



AS PART OF ITS ACTIVITIES IN **LIBERIA**, APDRA PISCICULTURE PAYSANNE IS LOOKING FOR A:

Consultant
**Enhancing smallholder fish farming by agro-ecological intensification and integration
into inclusive commercial value chain**
- FishLib Project -

APDRA Pisciculture Paysanne is recruiting a consultant to conduct a fish market and consumption survey for the FishLib project in Liberia (Enhancing smallholder fish farming by agro-ecological intensification and integration into inclusive commercial value chain).

The expert must have the following qualifications, skills and professional experiences:

Qualifications and skills:

- At least a BSc level in marketing, economics, management or any other relevant field
- Good knowledge of MS Office, statistical tools and databases tools
- Ability to interpret large amounts of data
- Good knowledge of data collection methods
- Working knowledge of data warehousing, modelling and mining
- Good writing, communication and presentation skills
- Strong analytical and critical thinking

Professional Experience:

- Proven experience in market survey analysis and consumption survey analysis
- Experience in management of data collected during field surveys

Additional details are available in the Terms of Reference that follow.

Deadline for the submission of the offer: September 21st, 2021



Market and Consumption Surveys in Bong, Lofa and Nimba, Liberia.

Project: “Enhancing smallholder fish farming by agro-ecological intensification and integration into inclusive commercial value chain” (FishLib)

September 2021

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1. BACKGROUND INFORMATION

1.1. Partner country

Liberia

1.2. Contracting authority

APDRA pisciculture paysanne

1.3. Project background

APDRA Pisciculture Paysanne with its partner CATALYST Liberia Inc. implemented the “Inland Fish farming Development Project” (IFIDEP) from 2010 to 2013. The project was financed by the European Union and implemented in three Counties (Bong, Nimba and Lofa respectively). The project guided the construction of 275 barrage ponds (both service and production) covering the total area of 32 hectares for 143 farmers in 37 Communities of the three Counties of intervention as followed:

- Bong County : 27 Communities organized in 15 groups,
- Nimba County : 7 communities organized in 6 groups and
- Lofa County: 4 communities organized in 3 groups.

Six years after the end of IFIDEP project, APDRA and Catalyst Liberia Inc. have collaborated again, to support fish farming activities in Liberia through the FishLib project. Also financed by the European Union and co-financed by the *Institut Européen de Coopération et de Développement* (IECD), this project (FishLib) aims to enhance smallholder fish farming by agro-ecological intensification and integration into inclusive commercial value chain. Its activities are oriented to:

- Fish farming productivity,
- Structuration of farmed fish value chain and
- Private Public Platform for Fish-farming Development.

After some delays due to COVID 19, the field activities started finally on January 2021 with the arrival of the missing expatriate staff from January to July 2021. Some farmers are already followed by the project team on the field and the first harvests are being registered.

1.4. Current situation in the sector

Along with many of its West African neighbours, Liberia’s fish production is a fraction of what it could be.

Like the other neighbouring countries, fish resources along Liberia’s 570km coastline have been drastically reduced by illegal, unreported and unregulated (IUU) fishing, mostly by large foreign vessels. Current IUU catches are estimated at \$75 million per year. In spite of her rich fisheries endowments, Liberia imports 50,000 tonnes of fish annually.

Current aquaculture production is very low, approaching 1,000 tonnes a year. Nearly all of this output is down to the country’s 300 of so micro-scale fish farmers, who work on a total of 1,700 ponds, covering a total of 114 hectares. But aquaculture is seen as having the capacity to help increase domestic production in the next few years, and to help achieve a substantial rise in annual fish consumption from the current 5kg per capita. Among the natural conditions that

favour aquaculture production in Liberia is the abundance of water all year round and the compact texture of the soil, with a 75 percent latosol content which enhances water retention.

Liberia's Fisheries and Aquaculture Policy and Strategy (2014) aimed to increase aquaculture production to 15,000 tonnes by 2030. But recent pronouncements and projections by government officials indicate a desire to achieve a higher figure, before that date. The National Fisheries and Aquaculture Authority (NAFAA), recently expressed that Liberia currently imports 80 percent of the fish consumed domestically and expect ensure that aquaculture would plug the supply gap.

