

Appendix 1 Concept Note to partnership agreement 015/2021/PA

Concept Note	Enlarging, adapting, and improving of extension services of NFFM to its members
The Partner 	The National Farmer Federation of Moldova (NFFM) Address: 11, George Cosbuc street, Chisinau, Republic of Moldova Phone: +373 22 210188 E-mail: fnfmoldova@gmail.com Website: http://www.fnfm.md/ Contact: Vasile Mirzenco, Executive Director Nicolae Tiltu, Head of Projects Department e-mail: nicsson82@gmail.com phone: +37369739567 National Farmer Federation of Moldova (NFFM) is a membership base organization that unites hundreds of small farmers across the country. Nevertheless, NFFM is not covering farmers from all the regions in Moldova. NFFM is working closely with farmers and understand the concerns of the small and medium farmers. On the other hand, NFFM is very active in the advocacy and has a strong link to the processors through professional various networks. • Vision: NFFM aspires to contribute to reduction of poverty in rural area and improvement of the general welfare of the rural population. • Mission: NFFM farmers organization is oriented towards sustainable development of the rural area and towards increasing the incomes of the family farms (both men and women) • Goal: NFFM aims to become a strong nongovernmental organization that will represent and defend the economic and social interests of Moldovan farmers. NFFM target group: small and medium farmers – family farms include men and women, girls and boys who earn their living from farming activities, rural women/ girls, youth involved in agricultural activities NFFM's general objective Strengthening the NFFM institutional capacities for a better service provision to members as a way to combat the poverty in rural areas - to contribute a fair economic and social development of rural people both women and men - to contribute to a stronger democracy in line with EU values Strategic objectives of NFFM 1. Strengthening NFFM institutional and financial sustainability 2. Business development in agriculture - equal economic opportunities to farmers. Climate change adaptation measures 3. Representing and defending the socio-economic rights and interests of the farmers
Current situation	The diagnostic of the agricultural sector has shown that information flows between meso organizations and micro-organizations are in most cases asymmetric. This is also true for meso organizations themselves. The sector associations in most cases advocate on behalf of their members, with the



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	focus on leveraging subsidies for agriculture or getting donor support. The services targeted to improve the business of members are rather weak. Currently, the farmers face the ongoing problem in accessing quality inputs, do not have enough knowledge and information on technology. There is a lack in expertise, and weak communication and share of experience between farmers on production aspects and seeding material. There are many small farmers inclusively women who do not have access to any kind of financial support as subsidies and other projects. There is also a high need of systemized Informational platform in order to allow farmers to access digitalized services (remote access). Hypothesis: <i>If farmers from all the regions of Moldova will have access to quality inputs, will have the knowledge on technology they will increase the production, increase quality and would be able to earn more.</i>
Proposed task	NFFM is a national level business association. Nevertheless, they do not cover all the regions in Moldova and their services are not available especially in remote areas. Rather wide range of services and scope of activities. Financial model based on membership fees and separate contracts. Major governing interests' attraction of additional funds, development of agriculture and agricultural services to attract more members. The organization has a potential to address the challenge of coordination among the stakeholders through its network. Being in close cooperation with the regional representatives of the Federation, NFFM will improve extension service package and will be helping farmers understand where to buy reliable inputs. By addressing the real challenges of farmers, in terms of access to quality inputs and information NFFM will build trust in its services and network. Project objective: Enlarging the area of NFFM presence in the rural communities and ensuring access to relevant services to small and medium farmers (both men and women) ➤ Identifying of relevant 6 regional consultants in Regional Organizations of NFFM – Ocnita, Singerei, Gagauzia, Orhei, Cahul and Center ➤ Training of 6 identified consultants related the spectrum of services provided by NFFM – access to information, financial services, promotion to markets and cooperation and climate change adaption methods in agriculture. ➤ Hiring of 6 additional local consultants based on service provision contracts ➤ Fulfillment of monthly plans of activities in the regions that they work – including individual consultations, support in access subsidies and specific trainings. Expected results ➤ Increased area of NFFM intervention with about 50 rural communities. ➤ Increase of farmer's incomes and productivity with 5- to 25 %

