

Call for Proposal

Study on the Profitability and Market Integration of Dynamic Agroforestry in Ghana

Background:

Fairtrade Africa and Max Havelaar France are implementing the Ghana Agroforestry for Impact (GAIM) project in the Ahafo region, in Ghana. This initiative seeks to strengthen Fairtrade cocoa cooperatives by supporting the agroecological transition of production systems through the adoption of Dynamic Agroforestry (DAF) techniques on 100 hectares cultivated by 400 farmers members of 3 Fairtrade-certified cooperatives: Kuapa Kokoo Farmers Union (KKFU), Asunafo North Cooperative Cocoa Farmers Union and Kukuom Cooperative Cocoa Farmers Union.

DAF approach mimics forest-like conditions, enhances soil health, forbids the use of chemicals, decreases the input dependency, facilitates intercropping, focuses on crops diversification and ultimately seeks to improve and diversify farmers' income and livelihoods.

While DAF has shown promising environmental and agricultural benefits, its financial sustainability remains a key challenge. This study aims to assess how DAF can become progressively profitable for farmers and their cooperatives to encourage adoption; focusing on commercialization strategies, cooperative asset optimization, and the feasibility for establishing Payment for Environmental Services (PES) schemes.

Objective of the Study

The primary objective of this study is to identify the conditions under which DAF can be financially viable and increasingly profitable for farmers and their cooperatives, and propose the corresponding business ideas/plans. The following actions will be organised:

1. **Market Study on Opportunities for Diversified Agroforestry Products** through the optimization of crop production and market integration. The consultant will provide:
 - An inventory of the diversification strategies of the farmers and production projections in the years to come, at community or society level.
 - An economic analysis of diversified crop integration within cocoa cooperatives:
 - i. how much would it cost to plant and harvest these new seeds
 - ii. how much the farmers consume, and how much savings would it correspond to
 - iii. how much would they sell and at what level of profitability.
 - iv. Identify/ proposed new crops (high value crops) that can be added to the already existing diversified crops.
 - Strategies for organized and timely cultivation of diversified crops at community or society level to encourage self-consumption while preventing oversupply, to facilitate efficient commercialization.

- A measure of the potential self-consumption of diversified crops and potential income generation through the sales of diversified crops, especially during the dry season.
- Map, quantify and qualitatively analyze **potential markets for diversified products**:
 - (i) **Local and regional markets**, including nearby urban areas such as **Kumasi**.
 - (iii) **Distant domestic urban markets** (e.g., Accra) with connections to initiatives such as the **Ghana Food Movement** and **Link Up Kitchen**.
 - (iv) **International markets**, where niche organic or climate-resilient agroforestry products may have demand.
- Evaluate logistical, regulatory, and value chain factors influencing access to these markets.

2. Cooperatives' assets utilization

- Inventory of cooperatives' fixed assets (warehouses, trucks, motorbikes, etc.) and analysis of how those assets can be better utilized during cocoa off-season, focusing on the management, transportation, storage and commercialization of diversified crops cultivated on DAF farms (fruits, vegetables, cereals, other innovative crops and vanilla...).
 - Support the drafting, proofreading and testing of the cooperatives' business models on the integrating of diversified crops into cooperatives' operational and commercial frameworks.
 - Recommend potential adaptations of the usage of those tools & facilities to commercialize crops produced on diversified plots, including logistical and infrastructural requirements for the storage, transport, and distribution of diversified crops.
3. Based on the Analysis mentioned above, **develop 2 Strategic Business and Marketing Plans** for the 2 cooperatives supported by the GAIM project, to position and promote new products grown in DAF plots.

4. Feasibility of Payment for Environmental Services (PES) including carbon credits, and Pilot Project Design

- Feasibility assessment for establishing a PES model to monetize their practices (DAF, good agricultural practices, carbon sequestration, other initiatives that could be considered as Nature Based solutions ...) and for farmers to receive identified PES compensation.
- Identification of certification schemes and partnerships to facilitate carbon credit payments, considering Ghana's regulatory framework.
- Explore viable PES mechanisms beyond carbon credits.
- Outline the institutional, legal, and financial mechanisms required to implement and scale the PES scheme.
- Liaise with local NGOs and researchers / specialists on the topics to proposed a design for piloting PES project that will interest commercial partners working with the cooperatives.

