



TERMS OF REFERENCE

TO CONDUCT VALUE CHAIN ANALYSIS STUDY FOR SMALL PELAGIC FISHERY (*DAGAA*)

RUFUJI-MAFIA-KILWA SEASCAPE AREA AND TANGA

1. INTRODUCTION

In Tanzania, the near shore fisheries directly support the livelihoods of about 500,000 mostly poor people in the Tanzania mainland and Zanzibar. Compounding to this, coastal fishing communities face livelihood insecurity driven by a high dependence on wild capture fisheries; declining fisheries resources from destructive fishing methods, poor fish processing and preservation techniques, overfishing; increasing pressure on fisheries resources from rising coastal populations and external market demand; and gradually increasing stress on nearshore marine ecosystems from rising sea temperatures and climate variability.

Marine fish stocks supply food to millions of urban, rural, coastal and upcountry Tanzanians. Marine fisheries exports generated more than US\$ 10m in 2012 and licensing of foreign vessels generates about 12m US\$ per year. The coastal marine fisheries and their coral reef habitats are integral to tourism the most economic growth sector.

Despite the benefits from the fisheries resources, there is inadequate understanding on the share of benefits derived from different fisheries along the supply chain. There are claims that the wealth from the fisheries resources is unfairly distributed such that fishers and local fish traders on one hand are exploited by fish agents/middlemen, and traders on the other hand, while agents are exploited by foreign and regional traders. In addition, the exact amount of pelagic fish (*dagaa*) and fishery products traded in local and regional market is unknown. Moreover, how the fish is processed and how that influences its quality, is unclear. This assignment will critically determine the distribution of value and share of benefits along the small pelagic (*dagaa*) fisheries chains in the coastal districts of Mafia, Kilwa and Tanga. These findings will help to guide future policies with regard to improving processing and trading of small pelagic fisheries in local, national and regional market.

WWF Tanzania Country Office (TCO) continue to support community-based conservation initiatives incorporating new insights into strategy and implementation, capitalize on new opportunities, and collectively work through new and existing partnerships. To achieve equitable, effective management of natural resources, emphasis is on increasing capacity of local communities to both benefit and manage marine natural resources, through livelihood improvement enterprises, sustainable tourism, strengthening the institutions that govern natural resources, grounded in monitoring, evaluation, and learning. Funded by MACP4 project (Margaret A. Cargill Philanthropies) through WWF US with some contribution from BAF Project. The project intends to undertake an in-depth study on Value Chain Analysis (VCA) for *dagaa* in Mafia, Kilwa and Tanga. The later will be a control point to establish a *cause-and-effect* relationship in order to isolate the effect of an independent variable(s).

The purpose of the study is to determine the value and share of benefits from this value along the whole chain of *dagaa*, from capture to consumption in the national and regional markets.

Specifically, the study will focus mainly on the TOR, which requires:

- (a) To carry out desk study of recent, relevant literature for small pelagic fishery and its products processed and traded in local and regional markets in the study sites. In processing and trading

- review actors and the role of women, infrastructure and processing methods, potential improvements, manpower and capital requirements, costs/income and quality issues;
- (b) Hold informal meetings with representatives of the fish processors, fish traders and fishermen associations and Ministries responsible for fisheries and trade to identify current challenges within the local and regional small pelagic value chains to fully understand the main constraints/opportunities in local and regional handling, processing and marketing;
 - (c) Investigate and map the structure of the distribution channels for small-pelagic from catch to the local and regional markets, using 2 examples per distribution channel per district/region (in case they differ);
 - (d) Identify the different actors in the processing and trading (including identification and quantification) and describe their interaction;
 - (e) Investigate the role of women small pelagic processors within the value chains (processing and trading) and identify gender specific challenges/opportunities with much focus in Mafia Island;
 - (f) Document and collect information on the local processing methods for small pelagic: different products, processing cost, price etc;
 - (g) Identify buyer preferences for small pelagic products and their buying behaviour. What are their requirements (quality and others)? What are the prices that they are willing / able to pay, etc?;
 - (h) Assess possibilities to improve current processing techniques regarding cost, hygiene, etc.;
 - (i) Collect information on domestic/regional markets and compile information on individuals/groups involved in the small pelagic trade (highlight the position of women as well as youth);
 - (j) Characterize existing infrastructure facilities used for processing and trading small pelagic on local and regional markets and assess opportunities and costs for improvement of this infrastructure;
 - (k) Review manpower requirements in processing and trading considering aspects such as numbers, gender, educational level, permanent or temporary employment, average wages, position of women versus men etc;
 - (l) Outline a simple business model(s) (capital costs/revenue/operating costs/margin/breakeven point) that represent(s) the key processing activities required to sustain and improve local and regional trade;
 - (m) Investigate prices for small pelagic throughout the distribution channels and review costs and margins associated with the process to reach the local and regional markets;
 - (n) Review required investment in processing and trading for market entry, as well as to secure current / future markets national, regionally and assess requirement of investment in this including access to funds and financing opportunities;
 - (o) Prepare and present the key findings on the study on the stakeholders at a feedback workshop (1day); and
 - (p) Produce a final report from the study activities.

