



**REQUEST FOR EXPRESSION OF INTEREST (EOI) TO CONDUCT A STUDY ON THE DEMAND AND SUPPLY OF AGROECOLOGY PRODUCE AND VIABILITY OF AGROECOLOGY ENTERPRISES IN GHANA, TUNISIA, AND ZIMBABWE**

**Introduction:**

The Alliance for Food Sovereignty in Africa (AFSA), with support from the DOEN Foundation, is scheduled to undertake a study on the demand and supply of agroecology produce and the viability of agroecology enterprises in Ghana, Tunisia, and Zimbabwe.

**Request for Proposals:**

AFSA invites sealed proposals/bids for conducting the Study. In response to this request, the bidder must submit by email:

1. A letter (1-2 pages) expressing interest.
2. A short reflection (2-4 pages) on the proposed technical understanding of the assignment, methodology, timeline, and budget.
3. A general profile of the firm/individual, evidence of previous work done, and CV(s).

**Tendering Procedure:**

Eligible consultants (Firm/Individual) are invited to submit technical and financial proposals to undertake this work. Technical and financial tender documents should be sent by email to [afsa@afsafrika.org](mailto:afsa@afsafrika.org) by 5:00 pm (East Africa Time) on (**31<sup>st</sup> May 2024**). The email should indicate 'AFSA- A Study on Demand and Supply of Agroecology Produce and Viability of Agroecology Enterprises' in the subject line.

Applicants will be advised of the results of the tender process within 15 days of the application deadline.

**Ps: For a detailed Scope of work, please refer to the ToR below.**

## **TERMS OF REFERENCE (TORS)**

### **FOR**

## **UNDERTAKING THE A STUDY ON DEMAND AND SUPPLY OF AGROECOLOGY PRODUCE AND VIABILITY OF AGROECOLOGY ENTERPRISES**

### **1.0 Introduction**

The Alliance for Food Sovereignty in Africa (AFSA), established in 2011, is a broad alliance of civil society actors advocating for food sovereignty and agroecology in Africa. These actors include African food producer networks, African CSO networks, indigenous people's organizations, faith-based groups, women and youth organizations, consumer movements, and international organizations that support the stance of AFSA. It is a network of networks, currently with 40 active members in 50 African countries.

### **2.0 Background**

The demand and supply dynamics of agroecology produce<sup>1</sup>, and the viability of agroecology enterprises is profoundly influenced by the political, social, and economic landscapes of a given African country. In Ghana, for example, a relatively stable political climate fosters supportive policies for sustainable agriculture, thereby enhancing the viability of agroecology enterprises. Conversely, Zimbabwe grapples with political instability, resulting in erratic policy support and challenges in maintaining consistent supply and demand of agroecological products despite its strong agricultural base. Tunisia, amidst ongoing political reforms post-revolution, presents a dynamic environment where policy shifts can either foster or hinder the development of agroecological markets and practices. Despite the potential for investment in agroecology due to Tunisia's diversified economy, targeted economic policies are needed to prioritise and support agroecological ventures.

Understanding these unique circumstances is crucial for effectively promoting the growth of agroecology enterprises and meeting the increasing consumer demand for sustainably produced food. By comprehensively analysing the political, social, and economic factors at play in each country, stakeholders can develop tailored strategies to support agroecology and ensure its alignment with emerging consumer demands. Such efforts are essential for enhancing food security, environmental sustainability, and economic growth in three case countries of Ghana, Zimbabwe, Tunisia, and beyond.

### **3.0 Objectives**

#### **3.1 General Objective/Purpose**

This study aims to identify and analyse the demand and supply dynamics of agroecology produce and assess the economic viability of agroecology enterprises in Ghana, Tunisia, and Zimbabwe. It seeks to provide evidence-based recommendations for stakeholders to support and scale agroecology.

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<sup>1</sup> Agroecology produce refers to crops and agricultural products that are grown and harvested using agroecological practices. Agroecology itself is a holistic approach to farming that integrates elements of ecology, sustainable agriculture, and social equity into agricultural systems. The goal of agroecology is not only to produce food but to do so in a way that supports biodiversity, recycles nutrients, enhances soil health, conserves water, and minimizes the use of harmful synthetic chemicals and inputs.