Scope of Work:

The selected consultant or research team will:

- Conduct field assessments & analysis on agroforestry diversified crops commercialization, based on interviews with :
 - The GAIM project team
 - Other members of the Fairtrade team and other local NGOs' teams working on agroforestry in Ghana
 - A sample of the farmers benefiting from GAIM and other similar projects
 - The cooperatives' management and staff engaged in GAIM
 - Actual market actors
 - Prospects, like companies trading agricultural products and NGOs / institutions interested in PES and carbon credits initiatives.
- Perform an economic analysis of diversified crop integration within cocoa cooperatives (see above)
- Identify best practices and case studies from similar agroforestry initiatives.
- Perform **market analysis**, including price trends, seasonality, optimization of cultures and commercialization activities, competition, and buyer requirements.
- Propose business plans and actionable recommendations for cooperatives to enhance commercialization and asset utilization, including assets inventory, crops production projections and the corresponding optimized commercialization plan.
- Develop a roadmap for PES implementation, including necessary measurement and monitoring mechanisms.
- **Engage with local public and private actors** (eg. NCRC, ITTA, Tony's Chocolonely, Halba Chocolate...) to feed the analysis on PES and design pilot project adapted to buyers interests and sustainability goals.
- Deliver a **business case** outlining profit potential for farmers transitioning to DAF, taking into account market access, cooperative services, and PES.

Deliverables:

- An inception report outlining methodology and work plan.
- A mid-term progress report with preliminary findings on the 3 above-mentioned objectives
- A final report detailing:
 - Market integration strategies for diversified crops.
 - Optimization plans for cooperative asset utilization.
 - A feasibility study for PES implementation, including proposed partnerships.
- A stakeholder workshop to present findings and recommendations – Fairtrade Africa and Max Havelaar France could include this workshop into a wider event / combine this workshop with other events planned within the GAIM program

Qualifications and Experience:

The ideal applicant(s) should possess:

- Expertise in agroforestry, agribusiness, and sustainable agriculture.
- Experience in market research and value chain analysis for agricultural products.

- Familiarity with cooperative business models and agricultural logistics, if possible, in the Ahafo region, or in Ghana.
- Knowledge of PES schemes and carbon credit certification processes in Ghana.
- Technical Paper: [Carbon Footprints and Mitigation Opportunities in Fairtrade Supply Chains](#)
- A strong track record of conducting field-based research in Ghana or similar contexts.

Documentary resources available

The following documents will be made available for the consultant:

- GAIM full project proposal
- GAIM attendance monitoring tools
- GAIM quarterly reports
- GAIM notes on events with cocoa actors
- NORAD, Sankofa and D4A endlines
- Presentation of Dynamic Agroforestry as implemented by GAIM

Proposal Submission:

Interested applicants should submit a proposal including:

1. A detailed methodology and approach.
2. A timeline/schedule of the implementation
3. The best and final budget estimate inclusive of applicable taxes. The financial proposal should clearly breakdown the taxes applicable
4. A list of key team members and their relevant experience.
5. Examples of previous work related to agroforestry, market research, or PES. Applicants can provide reference letters to support their application. The reference letters must be on letterheads and must have contact details.

Proposals should be submitted to Procurementwestafrica@fairtradeafrica.net by 19th September 2025

Evaluation Criteria:

Proposals will be assessed based on:

- Relevance and feasibility of the proposed methodology.
- Demonstrated expertise and experience of the research team.
- Cost-effectiveness and timeline feasibility.
- Understanding of the local context and cooperative structures.

Important Timelines

- Tender Release Date: 2nd September 2025
 - Deadline for Submission of Questions: 8th September 2025
 - Responses from FTA on Submitted Questions: 9th September 2025
 - Deadline for Proposal Submission: 19th September 2025
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Note:

1. If you do not hear from us by **10th October 2025**, please consider your application **unsuccessful**. Due to the high volume of applications, we regret that we may not be able to provide individual feedback.
2. All communications and correspondence must be directed through the **Procurement Mailbox provided above**.