

AGRICULTURAL VALUE CHAIN LINKAGE TO TOURISM SECTOR ASSESSMENT (HORTICULTURE)

Project Background

The International Trade Centre (ITC) is a joint agency of the United Nations (UN) and the World Trade Organization (WTO). It is fully dedicated to supporting the internationalization of small and medium sized enterprises (SMEs). It has a mission to foster inclusive and sustainable growth and development through trade and international business development. ITC Headquarters is in Geneva, Switzerland.

ITC is implementing the EU Youth Empowerment Project (YEP) - Tourism and Creative Industries. The project has an overall objective of increasing the competitiveness, inclusiveness, and sustainability of the Tourism sector and Creative Industries in The Gambia. It has three main specific objectives of: a) improving business environment and institutional ecosystem; b) improving investment and market access; and c) increasing the competitiveness of MSMEs in The Gambia's tourism and creative industries. These will be achieved by implementing a number of key actions, including: i) streamlining and supporting implementation of strategies and regulation for the creative industries; ii) strengthening the technical and operational capacities of business support institutions; iii) building the branding and marketing capacities of actors in the tourism and creative industries; iv) creating market linkages and investment opportunities; v) building capacities of MSMEs engaged in the tourism and creative industries with a focus on sustainable and inclusive tourism; and vi) enhancing skills of target beneficiaries, mainly youth and women in areas which promote their employment in the tourism sector and creative industries.

The project addresses a variety of challenges and constraints of the sectors, which include a) weak sector coordination and regulations, b) narrow product offering and sub-standard quality, c) limited market diversification and strong seasonality, d) skill gaps, e) climate vulnerability, and f) low sector integration and limited positive spillover effects of the sectors to the wider economy and society. The implementation of the project will enable the Gambia to diversify source markets and attract more visitors year-round, including tourists with higher purchasing power, and to boost its offering of green and inclusive products and services of the tourism and creative industries.

The EU YEP Tourism and Creative Industries is financed by the European Union (EU) for implementation over a period of 56 months. The Ministry of Trade, Industry, Regional Integration and Employment (MoTIE) and the Ministry of Tourism and Culture (MoTC) are the key focal point government institutions for the project <https://insight.itc-cci.net/>

The project focuses on youth and women as the main target beneficiaries. It also puts a special emphasis on vulnerable groups by creating quality jobs and pathways for skills development, business growth and sustainability. Micro, small and medium sized enterprises (MSMEs) and public and private sector institutions, including, sector-based cooperatives and associations will be the target beneficiary groups of the project.

About the Assessment

The objective of this consultancy is to conduct a comprehensive horticultural value chain assessment and mapping of the sector, guiding project interventions to strengthen backward linkages for smallholder farmers, particularly women-led farmers and cooperatives, in accessing opportunities within the hospitality and tourism sector. The assessment will adopt a gender-sensitive approach, analysing the roles, contributions, and constraints faced by women farmers and women-led businesses in the horticulture value chain. It will identify key challenges, market opportunities, and strategic interventions to enhance sector competitiveness, productivity, and market access, ensuring inclusive and sustainable growth

Objective of the Assessment

The objective of the assessment is to facilitate the design and implementation of activities to activate backward linkages between the tourism industry and allied sectors fostering market access for agricultural produce (with a focus on priority value chains) and foster value chain efficiency to meet demand in the tourism market.

The assessment result is envisaged to enhance:

- Inform activity design and ensure effective programme implementation, monitoring and evaluation through collection of gender-disaggregated data and identification of gender-based constraints
- Proposed interventions aligning with long term sustainability and economic empowerment of women in the horticulture sector
- Encouraging coordination with women focused organisations, cooperatives or networks to ensure locally driven and gender sensitive solutions.
- Promote local value addition, income diversification and sustainable market linkages for the smallholder farmers including WLBs for the domestic and regional markets.

Scope of work

The consultancy firm will conduct a comprehensive assessment of The Gambia's horticulture sector with a strong gender lens, ensuring that each stage of the value chain is analysed in terms of women's participation, challenges and opportunities as well as existing commercial alliances between the value chain actors and the tourism and hospitality sector. The assessment will provide concrete insights into barriers, market dynamics and strategic entry points for interventions that enhance the sustainability, income diversification, and women economic empowerment in the sector.

The consultancy will also facilitate introductions between key stakeholders and project members to ensure continuity and implementation of findings. The participants in the assessments should be selected from all the administrative regions of The Gambia. The Consultancy will be undertaken the following.

Key areas to cover:

Horticulture value chain assessment

- Identify and assess key stakeholders across the horticulture value chain, including women-led cooperatives, MSMEs, processors, traders, and buyers. Determine high-

potential products (vegetables & fruits, Agro-products etc) and assess the role of women in horticulture value chain, identifying barriers women face in accessing markets, financing, technology and training.