### **3.2 Specific Objectives**

1. To map the current demand and supply chains of agroecology produce in Ghana, Tunisia, and Zimbabwe.
2. To evaluate the economic viability of existing agroecology enterprises.
3. To recommend strategies for scaling up agroecology practices and enterprises based on the findings.

### **4.0 Scope of the Work**

4.1 Timeframe: The study is anticipated to be conducted over two months, with specific milestones for data collection, analysis, and reporting.

4.2 Geographical Coverage: Three countries including Tunisia, Ghana and Zimbabwe

### **5.0 Methodology**

The study will commence with desk research to review existing literature on agroecology and Agroecology Entrepreneurship within the African context, followed by comprehensive field surveys among farmers, consumers, and stakeholders. Key informant interviews and focus group discussions will be conducted to gather qualitative insights. Statistical analysis of collected data will be conducted, alongside documentation and analysis of case studies of successful agroecology enterprises across the studied countries.

Before initiating the study, the consultant will develop a detailed methodology, subject to review and approval by the Alliance for Food Sovereignty in Africa (AFSA), ensuring alignment with study objectives and the inclusion of recommended tools.

### **6.0 Tasks of the Consultant**

The consultant should perform the following tasks:

- ❖ Develop an inception report of the study process.
- ❖ Conduct a study in relation to the study objectives above by;
  - Coordinating county level studies
  - Analyse data collected from the three countries to inform the report-writing.
- ❖ Review, synthesis, consolidate the three country reports.
- ❖ Develop a comprehensive report detailing the study's findings.
- ❖ Formulate strategic recommendations for stakeholders.

### **7.0 Key Deliverables**

- Inception report
- Consolidated synthesis study report on the demand and supply status of agroecology produce and economic analysis of the viability of agroecology enterprises.
- Policy briefs and strategic recommendations for enhancing agroecology sustainability.

### **8.0 Time frame**

The study is expected to commence in 15<sup>th</sup> June, 2024 and be completed by July 2024.

### **9.0 Qualification and Experience**

A competent firm/individual with demonstrated experience in similar work with reputable regional and international NGOs is encouraged to apply. The selected consultant or consulting firm should possess the following qualifications and experience:

- **Expertise in Agroecology and Sustainable Agriculture:** A deep understanding of agroecological principles, practices, and the various types of agroecology enterprises. Knowledge about sustainable farming practices and how they impact both economics and the environment is crucial.
- **Research Skills:** Strong capabilities in conducting both qualitative and quantitative research. This includes designing surveys, conducting interviews, analysing data, and synthesizing information from various sources to draw meaningful conclusions.
- **Economic Analysis:** Proficiency in economic analysis to evaluate the financial viability of agroecology enterprises. This involves understanding market trends, cost structures, and potential revenue streams.
- **Knowledge of Supply Chain Management:** Insights into the agricultural supply chain, including production, harvesting, processing, distribution, and retailing. Understanding these aspects will help in assessing the supply chain for agroecological products.
- **Market Analysis:** Ability to conduct market analysis to gauge consumer demand, market size, and growth potential for agroecology products. This includes understanding consumer preferences and behaviours towards organic and sustainable products.
- **Problem-Solving Skills:** Capability to identify challenges and opportunities in the agroecology sector and propose practical solutions or business models that could enhance the viability of agroecology enterprises.
- **Communication Skills:** Excellent verbal and written communication skills to effectively report findings, make recommendations, and liaise with various stakeholders including farmers, business owners, and policymakers.
- **Policy Understanding:** Knowledge of local, regional, and international policies that affect agroecology and sustainable agriculture. This is important for advising on compliance and the potential impacts of policy changes.

#### **The consultant shall**

- Submit an Expression of Interest (EOI) with:
  - A letter (1-2 pages) expressing interest.
  - A short reflection (1-4 pages) on the proposed technical understanding of the assignment, methodology, timeline, and budget.
  - A general profile of the firm/individual, evidence of previous work done and CV(s).
- Submit by email to [afsa@afsafrica.org](mailto:afsa@afsafrica.org) by 5:00 pm (East Africa Time) on May 31, 2024. The email should indicate '**AFSA- A Study on Demand and Supply of Agroecology Produce and Viability of Agroecology Enterprises**' in the subject line.