the food processing (vegetable canning) industry is, both by food processors as well as by farmers, reported to be one of the biggest challenges that are faced in Republic of Moldova of these days. On one hand, the food processors are complaining about the lack of the raw vegetable that is up to required standards; on the other hand, paradoxically enough, among the biggest problem of the local farmers is a lack of the market and access to the food processing industry.

"Natur Bravo JSC – Integrated Outgrower System" project aspires to address these challenges through facilitating activities that will identify farmers with a capacity to be involved as a vegetable supplier, to support their capacities by helping them to strengthen their position on the market (topics as marketing, growing technologies, access to finance etc) and mainly will build a value chain that is addressing not only commercial, but also social purposes of the food processing industry. The food processing industry is in this particular project represented by Natur Bravo, JSC.

In order to fulfill the objectives of "Natur Bravo JSC – Integrated Outgrower System" project, UNDP Moldova is recruiting a consultant who will conduct an evidence-based survey on "Grower-Processor Relationships in the

Moldovan Canning Industry” based on which will deliver a feasibility study that will be used for a purpose of the project.

### Description of Responsibilities/Deliverables

The incumbent will be contracted to conduct an evidence-based survey based on which will propose the most appropriate way to build a sustainable supply chain that would meet both economic and social purposes. The findings of the survey are expected to be introduced in a form of a feasibility study that will be consulted with all project partners (UNDP, Natur Brava JSC, IFAD IV, local farmers).

The minimum, that the final product (the feasibility study) of this assignment should cover, is as follows:

- description of the current state of supply chains organization through various fruits and vegetables processors covering different country regions;
- analysis and description of the common issues that are causing distortions and constraints within the existing supply chain;
- categorization of the constrains that existing supply chain is facing presented in the categories reflecting the level of the actor (primary producer, processor, intermediaries...) and recommendations to reach a win-win solutions for the major value chain players;
- recommendations regarding the most suitable contracting mechanisms and contracts templates that would enhance the strengths of the supply chains;
- methodology and the content of training program addressed to producers and processors (including the identification of the main topics, e.i. Gherkin production technology; access to finance; marketing...) and the proposals on the most appropriate modality of the technical assistance provided to small farmers from Edinet, Otaci and Briceni Raions (based on the evidence based need assessment).

The consultant will work under the supervision of the UNDP “Fostering Multi-stakeholder partnerships to achieve MDGs in Western CIS and Caucasus in the framework of UN Global Compact” Project Manager who will coordinate the cooperation with other relevant partners of “Natur Bravo JSC – Integrated Outgrower System” partnership project.

The final product is expected to be written in Romanian language with an executive summary in English.

### Timeframe and Schedule for Payments

The consultant is expected to accomplish assignment within the following timeframe:

- by 26. February 2010 – the survey methodology and the general structure of the final product (feasibility study) presented to UNDP;
- by 15. March 2010 – the first draft of the final product submitted;
- by 31.March 2010 – the final version of the final product (feasibility study) submitted.

The payments will be effected in three installments, each based on the successful fulfillment of the specific stage of the assignment:

- the first installment: 30% of the total amount – after the survey methodology and the final product structure is approved by UNDP and the project partners;
- the second installment: 40% of the total amount – after the draft of the feasibility study is approved by UNDP and the project partners;
- the third installment: 30% of the total amount – after the final version of the feasibility study is approved by UNDP and the project partners.

### Selection Criteria:

Candidates will be assessed against the following:

- extent of experience in food processing industry and supply chain related topics;
- depth of knowledge related to situation of small farmers/vegetable producers in Moldova on one hand and situation of food processing industry (canning industry) in Moldova on the other hand;
- extend of knowledge of and experience in the provision of technical assistance to small farmers from underprivileged regions of Moldova, including issues as their access to food processing industry supply chain;
- extend of experience in preparing technical reports and feasibility studies; in conducting need assessments and in designing training courses for small farmers.

Eligible candidate should meet the following:

- advanced university degree in economics, agricultural production or related fields;
- at least five years of relevant work experience in areas relevant to this assignment ;
- excellent analytical, research and writing skills;
- excellent knowledge of Romanian language and working knowledge of English;
- previous working experience with international organization supporting the private sector is an asset.

Both, INDIVIDUAL CONSULTANTS (or group of consultants) same as REGISTERED LEGAL ENTITIES (NGOs; business sector entities) are invited to apply for this assignment.

### Application procedure:

The application should contain resume and cover letter stating the expertise and qualification for the position including references from previously undertaken relevant assignments

Applicants are encouraged to apply electronically through the UNDP jobs webpage.

Due to the large number of applicants, UNDP regrets that it is unable to inform unsuccessful candidates about the outcome or status of the recruitment process.