



Strengthening Africa in World Trade



SEATINI - Uganda
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Reporting

The consultant will during the course of this assignment report to the Programme Officer – Regional Integration and Country Director at SEATINI Uganda

Timeframe

The assignment will run for 30 days from the date of contract signing.

The timeframe for the documentation is:

| Task | Responsibility | Date |
|--|------------------------------------|-------------------|
| Inception meeting with the consultant | Documentary Consultant and SEATINI | Any day of choice |
| Submit inception report | Documentary Consultant | 5/11/2016 |
| Data collection field visits | Documentary Consultant | 7 – 18/11/2016 |
| Prepare and submit Draft script | Documentary Consultant | 22/11/2016 |
| Meeting to discuss draft script, presentation of findings, input /feedback | Documentary Consultant & SEATINI | 23/11/2016 |
| Submit Final script | Documentation Consultant | 25/01/2017 |
| 2 nd review of the final film | Documentation Consultant | 28/11/2016 |
| Final script approved | Documentary Consultant and SEATINI | 30/11/2017 |

Required Qualifications, Experience and Application Procedure

The consultant is expected to produce the following:

- A technical proposal expressing his Interest to undertake the assignment and a financial proposal
- Brief methodology on the approach and implementation of the assignment including his interpretation of the TORs
- Personal CVs of technical personnel proposed for this project highlighting qualifications and experience in similar projects, include samples of your work and two recommendation letters.

The consultancy firm / individual will be required to have;

- 3 and above years of experience working in similar field
- Extensive experience in producing development work related documentaries for international or national organizations with an aim of reaching both local and international audiences
- Local knowledge of all regions in Uganda particularly districts of Nakaseke, Masindi and Lira
- Excellent technical capacities to ensure smooth and high quality production
- Knowledge of local district languages an asset

Deadline for application

The deadline for submission of expression of interests is November 5, 2016, Please submit both hard and soft copies to:

- Review all the materials including the recorded videos collected during the project implementation process
- Perform appropriate video filming and shoot interviews to be used in the film with the project's major beneficiaries and stakeholders
- Present a draft documentary and raw data/footage to SEATINI for review and comments about content
- Incorporate comments and recommendations submitted from evaluation team
- Produce two final documentaries - one narrative documentary film (45 minutes) as well as a summary promotional video (5 minutes).

Documentation Methodology

The documentary will include a review of available materials like video recording, Voice recording, reports and any other publications available. The documentary will also engage Key informants in Nakaseke districts selected from the Sub County, district and national levels. These will also be selected in consideration of value chain level in maize and sesame including the local council leaders, local government, farmers, and traders, farmer groups, warehouses, women's groups, district officials, CSOs, CBOs among many and officials from public agencies. Focus Group discussions will also be employed to strengthen the interview process.

Scope of the documentary

The documentary will focus on maize from Nakaseke, Masindi and Lira districts. It should establish achievement of stated objectives/results, performance, challenges, best practices, lessons learnt, impact and sustainability as well as project relevance, effectiveness and efficiency. It will involve beneficiaries, implementers, partners and other stakeholders to determine the extent to which the project satisfied the proposed outcomes. In addition the documentary will assess the effectiveness of processes and methods used by the project and review the project assumptions on which the project strategies were designed. The Documentary will also put in consideration relevance, effective, efficiency, impact, and sustainability of the project.

Deliverables

- Submit a script including proposed interview question for the documentary to SEATINI for approval before filming
- Present raw data and footage of findings
- Provide pictures and background information on key beneficiaries
- First cut of the documentary for review
- Second cut of the documentary for validation
- Final 45 minute documentary
- Final 5 minute promotional video
- Atleast 1000 soft copies of edited photos
- Ensure the product(s) available in broadcast quality DVD and in other appropriate formats that enable the films to be uploaded online

The project has also enabled the development of a sesame standard. This followed the development of an MOU with UNBS. The approach used in developing this standard was bottom –up and consultative at each stage to enable awareness and sensitization of stakeholders consultation of the different value chain actors especially in Lira on the importance of the standard as well as foster ownership and adoption of the standard by the users. Through convening of high level technical committees and validation meetings the standard was reviewed by the intended users including farmers, traders, academia, oil seed companies, and processors, amongst others. The standard has also been approved at the WTO level however it has not been harmonized at EAC level.

At the national level, the project has contributed to development and dissemination of simplified information materials on the standards through networking with members of the Maize and Beans Platform. Through research the project has enabled identification of policy issues for use by stakeholders in engaging in evidence based advocacy and policy review related to implementation of standards and access to regional markets. SEATINI now seeks to conduct a documentary of the project with a focus on documenting achievements, experiences and lessons as a result of the project interventions.

The main Objective of the Documentary

To showcase results of the project, “Upgrading quality standards in agriculture for Uganda maize and sesame” against the expected results (on page 1).

