

## Terms of References of Vetiver Forward Baseline Assessment

### Project Title: **VETIVER FORWARD: DIGITAL INNOVATION FOR A FAIR AND SUSTAINABLE VALUE CHAIN**

#### 1. Project details

**Executing agency:** Heifer International Haiti

**Main Donors:** Heifer International Haiti, IFF, IDB\_Lab, Caron

**Duration:** 3 years

#### 2. Context

Vetiver forward is a partnership between IDB Lab and Heifer International Haiti, International Flavors and Fragrances and Perfums Caron to promote inclusion and improve the position of smallholder farmers in the value chain. The expected outcome is higher incomes for vetiver farmers by facilitating access to high value markets, inputs, technical services, and business training.

The project will take a value chain approach by working with key actors along the chain including Unicode S.A. ("Unicode"), one of the three leading distillers in the country, and International Flavors and Fragrances ("IFF"), the third largest flavor and Fragrance Company in the world and one of the main buyers of Haitian vetiver. Together, the actors will promote direct access to markets for farmers, improve quality and productivity through technical assistance and extension services, improve climate-smart capacities for sustainable production, and focus on enhancing the quality and branding of Haitian vetiver so that it maintains its dominant position in global markets.

The main innovation of the project is the introduction of a digital supply chain management tool that will be used by vetiver cooperatives to manage and coordinate all aspects of their operations. Each farmer participating in the program will receive an identification card with their photograph, unique identification number and a QR code to store their data and private information. The platform will be adapted to the needs of the cooperatives so that it integrates farm data, weather data, farm gate prices, harvesting projections, and delivery and pick up schedules to improve transparency and help farmers and cooperatives make better decisions.

The beneficiaries of this project will be 3,000 vetiver farmers and 6 cooperatives in the communities of Port-Salut and Cayes in the South Department of Haiti.

#### 3. Logic of intervention:

The central objective of this project is to improve incomes of small-scale vetiver farmers and increase the competitiveness and sustainability of the value chain. The expected outcome is higher incomes for vetiver farmers who are cooperative members by providing them with access to higher value markets, inputs, technical services, and business training.

#### Project Components

##### **Component I: Increasing Farm Productivity and Sustainable Production**

The objective of this component is to improve productivity and sustainable farm management through the provision of enhanced inputs and extension services to farmers.

## **Component II: Using Data to Improve the Supply Chain Performance**

The objective of this component is to capture and analyze value chain data for improved management and greater efficiency.

## **Component III: Improving Market Standards Based on Quality and Origin of Haitian Vetiver**

The objective of this component is to facilitate new market channels for Haitian vetiver based on its quality and unique attributes.

## **Component IV: Improving Governance along the Value Chain**

The objective of this component is to improve the business capacity and professionalization of cooperatives and to strengthen their relationships with value chain actors.

The project is expected to achieve the following results by the end of the execution period:

- (i) 50% increase in agricultural income for producers implementing improved practices and agricultural diversification;
- (ii) 60% increase in annual sales of vetiver roots by cooperatives;
- (iii) increase from 40% to 70% in the proportion of harvested roots that are at least 12 months old;
- (iv) 1250 hectares of vetiver plots under sustainable production;

2500 farmers adopting best practices outlined in the cahier de charge, including complying with standard measurements.

### **4. Purpose and Objectives of the Baseline Study**

The purpose of this baseline study is to provide an independently assessed information base against which to monitor and assess the project's progress and effectiveness during implementation and after project completion. Being effectively the first step in the project monitoring and evaluation system, the baseline study is an early element of the project-monitoring framework. Specific questions will be asked on to assess Women participation in the vetiver value chain.

The framework is based on the project logframe, which includes the expected project Outcome and outputs, the indicators of achievement and the potential sources of information. The baseline study will gather the information to be used in subsequent assessments of how efficiently the activity is being implemented and the eventual results of the project. During the baseline also will be measuring three Heifer's Global indicators.

