



FARM-TO-MARKET ALLIANCE (FtMA)

Terms of Reference (ToR) for Crop Cut Experiment (CCE)

Background

The Farm to Market Alliance (FtMA) is a multi-stakeholder platform consisting of both the private and public sector, which shares a common mission and vision to strengthen the resilience of smallholder farmers by increasing their access to productivity-enhancing services and structuring their access to offtake markets. Currently, the Alliance collaborates with over 1,500 local, national, and regional partners, ranging from service providers to governments, think tanks, institutions, NGOs, aggregators, off-takers and other relevant agriculture stakeholders.

FTMA 2.0 was initiated in April 2022 promoting maize, rice, beans, soya and paddy value chains across 6 regions of Tanzania including Manyara, Singida, Morogoro, Iringa, Njombe and Mbeya Regions. Since its inception in 2022, FTMA has been implemented by two cooperating partners, Farm Africa and Nafaka Kilimo.

FtMA utilizes a 'Farmer-Allied-Aggregator-Model' that links farmers with a structured market and ensures sustainable service delivery at the last mile: the Farmer Service Centre (FSC) model. The FSCs bridge the service, knowledge, training, and investment gaps between farmers in communities, and private sector/public sector actors seeking to engage them.

The FSCs are categorized as; Agriculture and Marketing Cooperatives (AMCOs)-including Farmers groups and SACCOs; Small and Medium Enterprises (SMEs) such as Agro dealers and processors, and individual Entrepreneurs-Village Based Agriculture Advisors (VBAA).

The FtMA project has four main intervention pillars that include:

1. **Intervention Pillar 1:** Building a strong network of Farmer Service Centers (FSCs) that provide last-mile delivery
2. **Intervention Pillar 2:** Farmer Service Centers (FSCs) services that enhance productivity and increase resilience to climate change.
3. **Intervention Pillar 3:** Market linkages
4. **Intervention Pillar 4:** Digitalization

FtMA Objectives

The objective of the FtMA project is to ensure the following.

1. FSCs are commercially sustainable, efficient, credible, well-connected, and trusted partners across the value chains
2. Products and services are effectively and efficiently aggregated by FSCs
3. Buyers/off-takers have increased access to quality aggregated produce at higher volumes and more efficiently
4. Increased smallholder farmers' productivity through the adoption of CSA

As of September 2025, FtMA has successfully built a network comprising of 573 Farm Service Centers(FSCs) and more than 181,307 smallholder farmers across six regions in Tanzania. This expansion reflects FtMA's ongoing commitment to enhancing farmer productivity through a suite of targeted interventions. Central to this effort is the delivery of relevant knowledge on Good Agricultural Practices (GAP) and Climate Smart Agriculture (CSA), alongside improved access to quality inputs and productivity-enhancing services. These interventions are designed not only to increase yields but also to build resilience among farming communities in the face of climate variability.

To evaluate the impact of these efforts, FtMA intends to conduct crop cut experiments that will measure changes in both yield and income among participating smallholder farmers. The evaluation will focus particularly on those who have adopted GAP and CSA practices, providing critical insights into the effectiveness of FtMA's productivity and climate-smart strategies.

Crop Cut Experiment

Crop Cut Experiment is an essential part of the FtMA programme technique for generating reliable, evidence-based data. CCEs provide accurate, field-level data on crop yields, allowing the FtMA program to measure the outcomes of its interventions on smallholder farmers' productivity. It helps to validate farmer-reported data (Annual Outcome Survey data), inform advisory services, guide market and investment decisions, and ensure evidence-based reporting. Ultimately, CCEs intend to strengthen programme accountability and support the scaling of successful practices. As such, building upon the experiences and lessons learnt from the initial phase of conducting crop cut experiment in 2023 for paddy in Simanjiro and Ifakara districts, Sunflower in Singida districts, and maize in Wangingombe district; in 2025/2026 Long Rains, which occur from March to May, FtMA partners, Farm Africa, and Nafaka Kilimo plan to jointly expand the scientific yield measurements across four crop value chains, including paddy, maize, sunflower, and common beans within the operations regions.

General Objectives of the CCE

The following are the objectives of CCE

- Determine the average yield per hectare and conduct a cost-benefit analysis of paddy, maize, sunflower, and common beans value chains at the district level under the FtMA program.
- Compare the average crop production performance under CSA versus conventional farming systems.
- Conduct cost-benefit analysis and determine the return on investment (ROI) for CSA versus conventional systems in the selected value chains at harvest and peak season.
- Provide evidence-based recommendations to enhance productivity-supporting services and products within the FtMA program.