- Evaluate smallholder production practices, capacities, and constraints, particularly for women farmers, in terms of production volumes, market access, quality standards, certifications, and buyer requirements. Assess challenges related to e.g. aggregation, logistics, pricing, contracting, marketing, and packaging, with a focus on barriers women face.
- Evaluate the processing capacities of women-led value chain actors and their potential for income diversification and value addition. Identify the standards, certifications, and requirements women suppliers need to access key markets.
- Highlight successful women-led businesses as role models and case studies
- Highlight existing value addition activities in the sector and identify opportunities to enhance value addition for increase competitiveness and access to high value market NICHE markets
- Examine the processing capacities of value chain actors ((income diversification and value addition) to determine the supply potential for different market segments such as large institutional buyers, hotel chains, local communities etc

Linkages with tourism and hospitality sectors and other relevant corporations (e.g. supermarkets)

- Map backward linkages between smallholder farmers, women-led Agri-businesses, and institutional buyers, (e.g. key tourism outlets, hotels or supermarkets) identifying gaps and opportunities for strengthening these relationships.
- Identify existing commercial alliances between the smallholder farmers, processors and tourism and hospitality sector
- Analyse market demand and supply dynamics within the tourism and hospitality sector, highlighting opportunities for women producers and businesses.
- Mapping of buyers and suppliers to identify requirements, needs and entry points for women suppliers, assessment of gender-based constraints.
- Identify existing corporate procurement practices that support or hinder sourcing from women-led businesses and map companies that could serve as champions for inclusive sourcing.
- Assess the finance and investment issues landscape and collaboration opportunities in the sector.
- Highlight successful women-led businesses (if applicable) as role models

Stakeholder engagement and facilitation

- Engage with key institutions such as the Ministry of Agriculture and Trade, WFP, FAO, UNIDO WACCOM team etc and related NGOs and private sector operating and investing in the sector, ensuring project members are included in discussions to foster partnerships and smooth implementation of interventions. Map out current

interventions and plans in support of the Horticultural value chains and intervention areas.

- Facilitate introductions between stakeholders and project members to support follow-up actions based on the assessment findings.

Duration of the Assignment

Two Months

Deliverables:

- An inception report with methodology and workplan, including the list/category of value chain actors, mapping of buyers and suppliers and stakeholders to be engaged and draft questionnaire(s) for ITC's review.
- Draft assessment report detailing key findings from the mapping, including data about role of women in sector, value addition opportunities, and case studies of existing commercial alliances between the value chain actors and the buyers as well the summary of findings from the questionnaire administered to value chain actors,
- A final report of the mapping incorporating ITC's feedback, the report should highlight key recommendations for designing and implementing support programmes that enhance competitiveness, market access, and sustainability of the horticulture value chain and fostering sustainable market linkages with the hospitality and Tourism sector.
- Consolidate the findings in PowerPoint presentation for restitution for the project stakeholders
- Prepare an excel sheet containing the list and contact details of all stakeholders surveyed/engaged by category (producers, processors, distributors, buyers, women-led cooperatives, development agencies, NGOs, government bodies, private sector, MSMEs, etc.),

Submission of Bid/Tender

The consultant quote for all the required scope of work, and the submission must include:

- Certificate of business/organisation registration in the Gambia if applicable,
- Technical proposal outlining how the objectives and expected deliverables will be delivered together with the proposed methodology,
- Financial proposal covering all cost items, including overhead costs (logistics, travel, administrative costs, etc.),
- Draft work plan for the program implementation,
- The list/profile of the staff demonstrating relevant skills and experience in delivering the above scope of work,
- Provide a reference letter or a contract of similar work undertaken recently.

Required Qualifications and Experience

The Consultant or firm must demonstrate the following minimum requirements, qualifications, staff experience and capabilities in their technical proposal:

1. Lead Consultant must have a Master`s degree in one of the following fields: Agricultural Economics, Agric Business, Economics, Marketing, Gender, Business Administration/Management, Development Studies, Entrepreneurship/MSME development or a related field
2. Five years` experience working with WLB MSMEs in The Gambia
3. Gender Expert in the Team is an added advantage

Payment schedule:

- First payment of 20% upon signing the contract and submission of the inception report, workplan and draft questionnaires
- Second payment 40% upon submission of a draft assessment report
- Final payment of 40% upon successful completion of all outputs and submission of comprehensive final reports including database of all value chain actors and stakeholders engaged

Submission and Deadline

To apply, please submit all quotes (technical and financial) **by 1:00pm 15th February 2025** to Suwaibou Cham scham@intracen.org and copying yusupha.keita@intracen.org