



## TERMS OF REFERENCE

**Title: Technical, Business & Digital Coaching for Livestock/Poultry Farmers**

Date: 11 February 2026

**Location:** Akkar, Lebanon

**Project Title:** SILA – Sustainable Inclusive Livelihoods in Agriculture

**Contact:** [procurement@fairtradelebanon.org](mailto:procurement@fairtradelebanon.org)

**Date of Posting, if applicable:** 20 February 2026

**Deadline for Submission:** 28 February 2026

## SCOPE OF WORK

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### Project Background

The Sustainable and Inclusive Livelihoods in Agriculture (SILA) project funded by Swisscontact and implemented by Fair Trade Lebanon (FTL) is a 1-year project that aims to improve livelihoods in Akkar by strengthening the capacities of smallholder farmers, livestock and poultry producers, Agri producers, and post-harvest facilities, while improving their access to sustainable market systems. Through market assessments, targeted capacity building, coaching, and facilitated market linkages, SILA supports stronger local value chains, promotes sustainable production and better use of local resources, and encourages the inclusive participation of women and vulnerable farmers to enhance long term resilience and income generation.

#### 1- Summary

Fair Trade Lebanon (FTL) is seeking qualified coaches and technical experts to support the implementation of the SILA project's coaching program targeting 50 smallholder animal farmers (livestock and poultry) in Akkar.

Each farmer will benefit from an average of three coaching sessions (combination of field visits and practical guidance), depending on the lot.

This ToR is divided into four lots. Applicants may apply to one or more lots, clearly indicating their lot(s) of interest in the subject line.

#### 2- Objective

To enhance technical productivity, feed management efficiency, business capacity, financial literacy, and digital market access of 50 livestock and poultry farmers in Akkar, thereby improving sustainability and reducing dependency on imported inputs.

### **3- Lots**

#### **3.1. Lot 1: Technical & Feed Management Coach – Livestock (Agricultural Engineer)**

##### 3.1.1. Scope of Work:

The service provider will:

- Deliver one-on-one coaching sessions to smallholder livestock farmers
- Provide one tailored coaching session per assigned farmer
- Cover the following topics:
  - Sustainable livestock production practices
  - Feed management optimization
  - Formulation of balanced rations using local feed/fodder resources
  - Productivity improvement strategies
  - Reduction of dependency on imported feeds

Coaching will include field visits, practical demonstrations, and technical follow-up.

##### 3.1.2. Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- Advanced degree in Agriculture, Animal Production, Livestock Sciences, or related field
- Minimum 5 years of relevant professional experience
- Proven experience working with smallholder livestock farmers
- Strong practical knowledge in feed formulation and ration balancing
- Field-based coaching experience preferred

#### **3.2. Lot 2: Technical & Feed Management Coach – Poultry (Agricultural Engineer)**

##### 3.2.1. Scope of Work:

The service provider will:

- Deliver one-on-one coaching sessions to smallholder poultry farmers
- Provide one tailored coaching session per assigned farmer
- Cover the following topics:

- Sustainable poultry production practices
- Feed management and feed efficiency
- Balanced ration formulation using local feed/fodder resources
- Biosecurity and productivity enhancement
- Reduction of dependency on imported feed inputs

Coaching will include field visits and hands-on technical guidance.

### 3.2.2. Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- Advanced degree in Agriculture, Poultry Sciences, Animal Production, or related field
- Minimum 5 years of relevant experience
- Demonstrated experience with smallholder poultry farmers
- Field-based coaching experience preferred

### **3.3. Lot 3: Business Management & Financial Literacy Coach**

#### 3.3.1. Scope of Work:

The service provider will deliver structured coaching sessions (group-based and/or tailored follow-up) to 50 animal farmers covering:

- Farm financial management
- Cost calculation and profitability analysis
- Record keeping systems
- Sales strategies and pricing
- Financial literacy fundamentals

The coach may combine group sessions with short tailored follow-ups as needed.

#### 3.3.2. Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- Advanced degree in Business Administration, Agribusiness, Economics, or related field
- Minimum 5 years of relevant experience
- Experience working with agricultural MSMEs or smallholder farmers
- Experience in financial literacy training is highly desirable

### **3.4. Lot 4: Digital Skills Coach**

#### 3.4.1. Scope of Work:

The service provider will deliver coaching sessions to 50 animal farmers covering:

- Adoption and use of digital platforms
- Access to veterinary and extension services online
- Digital communication tools
- Online marketing and market access platforms

The coach will ensure practical orientation and hands-on guidance to enable real adoption.

#### 3.4.2. Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- Degree in Agro-Marketing, Marketing, ICT for Development, or related field
- Minimum 5 years of relevant experience
- Experience supporting digital adoption among smallholder farmers
- Practical knowledge of Lebanese agricultural digital platforms is an asset

#### **4- Deliverables (Supporting Documents):**

All selected service providers must submit:

- Coaching workplan
- Attendance sheets
- Pre/post evaluation results (where applicable)
- Field visit documentation (photos where relevant)
- Summary report including recommendations

All reports must be submitted in electronic format.

#### **5- Duration and Timeline**

The assignment duration shall not exceed six (6) months from the date of contract signature. The coaching schedule will be agreed upon with FTL based on beneficiary availability.

#### **6- Location of Implementation**

- The services will be delivered in Akkar region.
- Activities will require travel to farms and field locations within the targeted areas.

## 7- Required Documents for Submission

All applicants (Companies or Individuals) should submit the following:

- Technical Proposal (description of approach and methodology)
  - Financial Offer (in local currency or USD, including all applicable taxes)
  - Company Profile or CV
  - At least two references or examples of similar previous work
  - Signed acceptance of payment terms and conditions
- a. In case of Company application: The company should submit the following legal document:
- Commercial Circular
  - Fiscal Certificate of Incorporation at the Ministry of Finance
  - VAT Certificate of Registration if applicable
  - ID of company's authorized representative(s)
- b. In case of Individual application: The individual should submit the following legal documents
- CV
  - ID
  - Fiscal Number

## 8- Evaluation Criteria

The quotation's evaluation process will consider following with assigned weights:

- Financial ..... 30%
- Technical ..... 70%

## 9- Payment Terms

- Payments will be made through bank cheques
- Payment will be made **20 business days** from the last delivery and submission of final invoice.
- The cheque amount will be subject to applicable bank fees.

## 10- How to apply

Applicants are requested to send:

- Detailed quotation as per requirements
- Legal documents
- Acknowledgment letter of payment modality

via email to: [procurement@fairtradelebanon.org](mailto:procurement@fairtradelebanon.org)

Only selected candidates will be contacted.