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	➤ It will improve extension service package of NFFM and will be helping farmers understand how to get reliable information and access to services ➤ By addressing the real challenges of farmers, in terms of access to quality services, inputs, other products NFFM will build trust in its services and network. ➤ The NFFM will offer better and comprehensive extension services to its members and companies that are in the network of NFFM apply the services and increase their incomes. ➤ The extension services would address concrete problems farmers face in terms of plant protection, agricultural technology, markets, etc ➤ At least 2000 farmers (45% women and 60% youth) will be targeted by the consultants and NFFM interventions. ➤ At least 500 farmers both men and women will be assisted in applying and getting of subsidies in agriculture and other financial products ➤ NFFM consultants' team will be increased with additional 6 consultants out of which 3 are young people and 2 women.
Intent	Optim will use financial resources to buy the risks of the NFF in expanding their coverage and improving their services, and support organizations institutional development, with the focus in strengthening the internal human resource capacities. - Increase the area of intervention of NFFM with about 50 rural communities and 2000 farmers; - Make information and services affordable and available for farmers in all the regions of Moldova; - Improve the access of farmers to relevant information and timely services; - Reduce the farmers' costs for relevant services; - Improve the profitability and competitiveness of farmers through cost optimization, and more informed decisions; - Improve the function of knowledge and technology transfer; - Increase the number of NFFM members; - Improve the information flow and cooperation among farmers and NFFM.
Systemic change /sustainability	NFFM hires 6 b consultants in Ocnita, Singerei, Gagauzia, Orhei, Cahul and Center and increases the area of intervention with about 50 rural communities and 2000 farmers in 6 new regions of Moldova. The farmers have access to qualitative inputs, will be able to make informed decisions on where to buy inputs (seeds, fertilizers, etc.) thus improving the quality, increases profitability and decrease losses. NFFM understands better the needs of farmers and are providing the targeted services and support to transform them in permanent members. NFFM increases its revenues and enlarge the network of members.
Challenges and risks	NFFM's internal capacities are rather weak. High costs and lack of relevant professional consultants. Farmers do not find the support services useful. Information is not being distributed efficiently into the regions where NFF has offices.

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	Unwillingness of farmers to become members of NFFM and pay members' fee. Low farmer's understanding about the need to cooperate and share knowledge and risks.
Expected impact/results	- 6 regional consultants in Ocnita, Singerei, Gagauzia, Orhei, Cahul and Center will be identified and hired, based on recommendations/ call or head hunting system. - All regional consultants of NFFM including new consultants will be trained on how to provide services to members in cooperation with NFFM staff and team of NFFM contracted national experts in specific issues: production, financial education, entrepreneurship, etc. - About 300 farmers will be consulted related their needs and necessary which will help them to address above mentioned needs - based on products/gender/ etc. - At least 2500 farmers from mentioned regions will have access to specific services of NFFM such as advisory support, technologic aspects, access to subsidies and finances, access to markets. - A more visible NFFM - Development of coherent and relevant communication capacities of NFFM in relation to farmers, members, donors and partners - social media, SMS system, online and TV media, etc. Increase of NFFM membership and more than 4000 members will have permanent access to information on various aspects - Establishment of at least 10 commercial linkages between farmers and processors in a mutual benefit. As a result of these actions is planned to develop and strengthen 2 cooperatives in beekeeping and dairy production. - At least 50 farmers will directly benefit from having contract farming - access to markets and inputs. Other 15 farmers will benefit by being in cooperation and selling together the agricultural production.
Signs of success/failure (Short, medium, long term)	Short term: • NFF has stronger institutional capacities and provides useful support services to their members, including in 6 new regions of Moldova. • NFF will improve extension service package • Farmers will know where to buy reliable inputs Medium to Long term: • Farmers will be more competitive and close cooperation with other stakeholders will allow them to compete on various markets in terms of quality and diversification • With their improved extension function, NFFM would also link farmers to processing industry, thus facilitating the access to domestic markets too.
Gender and Social Inclusion	NFFM will ensure the GSI through specially targeted groups for women and excluded groups.