With effective training of farmers and extension workers, Liberia should be able to maximise aquaculture production in good time, while minimising the inefficiencies which have characterised aquaculture production in other African countries.

1.5. Related programmes and other donor activities

Africa Rice is also implementing the DeSIRA project (Development of Smart Innovation through Research and Agriculture) in Liberia. There is not direct link with the FishLib project but the DeSIRA project, funded also by the European Union is working in the same area as the FishLib project in Liberia. Its aims to improve food and nutrition security by transforming low-yielding, climate-risky traditional rice-fish production systems into more climate-resilient, high-yielding, resource-use-efficient systems in Liberia. Some synergies could be put in place between the two projects such as research activities on rice variety, fish feeding etc....

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective of the project

The overall objective of the project of which this contract will be a part is as follows:

OO1. Rural populations have access to a diversified diet rich in animal proteins in the counties of Bong, Lofa and Nimba (SDG2)

OO2. Incomes of agricultural producers are secured and increased in counties of Bong, Lofa and Nimba (SDG1)

OO3: Partnerships between governments, private sector and civil society allow building a share vision and goals in Liberia for enhancing smallholder fish farming upon inclusive and sustainable principles (SDG17)

The project is expected over the period of four years (2019-2023) to achieve the followings:

- An increase in production up to 1 ton of fish per hectare per year for 150 existing fish farmers, 0.5 ton of fish per hectare per year for 250 new fish farmers and additional 1 ton of rice per hectare per cycle for integrated rice and vegetable farming using the water from the ponds.
- 35 functional local farmers based organisation are established,
- 25 functional aquaculture small and medium profitable enterprises in semi-intensive production systems are established,
- 30 women involved in fish marketing activities are mobilized
- 3 associations at County level and 1 national network of stakeholders in the fish farming value chain with the participation of AIFFL are established

These expected results will be divided throughout the years of implementation of the project, according to the evolution of the activities.

2.2. Purpose of the expertise

In order to give to the fishfarmers a better access to the market, the purpose of this contract is to conduct a market and consumption survey and collect data for a better understanding of the different markets in the counties of Bong, Lofa and Nimba, the project's intervention areas.

2.2.1. Concerning the market survey:

2.2.1.1. General objective:

The market survey is planned in order to have a better understanding of the fish market (quality, quantity, price etc...), the market stakeholders (buyers, sellers, etc.) as well as the supply network of these fishes in the project's intervention areas.

2.2.1.2. Specific objectives:

- Obtaining some relevant technical and commercial information about the offer and demand for fish in the selected markets.
- Understanding the fish price variation throughout the year.
- Identifying the stakeholders involved in the fish supply network of these markets.
- Identifying the advantages and constraints encountered by the consumers, the carriers, the suppliers and the sellers.

2.2.2. Concerning the consumption survey:

2.2.2.1. General objective:

On the basis of the market survey's results, the aim of the fish consumption survey is to carry out surveys in representative households in order to deepen the understanding of fish market and the organization of smoked fish and traditional fishing sectors while collecting the data necessary for the implementation of a baseline situation and of objectively verifiable indicators that will be included to the project's logical framework.

2.2.2.2. Specific objectives:

- Choosing a representative sample of 9 zones per county of intervention (Bong, Lofa and Nimba) and 5 families per zone for a total of 90 families surveyed.
- Describing the composition of the household (number of members).
- Describing and quantifying the families' fish purchases (type, quantities, prices, number of meals, etc.).
- Describing the origin of the consumed fishes (place of purchase, place of fishing etc...).
- Describing the type of traditional fishing practiced if any (nature of the fish caught, quantity, fishing period, etc.).
- Describing the other types of proteins consumed by the households (type, origin, quantity, prices etc...).