### **5. Audience for Baseline study**

- Six Cooperatives (of vetiver producers)
- One distillery
- Vetiver producers (farmers) and or Cooperatives members

## 6. Geographical coverage

Department	Communes	Communal Sections	Locality	COOP
South	Aquin	4e Flamands	Lamarche	COPVECA
South	Cayes	4e Laurent,	St-Hilaire	COPVES
South	Cayes	4e Laurent,	Manceau	COPLAVEM
South	Cayes	5e Mercy	Tricon	COPVET
South	Port-salut	2e Dumont	FABRE	COPVIAPS
South	Arniquet	1ere Lazarre	FAVETTE	COPVEPA

## 7. The Baseline Study process and Methodology

- a. The baseline study will be conducted in a participatory manner to bring the multiple perspectives from key stakeholders in assessing the current situation of the target beneficiaries and the context within which the project is located.
- b. The study will also assess women participation in the value chain, thus we will be able to analyse the findings in terms of Gaps and opportunities faced by targeted women.

It is considered that the baseline study methodology will include:

- A desk review/research of project information including the key documents listed in these terms of reference.
- A planning meeting with the project management team to gain a deeper understanding of the project and to review the project log frame to ensure clarity and shared understanding of what needs to be measured and the most appropriate and effective means of gathering the data (including identification of any known key informants).
- An initial 2-3 day scoping visit to the project location to:
  - i. gain an understanding of the conditions in which the baseline study will be undertaken – for example, the season of the year, the prevailing political conditions, the state of the economy, any cultural divisions, and recent or expected extraordinary events such as natural disasters, political upheavals or economic shocks.
  - ii. conduct a mapping exercise to inform the selection of interviewees for the farmer survey, focus group discussions, in-depth case studies, and key informant interviews
  - iii. identify what information already exists that can feed into the baseline study

Design and preparation of the farmer survey including:

- i. preparation of a clear, logical and simple questionnaire, which will include all required information and can be encoded without difficulty;
- ii. pre-testing in the project location and finalization of the questionnaire;
- iii. Organizing logistics in the field.

Depending on the characteristics of the targeted entity, the study will use both quantitative and Qualitative method. Assessing the situation of the vetiver farmers requires a quantitative method that will be done through a household survey.

As qualitative assessment method, the study will use a Rapid Appraisal (RA) to evaluate the cooperatives and the distillery, a method that:

- seeks to gather information from the targeted respondents that are the cooperatives and the distillery with low levels of literacy
- allows learning about the organizational and transactional aspect of those two entities
- uses simple techniques (wealth ranking, oral histories, role-playing, games, small group discussions, village maps, etc.) to gather information

Survey questions will be used to create pre-determined impact information (or indicators). The same questions will be asked before the project begins (at baseline) and again after it has been implemented (follow-up). Comparison of indicator levels before and after will provide quantitative evidence of change since the beginning of the project.

#### c. **Sampling**

The sampling strategy will use geographical areas and type farmers as the primary basis for sampling. Thus, a stratified random sampling will be used.

The targeted population is 3000 vetiver producer which leads us approximately to a sample size of 341 farmers.

The stratification table will be determined before deployment

#### d. **Indicators**

This baseline assessment will be conducted at the beginning of the project, in order to analyze the current situation of the main actors of the vetiver value chain. It gives a picture of the outcome and impact indicators before the inception of the project, and results can then be compared with a follow-up assessment towards the end of the project, in order to understand the effects that the project will have on the target population (i.e. assess impact).

Mainly the study will provide the benchmark related to the outcome indicators listed below.

Percentage of increase in agricultural income for producers implementing improved practices and agricultural diversification. <b>(Outcome)</b>
Percentage increase in annual sales of vetiver roots by cooperatives. <b>(Outcome)</b>
Percentage of roots harvested are at least 12 months old . <b>(Outcome)</b>
Number of hectares under sustainable production. <b>(Outcome)</b>
Number of farmers adopting best practices outlined in the cahier de charge, including complying with standard measurements <b>(Outcome)</b>
<b>Component 1:</b>
Number of nurseries established
Number of tool and seed banks established or reinforced
Number cooperative promoters trained to deliver technical assistance and facilitate adoption of improved practices
Number of farmers trained on sustainable agricultural practices for vetiver and alternative crops