Description of the scope and objectives:

- To produce a 45 minutes video, designed as a promotional and marketing tool to create awareness, influence public opinion, and secure the confidence of future donor.
- The documentary will demonstrate key interventions, key successes and transformative results of the project through the lenses of various beneficiaries
- Tell success stories and demonstrate beneficiaries’ perspectives, reflections, the impact of the project on their livelihoods and/or incomes, communities and the country as a whole along the products value chain and demonstrate sustainability challenges how/what steps were taken to address such challenges.
- Develop a 5 minute promotional and advocacy video designed to educate partners and to be utilized as a resource in conferences, workshops, events etc

Guiding roles and Responsibilities

- Develop the documentary film’s overall concept and scenario
- Interview selected interviewees for the film who will include actual beneficiaries, farmers, traders, district representatives, implementing partners, local government officials and key Programme staff of SEATINI amongst others.
- Visit the project sites and interact with the local communities who’ve been impacted by the project to get context
- Develop the documentary script and storyboard to be used in the film

a lot from trading in quality maize. The impact of the focal points also promises continuity of the project interventions beyond the project life.

Through sensitization on policy implementation and the roles of stakeholders therein, farmers and traders in Nakaseke realized that the district lacked an enabling policy framework for enforcement of standards in the area, and that the existing policies were not sufficient to curb malpractices like spraying maize with drying chemicals and mixing rotten and good grains which were hindering the maize quality and reducing the price received per kilogram. While the farmers insisted that they needed to be rewarded for quality maize through better prices, the traders noted that they too were facing challenges in selling low quality maize to the big dealers and exporters hence the need for a legislation that would ensure quality across the value chain. These stakeholders in the 4 sub-counties where the project was being implemented therefore engaged their Local Council 3 Chairpersons and together developed by-laws on regulating the maize sector in Nakaseke district. They then nominated a committee of representatives to lobby the district on passing their by-laws.

An ordinance regulating maize production, handling and trade was developed through a bottom-up approach to address these issues. The ordinance is the first of its kind nationwide specifically on maize grains. The process of developing this ordinance was all inclusive and bottom-up which escalated the levels of awareness about the issue of standards, and resulted in improved practices of maize handling due to fear of being caught by the long arm of the law. Those farmers that improved their practices reported that they received better prices from 400/= to 700/= per kilogram of maize grain at the farm gate by the third quarter in 2015 and to 800/= by end of the first quarter 2016 and to 1000/= by end of the third quarter 2016.

The 'buy in' of the ordinance by the value chain actors promises to have a strong and sustainable impact on quality standards and incomes of maize grain in the district. Its development has spurred interest of other districts; Lira and Masindi who replicated it.

The interest has not been limited to districts' leadership but also to other members of the maize and beans platform who wish to support the replication of this ordinance. Specifically USAID intends to support its replication in a number of districts where it is involved in supporting improvement of standard. The project has therefore strengthened the quality of interventions by other players through this unique approach.

The project has also enabled the formulation of policy forums in Lira and Masindi districts to further strengthen stakeholders' engagement on implementation of standards and market access to the regional markets. These forums have enabled actors across the value chains to develop consensus on addressing the challenges they face in meeting standards and accessing markets.

that does not meet the required standards. In some cases, they even cut off 3-5 kilograms to compensate for losses which they incur when cleaning and further drying of the grain. In addition, in some cases the maize traders negotiate lower prices, to avoid their maize being rejected. This puts the producers on the mercy of the traders/ dealers, since they are not able to negotiate better prices for better quality.

A number of laws exist in Uganda on maintenance and enforcement of standards for agricultural products. The study indicates that there is absence of proper legislative frameworks at the local levels to enforce the standards. This is worsened by the lack of coordination between the standards setting policy framework at the national level and the implementers at the grassroots.

At the time of the study there were no quality standards for sesame, the big value chain actors dictate on the standard for sesame they want and use quality standards required by the countries where they export. It was also noted that the attitude of farmers towards sesame is affecting its standards; most farmers grow sesame for food with very little for selling for example formal sesame exports fetched a total of USD 28.5 million in 2013 for Uganda. However there was no standard for sesame at both Uganda and EAC levels. This posed a challenge to meeting the market requirements of the targeted export destinations, and in turn affected market access for sesame. The study therefore set out to establish the prospects for development of a sesame standard.

The study also identified some challenges that hindered effective implementation of standards; among others included: inadequate capacity by key government agencies (UNBS and MAAIF); lack of appropriate technologies by most value chain actors; inadequate capacity at local government levels; and minimal incentives for farmers to ensure quality standards.

In order to achieve the set outcomes SEATINI engaged in mobilization of stakeholders in the three districts to sensitize value chain actors on the maize standards in the EAC market, build capacity of the stakeholders to meet these standards and strengthen their ability to influence policy formulation and implementation for adherence to standards and increased access to markets. In addition SEATINI partnered with UNBS to develop a sesame standard.

