



TERMS OF REFERENCE

Title: Market Access Coach (Advanced Coaching for 50 Crop Farmers)

Date: 23 February 2026

Location: Akkar, Lebanon

Project Title: SILA – Sustainable Inclusive Livelihoods in Agriculture

Contact: procurement@fairtradelebanon.org

Date of Posting, if applicable: 23 February 2026

Deadline for Submission: 28 February 2026

SCOPE OF WORK

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 a qualified Market Access Coach / Specialist to support the implementation of the SILA project's advanced coaching component targeting 50 selected crop farmers in Akkar.

This assignment focuses on providing tailored, one-on-one market access coaching following the completion of the general capacity-building phase. The selected farmers represent high-potential beneficiaries committed to improving their market engagement, contract farming participation, and digital platform utilization.

2- Objective

To provide advanced, individualized market access coaching to 50 selected crop farmers through structured field visits and remote guidance, addressing specific constraints and enabling sustainable integration into formal and informal markets.

3- Scope of Work

The selected service provider will:

- Develop individualized coaching plans for assigned farmers
- Conduct structured field visits (on-farm coaching)
- Provide remote follow-up and guidance as needed
- Identify and address farmer-specific market access bottlenecks
- Support farmers in:
 - Contract farming readiness and negotiation
 - Market linkage identification
 - Pricing strategies and buyer engagement
 - Adoption and effective use of digital platforms whenever applicable
- Facilitate linkages with relevant buyers, aggregators, cooperatives, or platforms (when applicable)
- Document coaching progress and outcomes

Each farmer should receive a minimum of three coaching engagements (combination of field visits and remote follow-up) over the assignment period

4- Deliverables (Supporting Documents):

The selected coach must submit:

- Coaching schedule
- Coaching session documentation and attendance records
- Attendance sheet
- Pictures of each visit
- Final coaching summary outlining support provided, market opportunities identified, progress observed, and recommendations

5- Duration and Timeline

The assignment duration shall not exceed Four (4) months from the date of contract signature.

The coaching schedule will be agreed upon with FTL and aligned with farmers' availability and agricultural cycles.

6- Location of Implementation

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

7- Qualifications of the Service Provider

The applicant (individual or company) must demonstrate:

- Advanced degree in Agriculture, Agribusiness, Rural Development, or related field
- Minimum 5 years of experience in market linkage development or agribusiness support
- Proven experience in contract farming models
- Strong coaching and advisory background
- Demonstrated experience working with smallholder farmers
- Experience in digital agriculture and market platforms is an asset
- Excellent communication and reporting skills

Fluency in Arabic is required. English proficiency is an asset.

8- 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

9- Evaluation Criteria

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

- Financial 30%
- Technical 70%

10- 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.

11- 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

Only selected candidates will be contacted.