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Resources	Optim Project offers financial support to partially cover the costs for the intervention. Financial resources needed are 620 500,00 MDL.
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For HELVETAS:
Artak Harutyunyan



For Partner:
Vasile Mirzenco



Title of intervention: Enlarging, adapting, and improving of extension services of NFFM to its members

List of activities and responsible parties																										
Title		2021												2022											Description	Expected impact
Activities required																										
Assessment of the needs	EVALUATION	VII	VIII	IX	X	XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII							
	Consultation workshops with farmers - needs assessment.																									
	Participatory research "Farmers' needs assessment" and proposed solutions"																									
	Assess the the services portfolio																									
INSTITUTIONAL DEVELOPMENT AND SERVICE PROVISION																										
Consolidating and expanding NFFM area of service delivery	Identifying 6 local consultants and TOR preparation																									
	Training of the NFFM new staff in service provision and communication skills																									
Developed strategic objectives implementation	Mechanisms of implementation system																									
	Fundraising policies of NFFM																									
	Communication strategy																									
Promotion of the NFFM role	Develop a promotional content and materials																									

Budget for cooperation agreement between Optim project and NFFM 2021 - 2022

	Costs	Unit	# of Units	Unit rate (in MDL)	Total Costs (in MDL)	Helvetas	NFF Contribution	HELVETAS %	NFF %
1.	Assessment of the needs								
1.1.	Consultation workshops with farmers - needs assessment	units	6	3,000	18,000	0	18,000		
1.2.	Preparatory research - farmers' needs assessment and proposal	unit	1	12,500	12,500	0	12,500		
1.3.	Expert co-facilitator - service provision	month rate	14	10,000	140,000	140,000	0		
	Subtotal 1				170,500	140,000	30,500		
2.	Institutional development								
2.1.	Identifying 6 local consultants and ToR preparation	days	12	1,000	12,000	0	12,000		
2.2.	Training of the NFFM new staff in service provision and communication skills	days	3	8,500	25,500	15,500	10,000		
2.3.	Developing mechanism of Strategic Plan implementation including member's satisfaction measure system	days	20	10,000	20,000	0	20,000		
2.4.	Promotion of Informational Platform of NFFM	lumpsum	1	25,000	25,000	15,000	10,000		
2.5.	Updating the web page of NFFM	lumpsum	1	10,000	10,000	0	10,000		
	Subtotal 2				92,500	30,500	62,000		
3.	Service provision and communication								
3.1.	Assistance of farmers in getting extension services advisory support access to inputs and markets - 6 Regional consultants coaching support	month	12	18,000	228,000	168,000	60,000		
3.2.	Integration of farmers in short supply chain - marketing events, fairs etc	events	3	10,000	30,000	20,000	10,000		
3.3.	Communication actions - promoting project activities and impact	lumpsum	1	25,000	25,000	5,000	20,000		
3.4.	Production costs - 5 groups of farmers	training	10	7,000	70,000	35,000	35,000		
3.5.	Development of farmers capacities on Agro Market system of NFFM	profiles	250	200	50,000	0	50,000		
3.6.	Producers and processing unit or seller	contract	8	15,000	120,000	120,000	0		
3.7.	daily production	lumpsum	2	25,000	50,000	50,000	0		
	Subtotal 3				573,000	398,000	175,000		
4.	Other								
4.1.	Unforeseen	lumpsum	1		20,000	0	20,000		
4.2.	Bookkeeping services	months	14	4,000	48,000	0	48,000		
4.3.	Transport costs - rent, fuel etc	month	14	3,000	36,000	18,000	18,000		
4.4.	Audit costs	lumpsum	1	17,000	17,000	17,000	0		
	Subtotal 4 indirect costs				121,000	35,000	86,000		
5.	Total costs and share of participation %				957,000	603,500	353,500	63%	37%

For HELVETAS:

For Partner:

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