2.3. Results to be achieved by the contractor

2.3.1. Concerning the market survey:

A report must be provided by the consultant within 45 days after the end of the 3-month survey. The objective of this report is interpreting data while including:

- Data figures on the fish markets located in the project's intervention areas.
- The main constraints of fish markets.
- The fish substitutes on these markets.

2.3.2. Concerning the consumption survey:

At the end of each month, a monthly progress report will be submitted to the Project Manager.

A report must be provided by the consultant within 45 days after the end of the 9-month survey. The report will include:

- Data figures on the households' fish consumption located in the project's intervention areas.
- The main constraints of the fish consumption.
- The average expenditure made by the households for fish consumption.

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

- The climatic conditions (drought, floods) remain favourable.
- The economic and political conditions in the intervention areas remain stable.
- Sanitary situation remains stable.
- Public leaders and decision-makers are receptive.

3.2. Risks

- The climatic conditions (floods) do not allow the movement of the surveyors on the field.
- Sanitary situation causes a lockdown and the markets are closed.
- Economic troubles in the country cause instability of the market prices.
- Institutions are not interested by fish farming.
- The local partners are not involved in the project.

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

Six surveyors will be recruited for the data collection. The data analysis will be done by 1 local consultant. 3 markets will be assigned to each surveyors for a total of 18 markets surveyed.

For the consumption survey, 3 project's intervention zones will be assigned per surveyor and 5 households per zone for a total of 90 households surveyed. The zones for this survey have not been identified yet but they must be related to the surveyed markets before being selected. The distribution will be equal between the three intervention counties. These zones will be selected according to the results of the market survey and confirmed with the support of the consultant.

4.1.2. Geographical area to be covered

The market and consumption survey will be conducted in the project's intervention areas: Bong, Lofa and Nimba counties.

4.1.3. Target groups

18 markets are targeted for the market survey and a total of 90 households are targeted for the consumption survey.

4.2. Specific work

4.2.1. Concerning the market survey

Six recruited surveyors will be assigned first on the market survey. Each intervention county will be covered by two surveyors. Each surveyor will follow three markets for a total of 18 markets surveyed in the three intervention counties. The duration of the market survey is 3 months.

The data analysis will be conducted by the expert recruited under this contract. The local markets are held on weekly basis. The days without market will be used by the surveyor for the compilation of the data previously collected.

The following information will be collected on the various markets:

- Type or species of fish (tilapia, mackerel, catfish etc...).
- State of the fish (fresh, frozen, smoked etc...).
- Quality (good, bad etc...).
- Price (weight, origin, etc...).
- Etc...

4.2.2. Concerning the consumption survey

The data collected straight from the selected households will be compared with the data on fish price available on the markets.

One week each month, the surveyors will collect the data from the household's fish consumption in every selected zones, and will be following 5 households per zone for a total of 3 zones and 15 households followed per surveyor. 90 households are expected to be followed during the survey.

During its stay in the zone, the surveyor will go at least twice a week to every household in order to collect data on the fish consumed by the household over 7 consecutive days. If it turns

out that the women in charge of the household can't remember precisely the expenditures made, the surveyor will have to return back more often in a short time period. Also, two to three days per week, the surveyors will go on the markets and witness the transactions. They will have to highlight:

- The fish's place of purchase, which is likely to have a strong influence on the freshness state of the fish.
- The fish's species and its state (frozen, dried, semi-dried).
- The estimated freshness state of the fish (presence of blood, state of the eyes, flexibility of the fish, color of the gills, etc...).
- The weight and the price of the transaction.

The freshness of the fish is ranked into the following categories:

- Good condition: the color of the flesh is clear, no frozen blood, shiny scales, eyes in good condition.
- Average condition: the color of the flesh tends to green, there may be frozen blood, the scales are less shiny, and the eyes may be sunken in its socket.
- Bad condition: The fish is in a state of decomposition, both eyes are sunken in the eye sockets.

4.3. Project management

4.3.1. Responsible body

These surveys will be carried out by the Monitoring and Evaluation team of FishLib project which is composed by an M&E manager and an M&E officer, and the expert recruited under this contract in order to analyze the data and write the final report.

