



## Call for Proposals

### GhanaVeg Business Opportunity Fund

#### Introduction

GhanaVeg believes that vegetable input suppliers, private extension providers, exporters, processors, wholesalers and retailers, are the key chain actors that will drive the change in the sector. Closer arrangements in terms of contracting, service provision and certification between the chain actors can boost the reliability and quality supply of vegetables to the high-end domestic and export markets, as well as benefit smallholder farmers in increasing productivity and direct market access.

Target vegetable crops include: tomatoes, onions, capsicum, okra, garden egg, eggplant, fresh beans, Asian vegetables and members of the *Cucurbitacea* family (cucumbers, squash, butternut and melons).

This Call for Proposals invites: domestic and foreign companies in the vegetable input supply, private extension, exports, processing, wholesale and retail to develop a proposal for GhanaVeg 50% co-financing that focus at:

- The development of direct chain arrangements between exporters, processors, wholesalers and/or retailers on the one hand and vegetable producers on the other hand with the aim of building long-term market partnerships.
- Exploring new sourcing and retail business models for alternative market outlets.
- Exploring direct (new) dedicated (high-end) export channels for high-quality and healthy vegetables from Ghana.
- Development of farm extension and training activities (service provision) for a small- and medium-sized vegetable farmers.
- Development and use of innovative and cost-effective cooling systems by both SMEs and small-scale farmers (as part of the direct work with vegetable producers).

It must be emphasized that the Call specifically focuses on activities that go beyond the individual vegetable company and focuses on the integration of the company's activities with smallholder and medium-sized producers, with a potentially sector wide impact. In this respect, the examples provided above are guiding. As a result, the proposed activities should contribute to:

- Increase in farmer productivity and income from vegetable production.
- Support to healthy and quality vegetable production, taking into account sustainable environmental and food safety standards.
- Support to the certification of vegetable produce under a label that represents Good Agricultural Practices (i.e. Global GAP and/or Ghana Green Label).

### Minimum Eligibility Criteria

All companies soliciting co-financing under the GhanaVeg Program should adhere to the following minimum criteria. These will be pre-screened upon submission by the GhanaVeg Secretariat. If not complied with, the application will be immediately rejected. They are as follows:

1. Be a legally recognized company (LTDs, PLCs, BVs) with a demonstrated sound operational track record of at least two years in Ghana.
2. Only the following type of companies are eligible for funding:
  - vegetable input suppliers (e.g. irrigation, seeds, agrochemicals)
  - private extension providers specialized in open field or protected horticulture
  - vegetable exporters (Asian vegetables, alternative exports crops, especially to the EU market)
  - vegetable processors (paste, juice, cut and dried)
  - vegetable wholesalers and/or retailers (supermarkets, fresh delivery service, corner shops and farmers' markets)
3. If the proposal focuses on collaboration with smallholder and/or medium-sized farmers, a form of private certification needs to be included (whether Green Label or Global GAP, or otherwise).
4. For input suppliers and private extension providers, specific activities need to be put in place that address the safe and responsible use of agrochemicals, as well as training of farmers on at least 3 out of the following 5 areas: (1) quality seed and choice of varieties; (2) seedling production; (3) pest and disease management; (4) fertilization and irrigation; (5) production and business planning.
5. If the applicant is a foreign company without a footprint in Ghana, they must have a Ghanaian partner must with at least two years track record in Ghana.
6. Have audited accounts of at least 2 years.
7. Be prepared to disclose bank accounts covering at least three months of business operations.
8. The proposal must address the arrangements and issues as presented in this Call.
9. Have a fully filled in project proposal in line with the provided format.

### Eligible Activities and Costs

Proposed activities should be additional to the core business of the company; all budgeted costs need to be attributed to new project activities. The maximum co-financing contribution of GhanaVeg is €100.000 per proposal (with another €100.000 provided by the company).

- Capital investments and inputs together, are capped at a maximum of 35%.
- Costs can include additional staff for project management, training and extension, marketing and sales, and quality control.
- Costs can include certification costs, training costs, travel and accommodation (at a reasonable, actual cost), consultancy fees, and expert advice.
- More detailed information on eligible costs can be found in the Fund Manual, accessible at the GhanaVeg-website.