Number of new varieties and production techniques tested for yield and quality
<b>Component 2:</b>
Digital platform developed and implemented to improve supply chain management
Number of cooperatives using the platform
Number of farmers and their plots registered via QR code in the system (sex disaggregated)
Blockchain readiness assessment completed for the vetiver value chain
<b>Component 3:</b>
number of Genetic and organoleptic mapping of Haitian vetiver completed
Number Branding and marketing campaign for Haitian vetiver developed
Number of contracts/buyers secured with buyers for unique Haitian vetiver
Number of cooperatives with direct sales purchase orders with distillers
<b>Component 4:</b>
Number Federation of vetiver cooperatives established
Number of cooperatives formally registered through the National Council of Cooperatives (CNC)
Number of cooperative leadership members trained
Number of women trained and coached for cooperative leadership positions
number of Assessment on women's participation in the value chain completed
Number of cooperatives with working capital funds
number of Pilot completed for small women's owned enterprise related to vetiver

## Global Indicators

GI-01-SDG1-Actual Income of Household in US Dollars
GI-04-SDG5-Women making Household decisions jointly
GI-011-SDG13-Households Adopting Climate Smart Agriculture (CSA)

## 8. Field work

- i. Techniques that will be applied to collect data for the various indicators.
  - a) Detailed questionnaire
  - b) Actual Income Monitoring Tool +Actual Income Algorithm
- ii. What are the main questions that the report should answer?

Project indicators	Key questions to answer	Technics
Percentage of increase in agricultural income for producers implementing improved practices and agricultural diversification. <b>(Outcome)</b>	What is the actual income for crop producers?	Survey questionnaire
Percentage of increase in vetiver income for producers implementing improved practices and agricultural diversification. <b>(Outcome)</b>	What is the actual income for vetiver producers?	Survey questionnaire
Percentage increase in annual sales of vetiver roots by cooperatives. <b>(Outcome)</b>	What is the actual annual sales of vetiver roots by cooperatives?	Survey questionnaire

Percentage of roots harvested are at least 12 months old. <b>(Outcome)</b>	What is the total amount of vetiver harvested within a specific period? / What is the total amount of roots harvested at least 12 months old	Key informant interviews
Number of hectares under sustainable production. <b>(Outcome)</b>	Hectares under Sustainable Production are lands with growing crops using processes and systems that are Nonpolluting; Conserving natural resources. Economically viable. Safe and healthful for workers, communities, and consumers.	Survey questionnaire
Number of farmers adopting best practices outlined in the cahier de charge, including complying with standard measurements <b>(Outcome)</b>	What are actual practices regarding vetiver and Crop production	Survey questionnaire
Living Income Bench mark		Focus groups discussions

### lji Timeframe

[illegible]

	'Focus groups realization																
	a) household's groups	3						x									
	b) Distilleries interview							x									
10	Analysis preparation:																
	a) Database Cleaning	2							x								
	b) Data processing	4								x							
	c) Focus Group transcripts preparation	4								x							
	d) Translation of focus group transcripts									x							
	e) Short summaries of the focus group findings									X							
	Draft of final report	10									x	x					
	Report review	10												x	x	x	

## 9. Analysis and reporting

Data Analysis Data analysis will done using the Data analysis software like spss, power BI or other. For the report, the following tools will be used for extracting information:

- Tables
- Graphs and charts
- Frequencies, percentages, and averages
- mean, mode, and standard deviations
- Minimum and maximum ranges.

Information will be disaggregated where possible into the following categories:

- Gender
- Geographically/districts \_as per sampling frame
- Asset categories

Baseline report:

It will present the overall findings of the baseline study as per the KPIs above and PRESENCES logframe output indicators. It should describe in detail the initial conditions (situation before the start of the project) as a basis for measuring and comparing the progress of the project; this will help to show the effects and impacts of the project in the final project evaluation report. The report of the baseline study should not exceed 30 pages with additional annexes. A summary version of the report should be provided to be shared with participating organizations.

Report Requirements - Reports must be submitted electronically with three (3) hard copies related color. They must be in **English** or French with a baseline executive summary in both language. - The consultant will be

required to provide presentations face-to-face in Port-au-Prince. The assessment team must provide a data set entirely in Excel and SPSS (or similar) file format for complete cross-tabulations of results. - It is expected for each key variable a cross tabulation identifies the correlations and appropriate t-statistical tests so that significant differences are easily identified.

#### **10. Budget**

Please provide a detailed budget.

#### **11. Staff requirements**

- a) Experienced enumerators
- b) Experienced Consultant in baseline planning and implementation.

#### **12. Deliverables:**

##### **D1 (40%)**

- 1.1 Designing the questionnaire
- 1.2 Training of field level enumerator team
- 1.3 Data collection

##### **D2 (60%)**

- 2. Final report and presentation