Scope of the Experiment

FTMA is seeking to engage a qualified and reputable consultant to carry out crop-cut experiments in the regions of Manyara (Babati DC, Hanang DC, and Kiteto DC), Iringa (Mufindi DC), and Mbeya (Mbarali DC). The exercise aims to conduct crop cut experiments (CCE) to scientifically determine the productivity per-hectare of four crops: maize, paddy, common beans, and sunflower, resulting from FtMA's interventions in promoting Good Agricultural Practices (GAP) and Climate-Smart Agriculture (CSA) with the selected value chains. The CCE results will provide scientific evidence on smallholder farmers' productivity across the selected regions.

Specific assignments will include: -

- Conduct comprehensive mapping exercises for the selected farmers and farms that will be included in the CCE
- Develop detailed profiles for these farmers, including their farming practices, landholding sizes, and historical production data, collaborating with FTMA partners.
- Conduct the CCE assignment, including demarcation of crop cut plots, harvesting, winnowing, and weighing of the harvested grains. Develop cost-benefit analysis training materials and build the capacity of FtMA field officers, FSCs, and farmers on yield estimation and profitability assessment.
- Submission of the consolidated and comprehensive CCE reports and training materials.

Regions and Number of Farmers per District in 2025/2026 Agriculture Production Season

Region	District	Number of FSCs	Number of Farmers
Manyara	Babati DC	34	14,580
	Hanang Dc	21	22,094
	Kiteto DC	22	9,026
Iringa	Mufindi DC	47	16,000
Mbeya	Mbarali DC	64	17,195
Total		188	78,895

Expected Deliverables

No.	Main Tasks	Deliverables
1.	Develop the crop cut protocols, questionnaires, and sampling framework	Crop Cut Protocol document, validated questionnaires, and sampling framework
2.	Develop detailed profiles of selected farmers, including farming practices, landholding sizes, and historical production data	Comprehensive report of mapped farmers and farms included in the CCE
3.	Conduct the Crop Cut Experiment (CCE): demarcation of plots, harvesting, winnowing, and weighing of grains	CCE assignment report detailing average productivity per hectare for FtMA-supported and control farmers
4.	Provide cost-benefit analysis for selected value chains and develop training materials	Cost-benefit analysis reports and training documents for FSCs and farmers
5.	Submit consolidated and comprehensive CCE findings and recommendations	Final CCE report with key insights and recommendations

Quality Assurance

The consultant will be accountable to the Project Coordinator and will collaborate extensively with the M&E officer and field officers, government extension officers, and FSCs from the selected Regions. However, the consultant must conform to WFP, Farm Africa, and Nafaka Kilimo standards, comply with FtMA project objectives, and guarantee that the assignment is completed promptly according to the contracted agreement.

Timeline

S/N	Key Activities	Sub activities	Time frame
1	Proposal submission and award of contract	1. Proposal Review 2. Proposal evaluation committee	27 th October 2025
2.	Contract	1. Sharing of farmers' list for sampling 2. Review protocols and guide 3. Review work plan 4. Contract Signing	10 th November 2025
3.	CCE Training	1. Recruitment of field agents 2. Materials mobilization	TBD
4.	Field Execution-CCEs	1. Data collection 2. Box Placement- 3. Harvest	TBD
5.	Data Analysis	1. Data Quality Check 2. Data Cleaning	TBD
6.	Report Submission to Farm Africa	1. Draft Report 2. Final Report	June, 2026

Proposal Structure

The proposal should not exceed more than 15 pages and should include the following:

- Technical proposal** detailing crop cut exercise (CCE) approach, methodology, and expected outputs as well as the delivery structure.
- Relevant crop cut assignment references, and CVs of the core team. At least three references should be provided for organizations for whom a similar assignment has been undertaken **These can be annexed.**
- Financial proposal for the exercise
- Audited financial statements at least for the past year – **Attachments**
- Registration Certificate – **Attachments**
- Tax Clearance Certificate (Tanzania Regulatory Authority) -most recent financial year - **Attachments**



Minimum Qualifications and Experience of the Firm, Including Lead Consultants Assigned

- At least 5 years of experience working in the field of Agriculture
- Experience in conducting the Crop Cut Experiment (CCE)
- Solid knowledge of the Tanzania Agriculture Settings
- Ability to develop tailored solutions to meet specific objectives

Rights of Data Ownership

The ownership of all reports, research, data, intellectual property, and work products developed or used under this agreement rests with Farm Africa and Nafaka Kilimo, and by extension Farm to Market Alliance, and must be delivered or returned to Farm Africa upon request after the Agreement. The Consultant agrees not to publish or make use of any such materials without the prior approval of the writings of WFP, Farm Africa, and Nafaka Kilimo.

Proposal Submission and Reporting

Proposals should be submitted as Microsoft Word documents to infotanzania@farm africa.org, with the subject line **Crop Cut Experiment Consultancy** by **24th October, 2025**. Any queries regarding the terms of reference should be directed to the same contact and the subject line.