The project Manager and the Operational Officer at the APDRA HQ level, will be the direct responsible for the management of the contract.

4.3.2. Management structure

The FishLib project is under the responsibility of APDRA *Pisciculture Paysanne* which is in partnership with Catalyst Liberia Inc.

Three axes have been defined:

- Through collective fish farming trainings and provision of individual advisory services, increase productivity of existing ponds and number of new fish farmers based on agro-ecological techniques and as commercial activity
- Support the structuration of fish farmers' groups and unions to assist the development of inclusive farmed fish value chains at local level and the recognition of importance of fish production in local development strategies
- Implement a Fish-farming Development Platform to develop public-private partnership delivering advisory services and expertise for private sector on external inputs-based production and value chains (SMEs in production, hatchery, feed mills, and

commercialisation)Facilities to be provided by the contracting authority and/or other parties

The management structure is composed by one project manager under whom four units are defined:

- Administrative and finance unit
- Monitoring and evaluation and research unit
- Technical unit
- Farmer organization unit

For his mission, the expert will mainly work with Monitoring and Evaluation unit.

Above the project manager, is the operational Officer at the APDRA HQ level. All the decision are taken by the project manager after consultation of the concerned unit Officer and the Operational Officer at APDRA's headquarters.

5. LOGISTICS AND TIMING

5.1. Location

The market and consumption survey will be conducted in the three intervention counties: Bong, Lofa and Nimba.

For the market survey, 3 markets will be assigned to each of the 6 surveyors for a total of 18 markets surveyed.

The targeted zones for the market survey are listed in the table below:

BONG COUNTY		LOFA COUNTY		NIMBA COUNTY	
Community	Market day	Community	Market day	Community	Market day
Gbarnga	Saturday	Zorzor	Thursday	Ganta	Thursday
Suakoko	Friday	Voinjama	Friday	Sanniqueleleh	Saturday
Belefanai	Saturday	Konia	Friday	Saclepie	Tuesday
Zowenta	Friday	Zolowo	Saturday	Bahn	Monday
Jenneplita	Monday	Foya	Saturday	Karplay	Wednesday
Gbamokolita	TBD	Barkedou	TBD	Yekepa	TBD

These targeted zones can be modified according to the project needs and according to the people's accessibility and their willingness to participate to the study.

For the consumption survey, 3 project's intervention zones will be assigned per surveyor and 5 households per zone for a total of 90 households surveyed. The zones for the consumption

survey have not been identified yet but they must be related to the surveyed markets before being selected.

5.2. Start date & period of implementation of tasks

The expertise mission will be extended from September 2021 to December 2022.

The first data collection, related to the market survey, will start in September and end in December 2021, for a 3-month duration. The second data collection, related to the consumption survey, is scheduled to start right after the market survey from January to August 2022 for a total duration of 9 months. The data analysis will be finalized and final report provided before December 2022.

6. REQUIREMENTS

6.1. Expert

The expert must have the following qualifications, skills and professional experiences:

Qualifications and skills:

- At least a BSc level in marketing, economics, management or any other relevant field
- Good knowledge of MS Office, statistical tools and databases tools
- Ability to interpret large amounts of data
- Good knowledge of data collection methods
- Working knowledge of data warehousing, modelling and mining
- Good writing, communication and presentation skills
- Strong analytical and critical thinking

Professional Experience:

- Proven experience in market survey analysis and consumption survey analysis
- Experience in management of data collected during field surveys

6.2. Office accommodation

Office accommodation for the expert while working on the contract is to be provided by the FishLib project. When not on the field, the Expert will work mainly at the project office in Gbarnga when in Bong County and at the offices of Zorzor and Ganta while in Lofa or in Nimba County.

