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# Uganda Feed the Future

**Activity:** Gender Based Advocacy for the implementation of the National Coffee Policy in Uganda

Agreement Number: AID-617-A-14-00012

National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE) Ltd

**Terms of reference for the baseline survey**

**March 2015**

## **1.0 Background:**

The National Union of Coffee Agribusinesses and Farm Enterprises (NUCAFE) is a membership based national organization of coffee farmers. NUCAFE has 175 registered member associations/cooperatives/estates/associate members, working with over 160,000 coffee farming households and reaching over 700,000 individual farmers in the major coffee growing districts of Uganda. NUCAFE's core objective is to give a common voice to the coffee farmers of Uganda.

Coffee remains the most important commercial agricultural commodity and the major foreign exchange earner contributing an annual average of 20% of Uganda's total export revenue for the last ten years. The Ugandan coffee industry has many comparative advantages and has significant opportunities for expansion. However, Uganda's coffee sector is also challenged by low yields, poor quality, under-investment, pests and diseases, climate change, and growing threats from international competitors. The National Coffee Policy provides a guide to addressing a range of challenges, opportunities and threats to the coffee industry.

NUCAFE with the support from USAID Uganda is using a gender-based approach to implement the coffee policy with the overall objective of increasing coffee productivity among men, women, and youth in the 100 NUCAFE member farmer organizations. To achieve this objective, NUCAFE will create awareness about the national coffee policy among the 100 NUCAFE farmer organizations; lobby and advocate for the implementation of the national coffee policy among coffee sector stakeholders; strengthen its organizational capacity to support and influence the implementation of the coffee policy; and create an environment for equitable access to opportunities created by the coffee policy implementation among the 100 NUCAFE member farmer organizations.

## **2.0 Purpose of the baseline survey:**

The purpose of the study is to provide a baseline for measuring activity results, impact and long lasting change in the lives of the beneficiaries at the end of the activity. It will also provide a baseline to ascertain the cost effectiveness in the implementation of the activity (value for money) and also look at how the implementation of the coffee policy influences productivity in rural/urban areas, social factors ( gender and poverty levels) and economic factors (incomes) and their impact on livelihoods. As part of the Monitoring Evaluation and Learning plan, NUCAFE has selected a number of indicators to report on and this baseline will help establish baseline values that will help NUCAFE set realistic targets.

## **3.0 Specific objectives of the study:**

1. Set out parameters for the measurement of activity results including community participation as per the activity outputs disaggregated by gender, age and location.
2. Set out baseline data as per the specific indicators of the activity as stipulated in the ME&L plan.
3. Set out parameters for the measurement of the activity impact and long lasting changes in the lives of the beneficiaries.

4. Set out parameters for measurement of diverse aspects such as geographical spread (rural/urban), production, gender, poverty levels and income and their impact on livelihoods of the coffee farmers.

#### 4.0 Scope of the study:

NUCAFE anticipates increasing coffee productivity through effective implementation of the coffee policy among coffee stakeholders. This baseline will therefore target the major coffee growing districts in Uganda taking into consideration the gender aspects. The consultant/firm is expected to interface with a representative sample of the registered member associations/cooperatives/estates/associate and their subscribing member households in the sampled districts below.

<b>Sub-Region</b>	<b>District</b>	<b>No. of existing Cooperatives/associations</b>	<b>Number of household members</b>
<b>Central</b>	Mukono	Nkokonjeru CFA	19
	Wakiso	Namayumba CFA	19
	Rakai	Lwamaggwa CFA	19
	Masaka	Kabonera CFA	19
	Mpigi	Bunjakko Island CFA	19
	Luweero	Kalagala CFA	19
<b>Eastern</b>	Mbale	Bufumbo Organics	19
	Sironko	Buwalasi CFA	19
	Kapchorwa	Kabeywa CFA	19
		Amukol CFA	19
	Manafwa	Butiru CFA	19
	Iganga	Abasoga Twegaite CFA	19
	Kamuli	Kisozi CFA	19
<b>Western</b>	Sheema	Kagango CFA	19
	Rukungiri	Nyarushanje CFA	19
<b>South Western</b>	Kasese	Bukonzo Organics	19
	Kabarole	Karangura CFA	19
	<b>Zombo</b>	Nyapea	<b>19</b>
	<b>Lira</b>	Amach CFA	<b>19</b>
	<b>Apach</b>	Apac CFA	<b>19</b>
<b>Total sample size</b>			<b>380</b>

#### 5.0 Methodology:

The study will be led by a consultant/s with experience in field research, experience in conducting participatory research, conversant with the coffee sub-sector in Uganda and clear understanding of the coffee policy.