Project progress and achievements

Since the commencement of the project there has been increased awareness of both farmers and traders on the relationship between quality standards and market access. Although the project target was to reach 700 direct beneficiaries, the strategy of establishing focal points in the areas of operation has scaled up the project reach by more than triple the projected target. This awareness caused attitude and behavioral change amongst the beneficiaries. Small holder farmers; women in particular have also purchased tools like tarpaulins and constructed cribs to enable them maintain quality standards following sensitization and awareness programs, as well as increased their acreage; with the expectation that they can gain

- Raised awareness of standards amongst farmers and households by June 2016.
- Stakeholders' recommendations on domesticating EAC Standards incorporated in implementation of EAC maize standards by June 2015.
- Draft sesame standard tabled to government.
- Pricing in line with grades instituted as a reward for compliance.
- Behavioral and attitude change among the value chain actors on compliance with standards.

In light of these expected achievements, a project baseline study was conducted at the start of the project to establish the status of key factors that relate to the outcomes. Specifically the baseline established levels of awareness about standards, prices per kilogram of maize grains, levels of maize rejection in the targeted districts, status of the regulatory framework for implementation of standards at the district level, among others. A subsequent study conducted by SEATINI on "Challenges facing value chain actors in implementing standards" also established the levels of participation of women and youth in the achievement and management of standards and the capacity of stakeholders to engage policy makers on implementation of standards.

The baseline findings indicated that the implementation of standards for agricultural products including maize grain is very weak. In addition, institutions mandated to enforce standards have overlapping and conflicting mandates, leading to poor coordination and collaboration. These institutions also face other challenges like limited funding limited technical expertise among others. The level of awareness of the harmonized EAC standard for maize grain was low (10%) among officials at the borders and relatively high at the national/policy level at 90%. In the three districts that were surveyed, the level of awareness of specifications of standards for maize grains among the value chain actors is higher in Masindi compared to Nakaseke and Lira.

The study also found that although all respondents noted that there are rejections of Maize grain due to poor quality, there is no credible documented data on this. Only WFP noted that about 10,000 MT of their maize grain was rejected by Tanzanian authorities in 2013. The lack of data was attributed to: high levels of informal cross-border maize grain trade, which makes it hard to capture information on rejection; lack of gazette places where rejected maize grain is deposited; and data on rejections is considered confidential by a number of private dealers. The study also indicates that production of both crops is done mostly by women small scale farmers who also engage in the trade. They play a critical role in the production especially in weeding and harvesting and are the major players in the agriculture sector; with four out of every five women in Uganda are employed in agriculture.

The study noted that there is no need to invest time and extra money ensuring quality maize grain, when there is no premium price for good quality maize grade. The retail traders / dealers in most cases negotiate lower prices for the maize grain

TERMS OF REFERENCE
FOR
DEVELOPING A DOCUMENTARY FOR SEATINI’S PROJECT ON
“UPGRADING QUALITY STANDARDS IN AGRICULTURE FOR UGANDA MAIZE AND
SESAME”

Background:

SEATINI -Uganda is the leading NGO working on issues of trade and development and was established in 2001. SEATINI-Uganda focuses on strengthening the capacity of different stakeholders especially the government officials, CSOs, media, farmers groups, trade unions, and members of Parliament to participate in and effectively influence trade negotiations and trade related processes at national, regional and international levels for sustainable development and improved livelihoods in Uganda and the East African region. SEATINI –Uganda has continued to influence trade, fiscal and trade related negotiations and policies at national, regional and global levels to ensure that they promote sustained development and improve livelihoods at national and in the East African region.

In order to increase competitiveness, the East African community in 2013 introduced the harmonized standards for agricultural produce including maize grains in order to reduce maize rejections across the borders by partner states. In line with the provisions of the EAC customs Union and the Common Market Protocol, the treaty seeks to eliminate Non-Tariff Barriers and create an environment that would enable free movement of goods across the region. In addition, it is also in line with the treaty for establishment of the EAC in Article 110(b) where partner states undertook to harmonize quality and standards of inputs and products including food additives.

However, the challenge at hand is that stakeholders in the grain sector have been unable to meet the set regional standards and thereby take advantage of the full potential of the regional markets that is comprised of over 140 Million people. For example in 2013, Tanzania rejected a consignment of maize from Uganda of over 10000 MT as a result of containing high levels of aflatoxins. The reasons for failure to meet standards are numerous and include the complex nature of the standards, lack of awareness about their existence, and limited capacities of stakeholders to meet the specifications embedded in the standards.

Against this backdrop SEATINI-Uganda embarked on an 18 month project on “Upgrading quality standards in agriculture for Uganda maize and sesame” with the support from Trade Mark East Africa. The project was implemented in the districts of Nakaseke, Masindi and Lira and aimed to achieve:

- Reduction in maize and sesame metric tonnes rejected at the districts/borders that do not meet quality standards.
- Increased incomes at household level especially for women producers of sesame.