**Food and Agriculture Organization (FAO) Technical Cooperation Programme (TCP) Project: TCP-STL-3501 Support to the Development of the Fruits, Vegetables, and Roots and Tubers Value-chains in St. Lucia by Linking Family / Small Farming to Markets**

**CALL FOR EXPRESSION OF INTEREST – TCDC Marketing Specialist**

**Background**

St. Lucia is severely affected by a high Food Import Bill and by an increasing section of its population becoming more prone to unemployment, poverty, poor nutrition and eating habits and nutrition-related health problems. School-aged children are particularly affected and this has far-reaching impacts on their attendance and ability to learn and perform in school. The agricultural sector is recognised and targeted as one of the engines to stimulate local production to address the High Food Import Bill (FIB). However, productivity and management along the food crop value chains is low because of poor technical skills, especially among the family farmers, and inadequate linkages of producers with markets. Although some inroads have been made through previous projects in training extension officers and farmers, there is need for further expansion of the training programmes to improve production skills, increase the production base and understanding of market requirements.

The Government of St. Lucia has requested FAO’s assistance to build capacity for increased productivity of domestically produced fruits, vegetables and roots and tubers and to strengthen linkages between family farmers and existing markets in the country, in particular the school feeding programme. This would ensure that school-going children are provided with nutritious locally-produced foods and thereby reduce the incidence of malnutrition and its attendant consequences. The project TCP-STL-3501 *Support to the Development of the Fruits, Vegetables, and Roots and Tubers Value-chains in St. Lucia by Linking Family / Small Farming to Markets* has been formulated in response to this request. The project will also support the marketing and consumption of the local produce by conducting a market analysis, providing training modules for the farmer field schools, establishing linkages with hotels and restaurants and developing the Government public purchasing policies. Accordingly, the project will strengthen the capacity of the Ministry to develop the linkages to allow farmers to sell their produce and improve their livelihoods. To address the issue of poor nutrition and eating habits, the project will promote the Food Based Dietary Guidelines (FDBG) that has been endorsed by the Government of St Lucia.

The project was approved in late 2014 and implementation is to begin shortly.

A **Marketing Specialist** is to be recruited under the project to conduct activities that contribute towards one of the components of the project.

The Expression of Interest (EoI) should include a covering letter, detailed *Curriculum Vitae* with names and contact information for at least two References and any other information that will assist with the evaluation process.

The EoI documentation should be sent via email to [ruth.elcock@fao.org](mailto:ruth.elcock@fao.org), copied to [vernet.james@gov.lc](mailto:vernet.james@gov.lc) or before the deadline of 28 April 2015**,** with the subject line ‘*Expression of Interest –Marketing Specialist (TCP/STL/3501)*’

The full Terms of Reference are as follows:

**Terms of Reference for TCDC Marketing Specialist**

Under the overall supervision of the FAO Sub-Regional Coordinator for the Caribbean, as the budget holder, the technical supervision of the Lead Technical Officer and in close collaboration with the National Project Coordinator and other project consultants, the Marketing consultant will undertake the following duties.

The Marketing Specialist will:

* Review markets for locally produced fruits, roots and tubers and vegetables;
* Determine market opportunities and feasibility for supplying local fruits, roots and tubers and vegetables and their by-products from family farms and backyard/school gardens to hotels, restaurants, supermarkets, hospitals, the prison, and other outlets;
* Determine possible market demands for locally produced fruits, roots and tubers and vegetables and their by-products;
* Based on the findings, develop a marketing and promotion strategy for fruits, roots and tubers and vegetables;
* Support the development and implementation of production and marketing schedules;
* Conduct training workshops for producers in understanding marketing information and good marketing practices;
* Provide inputs to the farmer training activities by developing a marketing module for use by Extension officers in the training
* Assist in establishing linkages between farmers and backyard/school gardeners and markets and institutions;
* Work closely with the Agri-business and Post-harvest handling Consultants in the strengthening of market oriented value added infrastructure to facilitate the consolidation, grading, packaging and distribution of produce from family farms and farmers’ groups;
* Prepare a draft report and submit within 10 days of completion of the mission to the LTO for review (for LTO to provide feedback within 10 working days); and
* Finalise the report taking into consideration the feedback from the LTO and submit the final version within 5 working days for clearance by the TO.

**Duration**: 60 Man-days, over a period of 6 months.

**Qualifications**:

* A degree in Marketing from a well-recognised, reputable university or institute of technology.
* At least seven years practical commercial experience and a good working knowledge of production, processing, quality management and marketing of agricultural produce.
* Fluency in the English language is mandatory.

**Duty station**: St. Lucia (nationals / residents of St. Lucia)

**Anticipated outputs**

* Report titled *Market opportunity for fruits, roots and tubers and vegetables, with special focus on import substitution opportunities*;
* Training course material (programme, reading material, exercises, PowerPoints) in marketing extension and information for leaders of producer groups and extension workers
* 3 modules for inclusion into the Farmer Field S curriculum (market information, marketing costs and margins, good marketing practices)
* Brief End-of-mission reports
* End of assignment Report