

Terms of Reference (TOR)

Post-harvest Management, Value Addition and Marketing Specialist

Background

The Smallholder Agribusiness and Resilience Project (SARP) is co-funded by the International Fund for Agricultural Development (IFAD) and the Government of Sri Lanka. It aims to contribute to reduce poverty among small-scale farmers and increase food security and nutrition in dry zones by building resilience and enabling rural households to access markets in geographies affected by climate change. The project is focused in select hotspots in Vauniya, Mannar, Puttlam, Kurunegala and Mathale districts aligned across the Deduru oya, Mee oya and Malwathu Oya river basins.

Scope of work:

Under the broad guidance and direct supervision of the Project Director and in close collaboration with staff in the Project Management Unit (PMU), the postharvest, value addition and marketing specialist is responsible for design and implementation of post-harvest management protocol, value addition plan and marketing plan.

The post-harvest, value addition and marketing specialist will deliver the strategy in a professional manner, in accordance with the project documents, guidelines and agreements made between the project financiers and stakeholders. The specialist will ensure the effective and timely implementation of the strategy, delivery of quality outputs, and achieve outcomes with maximum impact to project beneficiaries.

Specific duties of the incumbent will include but are not limited to the following:

- Analyze the harvest and post-harvest handling system of the candidate crops supply chains including costs and benefits of applying selected technologies;
- Recommend the introduction of improved post-harvest and value adding technologies;
- Assess the adequacy of on-farm and village level storage structures and recommend criteria for the design of improved structures both at farm and village level;
- Identify suitable packaging materials for introduction through practical training programmes for service providers and farmers groups.
- Advise on technologies required to improve efficiency, reduce costs and losses in the value chains
- In collaboration with the other project staff, identify target groups, and other relevant stakeholders involved in agricultural commodity value chains in order to assess the need for support on post-harvest handling, storage and quality control;
- Prepare training materials in post-harvest handling, packaging, storage and primary processing for service providers, SMEs, traders and farmers.

- Organise and deliver a program of trainings on post-harvest handling procedures and value addition for service providers, farmer group leaders, traders and SMEs;
- Provide on-site technical support for SARP beneficiary groups on;
 - basic food microbiology and quality assessments based on physical parameters
 - understanding and compliance with relevant food standards
 - various methods of processing and preservation of grains, fruits and vegetables, as applicable
 - packaging and storage techniques
 - quality assessments of raw materials, packaging materials and finished products
 - operation and maintenance of processing machineries and equipment
 - understanding and implementation of Good Agricultural Practices (GAP)
- Assess the need for and feasibility of introducing equipment to ensure consistent quality upgrading of chilli, specifying the technical specifications and recommending procurement;
- Supervise the construction and installation of appropriate storage structures at the agreed site(s) and provide training on their proper use, maintenance, management, etc.;
- Conduct periodic farm visits and monitor the use of on-farm and village level storage structures.
- Present a summary of findings on project accomplishment in the area of post-harvest management, packaging and value addition
- Analyse market opportunities, competitive advantage and inform farmers and field staff
- Prepare guidelines for the implementation of micro-projects related to farm enterprise diversification.
- Participate in planning exercises, contributing to the planning process on issues related to socioeconomic aspects with special focus on livelihoods/ market appraisals.
- Identify suitable income generating opportunities for groups and individuals.
- Prepare feasibility and market studies and surveys where and when required for the development of income generating activities.
- Assist newly formed groups to find suitable outlets for produce and facilitate in arranging for the sale of their produce.
- Identify and strengthen backward and forward linkages with individual producers, entrepreneurs and private sector outlets for improved marketing, procurement of inputs, sub-contracting, training and extension.
- Provide leadership in carrying out needs assessments of the capacity of extension workers in
 - enterprise development and marketing.
- Identify training needs and design training programmes for project beneficiaries and field staff in aspects of farm business management.
- Organize and deliver a training programme for agro-enterprise promoters on data collection,
 - compilation and analysis.
- Prepare training and extension material on subjects relating to farm business management and
 - marketing.
- Train target beneficiaries management aspects of group organization and group marketing
- Train farmers in farm business management and marketing.

- Design and implement simple systems of record keeping and data collection for farm enterprise
 - diagnosis.
- Prepare monthly and quarterly monitoring of achievements, beneficiary profiles, and project
 - status reports and activity impact assessments on an ad hoc basis when required.
- Link Pos with markets and buyers
- Any other duties assigned by the project director

Education and professional qualifications and experience

- The post-harvest management, value addition and marketing specialist will have a Master's degree in food science or a related field. At least seven years of working experience, on post-harvest technology and value addition and marketing
- Her/his background must include thorough training in food processing and engineering specifically related to fruits and/or vegetables and/or grains, food chemistry and plant sciences and experience working in the commercial food processing industry;
- Experience with processing including threshing, washing, decortication, cleaning, grading, heat treatment, quality testing and Hazard Analysis and Critical Control Point (HACCP) controls, etc.;
- Experience with development of value-added products;
- Extensive knowledge of contemporary issues in food processing systems within the agricultural sector;
- Computer literacy is a prerequisite, as is a very good command of spoken and written English and Sinhala;
- Fully aware of and alert to the crosscutting issues of gender, youth, and poverty targeting.
- Previous experience working with communities

Duty station and duration

Colombo with frequent travel to the project sites.

Duration of services – 12 person months and its extension will be based upon successful performance and need assessment. Total duration of the service is 21 months.