2. OBJECTIVES

The specific objectives of the study are as follows:

- (a) Explore trend, processes, actors and relationships in small pelagic fishery;
- (b) Identify competitive factors or challenges faced by specific actors with more focus on women;
- (c) Identify opportunities for improving contribution of specific actors;
- (d) Analyse cost-benefit of activities at different node and strand along the chain;
- (e) Identify business environmental weakness, strengths, opportunities and challenges, as well as market failures; and
- (f) Recommend intervention measures required to improve contribution of specific actors and overall performance of the fishery in Tanzania coastal water.

3. EXPECTED RESULTS

- (a) The Final report, with the following structure:
- Title page
 - Table of content to three levels
 - List of annexes as appropriate
 - Table of tables, figures and pictures
 - Abbreviations and acronyms
 - Executive summary (1 to 2 pages)
 - Introduction
 - Main body divided into different sections as appropriate, normally Context, Methodology, Performance in relation to TOR, and discussion (up to 25-35 pages)
 - Conclusions and recommendations (each recommendation must be preceded by a conclusion, that refers to a discussion in the main body of the report)
 - Annexes as required including Terms of Reference, Schedule and People met.
- (b) The report should be produced using MS Word and will be available in electronic form, both in Word copy and all the elements together in a single file pdf format
- (c) Pictures must be taken in accordance with WWF rules and guidelines and copy as well as user rights must be assigned to WWF TCO. Pictures must be submitted as electronic copies and should have a suitable resolution to be printed on A0 format

4. IMPORTANT METHODOLOGY

Among other methods, the consultant(s) should not skip the following three stages, namely:

Desk review

The first stage should involve literature review and collection and collation of secondary data and information. This should principally involve review of published and unpublished manuscripts, official government records and publications. Information should be gleaned from several data sources, including studies undertaken and other consultancy work. The consultant should make use of data and reports from fisheries department such as the Catch Assessment Survey (CAS), the Frame Surveys reports and the export figures for *dagaa* through the fish quality and assurance department.

Field visits

The consultant should make visits to key areas such as Mafia Island, key *dagaa* landing sites, markets in local, domestic and areas where cargo are packed for transportation to domestic and neighboring countries. Visits should also be made to government ministries and departments, especially those responsible for statistics (Fisheries Department, Local Government Authority (LGA) and Tanzania Fisheries Research Institute – TAFIRI).

Stakeholders' workshop

The third stage should involve compiling data on key findings, variables and indicators and presenting them to a stakeholders' workshop before the final report. The consultant should be able to use other methods such as SWOT analysis, individual and group interviews, in-depth interview, narratives etc, as he/she may see fit for this assignment

5. QUALIFICATIONS AND SKILLS

Advanced written and verbal proficiency in English and Kiswahili and working knowledge of other experience:

- (a) Master's degree/PhD in Fisheries science, Food Science, Agro-economics, Fisheries Economics/Socio-economic studies, Natural Resources Governance, Marketing economics, Gender studies and social-ecological studies;
- (b) At least 5 years of solid experience with fisheries economics, fish marketing and Value Chain Analysis (VCAs), fish quality and processing for *dagaa* at artisanal level, processing and trade at domestic and regional level;
- (c) Ability to organize and facilitate meetings and workshops, translate technical information for a non-technical audience and local context with diplomatic and multi-cultural skills;
- (d) Proven experience with *dagaa* fisheries in the coastal marine and great lakes region is an added advantage;
- (e) Excellent analytical and research skills and strong interpersonal skills to work and deliver results independently and within a team;
- (f) Mastery of computer tools: Microsoft Word, Excel, PowerPoint and other as applicable (particularly recommended: bibliographic management software);
- (g) Experience working with WWF projects an advantage and
- (h) Ability to travel in remote and isolated areas

6. CONSULTANCY DURATION

The time span for this activity will spread from **25th June – 25th Sept 2022**

7. APPLICATION PROCEDURE

WWF TCO invites applications from competent, qualified and experienced consultant(s) through the following address:

Secretary, Procurement Committee; WWF Tanzania; Kiko Street, Off Mwai Kibaki Road Plot 252, Mikocheni P. O. Box 63117, Dar es Salaam, Tanzania; Tel: +255 22 277 5346/277 2455/270 0077 Fax: +255 22 277 5535; website. wwf.or.tz

All applicants should direct their **soft copy of application** to the procurement: e-mail at procurement@wwftz.org and or hard copy applications to the address indicated above. Deadline for submission is **Wed 15th June 2022 at 3pm.**

Interested applicants may get the detailed Terms of Reference (ToR) and specifications through the following websites: https://www.wwf.or.tz/jobs_and_opportunities/jobs/

WWF TCO reserves the right to accept or reject any or all the applications without assigning any reason thereof. Late application shall not be accepted for evaluation irrespective of the circumstance.

WWF has a principle of zero-tolerance to fraud and corruption, if you encounter such incident, report by sending an email to fcci@wwftz.org