### Required Engagement with GhanaVeg

Interested applicants who meet the above eligibility criteria are required to:

1. Submit a 1-2-page concept note to GhanaVeg's Senior Business Advisor, Sheila Assibey-Yeboah ([sheila@ghanaveg.org](mailto:sheila@ghanaveg.org)).

2. Schedule an Intake Meeting with GhanaVeg's Senior Business Advisor to discuss concept note and plan of work.

### Proposal Development

All applicants need to consider the following during their proposal development:

1. Must address the arrangements and issues as presented in this Call.
2. Proposal to be developed in accordance with the project proposal format as described in the GhanaVeg Fund Manual; carefully filling in all boxes, the M&E indicator framework and the co-financing budget template.
3. Proposals should focus on one or more of the following three outcome indicators:
  - a. Productivity increase of small-scale and medium-sized farmers
  - b. Growth (value- \$US) of domestic high-end market
  - c. Growth of export value (\$US)
4. Applications are to make clear projections on:
  - a. Targeted farmers and farm workers (both directly and indirectly)
  - b. Improved sustainability (environment/food safety) at farm level
  - c. Productivity and income increase of targeted farmers and farm workers
  - d. Company sales / turnover
5. Companies are requested to also indicate how the proposal fits into their broader long term objectives.
6. Proposal's Work Plan need to run from 1 January 2017 till 31 December 2017. All disbursements need to be finalized by 31 December 2017 and all final narrative and financial reports need to be in by 15 February 2018.

### Overall Support from GhanaVeg

- a. 50% co-financing grant for the project's activities to a maximum of €100.000.
- b. Additional technical support from well experienced agronomists from Wageningen UR and GhanaVeg, with the opportunity of developing specific training modules for crop production and business management.
- c. Active linkage of the company to other companies (buyers, agro-dealers, farmers etc.).

### Proposal Evaluation

After passing the minimum eligibility pre-screening by the GhanaVeg Secretariat, an independent Grants Selection Committee will evaluate applications on the basis of: Economic Viability, Technical Approach, Implementation Capacity, Value-for-Money and Corporate Social Responsibility. These criteria are further explained below:

- Economic Viability (20%) Proposed activity must show a cost-benefit analysis indicating a roadmap towards profitability in the short to medium term (3-5 years). This should be calculated taking into account the injection of the grant support, and consider the total project cost, cash flow projections and profitability.
- Technical Approach (20%) This is the degree to which the proposed activity offers an innovative approach that meets the overall objectives and indicators over the life of the project. It can include the proposed extension approach, business model and/or service delivery model. Projects should be well thought through, with logical linkages between inputs and expected outputs.

- Implementation Capacity (20%) The extent to which the applicant and her institution/company are capable of undertaking and accomplishing the proposed activities, based principally on the company profile and past achievements, as well as the qualifications of key staff being involved in the project.
- Value-for-Money (20%) The relationship between the co-financing grant that is requested and the significance and quality of the projected outcomes (as mentioned above in the outcome indicators). It also relates to the ambition level of the proposal, e.g. in terms of number of farmers/farm workers targeted or productivity increase aimed at. In addition, this indicator assesses whether the resources requested are reasonable in the context of the proposed project.
- Corporate Social Responsibility (20%) Corporate Social Responsibility involves the company's approach towards social and environmental issues. The criterion assesses to which extent the proposed activity is likely to have meaningful, sustainable impact and demonstrative inclusiveness of women, youth and/or small-scale farmers.

#### Proposal Submission

Proposals need to be submitted on or before Friday September 16, 2016, 5 pm Ghana time. Submitted documentation should include:

- a. A signed Project Proposal Application form, including a completed budget (in line with the budget format).
- b. Company profile and track record.
- c. Other supporting attachments and documents as stated on the application form.

All documents need to be addressed and sent to the GhanaVeg Fund Manager by e-mail: Mr. Hanson Arthur ([hanson@ghanaveg.org](mailto:hanson@ghanaveg.org))