

Terms of Reference for an Explorative Study ‘The Food and Nutrition Security potential for Fruits and Vegetables’

November 13, 2014

1 Introduction and reason for request

The Horticulture sector, particularly the Fruits and Vegetables sub-sector¹, and its contribution to Food and Nutrition Security could become a knowledge topic that is supported by the Food & Business Knowledge Platform (F&BKP). The reasons to consider it as a topic for the Knowledge Agenda of the Platform are:

- Food and Nutrition Security and poverty reduction are central notions – it has a development perspective;
- Clear demand and interest from many different stakeholders from practice and policy (TopSector, business, government, civil society and academia) in this sector;
- It is a topic on which the Netherlands has added value and can make a difference;
- Understanding this topic further could generate new knowledge, innovations (of different kinds), and help creating impact at system level.

The added value of the Food & Business Knowledge Platform to explore this theme is its potential to create a platform for further knowledge sharing and development for the different stakeholders having an interest, and foster a more coherent debate between these actors, using its various means of communication.

The first explorative meetings have taken place between Topsector TU and the F&BKP Office mid-2014 resulting in an agreement to start with an explorative study. The study is important to provide an overview of existing knowledge and research findings about the potential of the Fruit and Vegetables sector to contribute to Food and Nutrition Security, in the context of sustainable development (i.e. its economic, ecological and social dimensions, including gender) on the one hand, and the Dutch international cooperation agenda, combining Aid, Trade, and Investment, on the other. It serves as a starting point for a conversation about a further possible knowledge agenda with relevant national and international stakeholders.

Geographically the focus is on Africa. It is envisaged to concentrate on 5 countries including Netherlands bilateral partner countries or countries listed for PSD instruments, with a relevant horticultural sector: Kenya, Ethiopia, Ghana, Mali, Rwanda.

The present ToR provides details on the objectives, specific questions and organization of the study.

¹ This document refers to the term ‘Fruit and Vegetables Sector’ briefly, understanding this sub-sector is the key topic of this study, while recognizing it is part of the broader Horticulture sector.

2 Background and context

Example

Fruits and Vegetables in Ghana

- Growing middle class: rising demand fresh produce
- Vegetable production and consumption: 12% annual increase
- Vegetable sector worth \$675m

The role of the Fruit and Vegetables Sector is of increasing relevance in many African countries, amongst others because of its economic potential and its relevance for nutrition security, also in the context of climate change, and trends such as urbanization, and an aging farmers' population. The sector shows potential for women's and young people's employment and empowerment; it is increasingly recognized that the participation of these two groups is key for effective (business) development. The sector is also of relevance as it is among the sectors which offer potential for international (incl. Dutch) private sector involvement, which fits well in the Dutch policy for international isacooperation focusing on 'aid, trade and investment'. As the Netherlands is a world market leader in vegetable production, with a wealth of lessons on how to build a strong horticultural sector (including for example the organization of auctions), it is worth further exploring the potential of this sector.

2.1 Objectives of this explorative study

1. Provide an overview of research-based and other relevant literature on the potential of the Fruit and Vegetables Sector for Food and Nutrition Security. This overview will be based on previous work and publications by the TopSector TU, to start with. It will also include relevant research literature, as well as the most recent (evaluation) reports of work done by relevant Dutch private sector, civil society, public sector actors in the sector. Specific dimensions of 'potential', to be explored, are whether and to what extent investments/interventions in this sector contribute:

- To a higher income for farmers and farm workers (as compared to a reference moment);
- To a higher fruit and vegetable consumption by vulnerable groups in the selected countries and region; and to their improved nutritional status (dimension to be explored based on a typology of the value chain from production to consumption, possibly an extension of those included in 'Picking the Fruits'); women empowerment issues need to be part of this analysis, given the role of women as –household- providers of food (i.e. access to & control over resources and agency)
- To a better position of women farmers and farm workers, as a result of improved opportunities within the Fruit and Vegetables Sector; and/or as a result of other, parallel, gender-equality oriented interventions;
- To a better position of youth (f/m). Youth may have a particular interest in the sector as it is more high-tech, offers interesting solutions for society, and it may create new opportunities in terms of employment, labor and skills development in rural and (peri-) urban areas.

2. Build on the information and opportunities aggregated in the discussion paper 'Picking the fruits'², as follows:

- Providing more substantial data and indicators, with regard to the poverty reduction potential of the Fruit and Vegetables sector
- Summarising what research-based and grey literature say about *how* interventions in the Fruit and Vegetables sector need to be designed to maximally contribute to the outcomes mentioned under 1.
- Exploring whether (an) additional type(s) of horticultural/Fruit and Vegetable value chain(s) need to be described, to incorporate all positive outcomes mentioned under 1.