6.3. Facilities to be provided by the contractor

For the proper conduct of his activities, the missionary will benefit from the logistical support of the project. He will travel with a project vehicles and will be able to carry out his bibliographic research work in the various project offices in Gbarnga mainly but also in Ganta and Zorzor. For the internet connection, it will benefit from the Wifi installed in the various offices. All office supplies for the project will be made available including computer, printers and scanners. A projector will also be made available for the various presentations during the trainings and the mission restitution. All activity reports, field survey forms and all other necessary project documents will be made available to him for the accomplishment of his

mission. Hotel reservations in the project's intervention areas will be made by the project's logistic team.

6.4. Equipment

No equipment is to be purchased on behalf of the contracting authority as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1. Reporting requirements

The consultant will submit the following reports in English in one soft copy:

- **Draft final report of the market survey** (maximum 30 pages (main text, excluding annexes) in time new roman 12). This report shall be submitted no later than one month after the end of the period of data collection. This report will be gathering the interpretation of all the data collected and will include:
 - Data figures on the fish market located in the project's intervention areas
 - The main constraints of fish markets
 - The fish substitutes on these markets
 - Some recommendations in order to have the best income from the market.
- **Final report of the market survey** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 15 days after receipt of comments on the draft final report.
- **A monthly progress report** at the end of each month during the data collection period of the survey.
- **Draft final report of the consumption survey** (maximum 30 pages (main text, excluding annexes) in time new roman 12). This report shall be submitted no later than one month after the end of the period of data collection. This report will be gathering the interpretation of all the data collected and will include:
 - Data figures on the households' fish consumption located in the project's intervention areas.
 - The main constraints of fish consumption.
 - The expenditure made by the households for fish consumption.
- **Final report of the consumption survey** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 15 days after receipt of comments on the draft final report.

7.2. Submission and approval of reports

The reports referred to above must be submitted to the project manager identified in the contract. The project manager and the Operation Officer at APDRA HQ are responsible for approving the reports.

8. MONITORING AND EVALUATION

8.1. Definition of indicators

- Indicators related to market survey's monitoring:

- Number of markets visited each week.
- Number of questionnaires received each week.
- Analysis of the questionnaire completion quality.

- Indicators related to the consumption survey's monitoring:

- Number of household surveyed each week.
- Number of questionnaires received each week.
- Number of monthly reports received each month.
- Analysis of the questionnaire completion quality.

8.2. Evaluations

- Evaluation of the market survey:

- 2 weeks after the start of data collection, an evaluation will be conducted to assess the relevance of the methodology and in particular the questionnaire, and to make modifications if necessary.

To conduct this evaluation, a meeting with the surveyors and the consultant will be organized to assess the implementation of the survey and the quality of the data collected, to see if the surveyors are facing issues and to see if the consultant is satisfied with the quality of the data and thinks every information required by the project can be interpreted from the data collected.

- Visit in the markets with the surveyors will be scheduled to assess the efficiency of the methodology.

- Evaluation of the consumption survey:

- 1 month after the start of data collection, an evaluation will be conducted to assess the relevance of the methodology and in particular the questionnaire, and to make modifications if necessary.

To conduct this evaluation, a meeting with the surveyors and the consultant will be organized to assess the implementation of the survey and the quality of the data collected, to see if the surveyors are facing issues and to see if the consultant is satisfied with the quality of the data and thinks every information required by the project can be interpreted from the data collected.

- Visit to some of the household surveyed with the surveyors will be scheduled to assess the efficiency of the methodology.

9. APPLICATION FORMS

The application form must include:

- Understanding of the ToRs (2 pages maximum)
- A technical offer: understanding of the ToRs, description of the methodology, timetable (10 pages maximum); CV and experience of the expert.
- A financial offer: daily, budget for the action
-

The application forms have to be sent by email, preferably in English, to the following email address: d.bambara@apdra.org and c.charrasse@apdra.org.

Closing date for applications: 20/09/2021

10. EVALUATION OF THE OFFERS

The expert will be selected upon quality and cost criteria according to the evaluation grid of the European Union.

The grid will be based on a scale of 100 points as follows:

1. Technical offer: 100 points x 0,80%
2. Financial offer: 100 points x 0.20%