*The consultant will:*

1. Carry out a literature review of secondary data on the coffee subsector and any relevant activity documents like reports and other statistics undertaken in the recent past within the activity's operation area.
2. Develop a complete baseline study methodology.
3. Develop appropriate data collection tools, including tools to collect data from/with coffee farmers/stakeholders. These will be finalized in coordination with NUCAFE.
4. Test the tools and revise them accordingly before the start of data collection process.
5. Train enumerators on the use of the tools.
6. Conduct field baseline study including data collection through in-depth interviews and focus group discussions with coffee farmers, Association leaders and other coffee stakeholders.
7. Produce a draft report with enough detail on specific findings to be reviewed by NUCAFE.
8. Present findings from the draft report to the consortium of partners and the donor.
9. Finalize the full report based on study findings, stipulating clear parameters for measuring results, impact, and long lasting change per the purpose of the study. The final report should clearly address the comments from the draft report.

## **6.0 Expected deliverables**

The following will serve as key deliverables for the baseline process:

- Detailed baseline framework/design and implementation plan agreed upon with NUCAFE Management.
- Data collection tools
- A sampling framework
- Draft baseline report
- PowerPoint presentation of findings
- Final baseline report
- Three hard copies of the final report and a soft copy in CD-ROM to NUCAFE office

## **7.0 Period of the assignment**

The Baseline is expected to be conducted within 30 workdays from the time of signing the contract with completion of all tasks in the assignment including the draft and final report. The consultant / firm is expected to propose a team that will ensure adherence to the deliverable dates below.

<b>Deliverable</b>	<b>Proposed Duration after contract signing</b>
Submission of inception report and work plan	3 workdays
Submission of data entry workbook and copies of filled forms	18 workdays

Staff de-brief and submission of draft report	22 workdays
Submission of final report	30 workdays

## 8.0 Supervision and management

NUCAFE will supervise the process and specifically, the consultant will report to the Executive Director. The consultant will be expected to work closely with the Deputy Executive Director and the Membership & Advocacy Manager who will provide Technical direction throughout the process.

## 9.0 Report Structure

The structure of the report will be determined by the consultant and should include among others:

1. The Executive summary
2. The introduction (a brief about the activity, results framework with clear purpose, Intermediate results, indicators for reporting etc.)
3. Baseline survey objective including the specific baseline survey objectives
4. Baseline survey methodology: (Sampling, data collection, data management, analysis and limitations)
5. Baseline survey findings:
6. Conclusions:

## 10. Terms and conditions

**Logistics:** NUCAFE will cover the cost of the consultant's travel to the field and back, meals and accommodation.

**Professional fee:** Consultant/s are expected to provide a budget for the exercise. However, NUCAFE will consider proposals that are within the approved rates as per its policy on professional fees.

**Tax and insurance:** The consultant/s shall be responsible for his/her income tax and/or insurance during the assignment.

**Code of conduct:** The consultant is bound by the principles and conditions of NUCAFE's Code of Conduct. Additional terms and conditions of service, aspects on inputs and deliverables will be included in the contract that the consultant signs prior to commencement of the baseline study.

## 11. Expertise required:

- At least a post graduate degree in Social Sciences, Development Studies or Economics with proven experience in qualitative and quantitative data collection and analysis
- Proven experience in conducting research.
- 5years demonstrated experience in social research and/ or policy analysis

- Knowledge of the coffee policy environment/ value chain will be an added advantage
- Conversant with application of cross cutting themes like gender mainstreaming
- Good working knowledge of M&E systems
- Strong writing skills

## 12. Application requirements:

All expressions of interest should include:

- **Cover letter:** A short (maximum one page) letter addressing the baseline criteria
- **Technical Proposal** (maximum eight pages) highlighting: brief explanation about the Consultant/s with particular emphasis on previous experience in this kind of work; profile of the Consultant/s to be involved in undertaking the baseline; understanding of the TOR, the task to be accomplished as well as draft baseline framework, plan and methodology.
- **Financial Proposal:** The financial proposal should provide cost estimates for services rendered including daily consultancy fees, accommodation, per-diems, transport cost, stationeries, supplies needed for data collection, and other costs related to data collection and data processing.
- **Reference:** Contact details of three organizations that the consultant/firm has had similar assignments. These will be contacted during the proposal review process.

Interested and eligible applicants can send copies of their CVs, testimonials and a copy of a report of similar work, technical proposal and financial proposal to the address below:  
The Executive Director NUCAFE, email [joseph.nkandu@nucafe.org](mailto:joseph.nkandu@nucafe.org) with a copy to [david.muwonge@nucafe.org](mailto:david.muwonge@nucafe.org). A hard copy should be hand delivered to NUCAFE office, Coffee house, second floor, Suite 2.7 Plot 35, Jinja Road.

**The deadline for submission is Thursday 27/3/2015.**