3. Testing the assumption that the 'development' return on invested capital, particularly the positive effect on Food and Nutrition Security, is higher in the Fruit and Vegetables Sector than in other economic sectors in

² 'Picking the Fruits' is a discussion paper by Frank Joosten/Advance Consulting/WUR, under assignment by the Ministry of Economic Affairs in the Netherlands. It addresses the question how small-scale female and male farmers ('type A' in the paper) could benefit from (further) involvement in the local middle & high income markets oriented horticultural chain ('type B'), and possibly from involvement in the chain serving the high value export market ('type C').

which Dutch government investments are made. And providing key conditions under which this assumption applies.

3 Expected results and documentation

The study should provide answers to the following **main research questions**:

1. What is the potential of the Fruit and Vegetables sector for:
 - Income generation for farmers and farm workers in this sector?
 - A higher fruit and vegetable consumption by vulnerable groups, and their nutrition security?
 - Improved position and perspectives for women?
 - Improved position and perspectives for the youth?
2. Building on the above, which type of investments have this potential for which segment of the market and for which type of (male/female) actor in the value chain (from farm to fork)?
3. Is the 'development' return on invested capital, particularly the positive effect on food and nutrition security, higher in the Fruit and Vegetables sector than in other economic sectors in which Dutch government investments are made (3-4 sectors and methodology to be selected during first stage of study)? If so, under which conditions?
4. The answers to the above research questions should be gender specific. This means for example that issues such as access to and use of technology and extension services are analysed in a gender-specific way.

3.1 Outline of the Report

- Synthesis (2 pages)
- Introduction (1 page)
- Problem statement and methodology (2 pages)
- Findings (10 pages including summary of situation in the selected African countries)
- Analysis (5 pages)
- Conclusions and recommendations (3 pages)
- (Annexes)

4 Methodology

The study will be a desk study combined with interviews of resource persons. A proposal for the methodology to be used will be elaborated by the interested consultants in their proposition. The study design needs to be gender-specific.

Consultants are expected to be informed about the main networks and relevant documentation worldwide, but with an emphasis on Africa and Europe, in the areas of main policies, research programmes and findings by 2014 and practice areas of Fruit and Vegetables. The Team Leader will integrate the contribution of the African expert and assure the production of a good draft report which will be discussed, revised and a final report produced, following the timeframe above.

At the start of the study after contracting a Briefing will be organized by the F&BKP Office, also inviting relevant representatives from the sector. When needed also a meeting will be held to discuss the draft report end November.

5 Timeframe

The ToR is expected to be finalized by 13 November. Afterwards the following time frame is scheduled:

- Propositions to be received by Food & Business Knowledge Platform Office: November 24, 2014
- Contracting (team of) consultants and start study: December 1, 2014
- Desk Study: 1 December – January 30, 2015
- A good first draft: January 30, 2015

- F&BKP Office and support team provide feedback to first draft: February 6, 2015
- Inclusion of feedback and producing final report: 13 February

6 Contact(s) at F&BKP and other resource persons

The contact person at the F&BKP will be Nicole Metz (contracting, main contact during study, assessment and feedback of draft report, discharge of final report).

Resource person for documentation and linkage with networks: Rubert Konijn (TopSector TU) During the process, the advice of several relevant stakeholders will be sought and integrated, particularly to co-read the draft outcome paper. This will include representatives of: MinEA, private sector representative, MinFA, academic institutions, civil society representative.

7 Profile of required consultant(s)

The F&BKP office will select a team of consultants, with the following qualifications:

- Team leader, international senior consultant, well informed about the Fruit and Vegetables sector as well as broader sustainable development trends and discussions. Preferable familiar with the area of food and nutrition security. Experienced writer of English reports, including succinct summaries and formulation of conclusions and recommendations. Available in the period December 2014-February 2015 for a number of working days to be defined in the budget.
- Consultant, preferable from one of the countries selected for this study³, well informed about recent African developments in the horticultural /Fruit and Vegetables sector as well as broader sustainable development trends and discussions. Experienced writer of English reports, including succinct summaries and formulation of conclusions and recommendations. Available in the period December 2014-February 2015 for a number of working days to be defined in the budget.

8 Monitoring and evaluation

- Briefing at start (December)
- Check first draft (30 January)
- Provide comments (6 February)
- Discharge and provide final appreciation 13 February 2015.

9 Use of the study

The study will be uploaded to the F&BKP website.

The Topsector TU and F&BKP will organize a meeting with sector stakeholders and with relevant other representatives from the private sector, academia, civil society and public sector, to discuss the findings and –if there is an interest- to formulate the next steps for a potential knowledge agenda.

10 Budget

Total budget available: €22,000

³ Kenya, Ethiopia, Ghana, Mali, Rwanda.

11 If you are interested

Please send a proposition including the proposed methodology and a CV of both consultants to nicole.metz@knowledge4food.net, with copy to info@knowledge4food.net by November 24, 2014, at the latest.

You may contact us on +31 70 3043 754 for further clarification.

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