Terms of Reference

Title	**: Market and Value Chain Assessment Data Collection Consultant**
Location	**: Pangkalan Bun & Central Kalimantan**
Date start	**: 1 April – 30 June 2026**
PIC	**: Hilda Arum Nurbayyanti, Tatag Adi Sasono**

Background & Context

Palm oil cooperatives in Indonesia play a critical role in securing smallholder livelihoods and sustaining upstream supply, yet many continue to face structural challenges in accessing stable markets, securing competitive prices, and meeting evolving sustainability requirements. In Central Kalimantan, smallholder-based cooperatives such as Koperasi Produsen Sawit Mandiri Jaya (KSMJ) operate within a highly competitive environment where Fresh Fruit Bunch (FFB) supply is contested by multiple mills and traders, while downstream buyers increasingly demand reliability, traceability, and compliance with RSPO and ISPO standards. These conditions place pressure on cooperatives to strengthen their market positioning and improve their readiness for downstream integration.

Under the PalmStep Project, Agriterra is supporting KSMJ to enhance its capacity to access and maintain markets through improved value chain integration, including the development of a cooperative-owned Crude Palm Oil (CPO) mill in Kotawaringin Barat. To ensure the technical, financial, and operational viability of this investment, a comprehensive market and value chain assessment has been designed to analyse FFB supply availability and farmer loyalty, mill competition, pricing and logistics structures, CPO buyer requirements, and sustainability expectations at both district and provincial levels. The assessment is intended to generate evidence-based insights that will inform strategic decision-making by KSMJ, Agriterra, and potential partners.

Currently, Agriterra is finalizing the market and value chain assessment design. Given the importance of this assessment, Agriterra intends to engage an experienced consultant to coordinate the data collection phase, including surveys, in-depth interviews, and focus group discussions, and to ensure proper data management and readiness for analysis.

Objectives of the assignment

The experienced consultant is intended to coordinate and oversee the data collection phase of the market and value chain assessment. This includes supervising his/her team as enumerators and field researchers to conduct surveys, in-depth interviews, and focus group discussions; ensuring adherence to data collection protocols and data quality standards; and managing and organizing the collected data to ensure readiness for analysis.

Scope of work and key tasks

The consultant will be responsible for coordinating and overseeing the implementation of the following data collection activities:

Data Collection Scope

- Quantitative survey: approximately 430 respondents (Farmers member of Cooperative and Farmer non member)
- In-depth interviews: approximately 40 interviews
- Focus group discussion (FGD): 3 session

Key Tasks

1. Recruit and contract enumerators for quantitative surveys and field researchers/interviewers for qualitative data collection.
2. Train enumerators and field researchers on data collection tools, protocols, ethical considerations, and quality standards.
3. Coordinate and supervise the implementation of surveys, in-depth interviews, and the focus group discussion.
4. Ensure timely data entry for survey data and accurate transcription of qualitative interviews and FGD discussions.
5. Conduct data cleaning and quality checks to ensure datasets are complete and ready for analysis.

Activity and timeline

No	Activity	Deliverables	March				April				May				June			
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Recruitment of Enumerators and Field Researcher	• Final list of recruited enumerators and field researchers, including roles and contact details																
2	Training of Enumerators and Field Researcher	• Short training report (agenda, materials, summary, and signed attendance list)																
3	Data collection: survey, key informant interview, and FGD	• Periodic data collection progress updates • Completed survey questionnaires • Audio recordings and field notes from interviews and FGD																
4	Data entry and	• Raw quantitative dataset • Verbatim transcripts of																

	transcription	interviews and FGD															
5	Data cleaning and quality checks	• Cleaned and validated quantitative dataset • Finalized interview and FGD transcripts ready for analysis															

Duration and location

- Duration: 1 April – 30 June 2026
- Location: Kotawaringin Barat and Central Kalimantan

Reporting and governance

The consultant will report to:

- Assigned Agriterra Focal Person (Hilda Arum Nurbayyanti, nurbayyanti@agriterra.org)

All outputs require written approval by Agriterra before payment milestones.

Qualifications and Experience

Education & Technical Skills

- Bachelor's degree (Master's degree is an asset) in Agriculture, Agribusiness, Social Sciences, Development Studies, Economics, or a related field.
- Solid understanding of agricultural and palm oil value chains, including Fresh Fruit Bunch (FFB) production, aggregation systems, and linkages to Crude Palm Oil (CPO) markets.
- Strong technical knowledge of quantitative and qualitative data collection methodologies, including surveys, in-depth interviews, and focus group discussions.

Professional Expertise

- Minimum of 5–7 years of professional experience in field-based research, data collection, or monitoring and evaluation within agribusiness, agriculture, or rural development programs in Indonesia.
- Proven experience coordinating large-scale surveys and qualitative data collection, including recruitment, training, and supervision of enumerators and field researchers.
- Demonstrated experience conducting and/or supervising in-depth interviews and FGDs, ensuring adherence to research protocols, ethical standards, and data quality requirements.
- Experience managing data entry, transcription, and data cleaning processes to ensure datasets are complete, accurate, and ready for analysis.
- Familiarity with palm oil sector stakeholders, including smallholder farmers, cooperatives, processors, and local institutions, is highly desirable.

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- Experience working in multi-stakeholder environments, including cooperatives, private sector actors, government agencies, and development partners.

Competencies

- Strong field coordination, supervision, and team management skills.
- Excellent facilitation and training abilities for enumerators and field researchers.
- High attention to detail and strong commitment to data quality assurance.
- Good analytical and reporting skills, including the ability to prepare field progress updates and documentation.
- Fluency in Bahasa Indonesia; local language skills are an asset.

Payment Schedule [Indicative Budget: EUR 4,700 or IDR 92.000.000 lump sum]

- Advance payment after contract signed - 25%.
- Mid-term payment after handing short training report – 35%
- Approval of cleaned and validated quantitative dataset, finalized interview and FGD transcripts - 40%.

Payments will be made upon receipt of invoices.

Application Process

Interested Individual Consultants or Firms should submit the following documents in PDF to (indonesia@agriterra.org) by (15 March 2026):

- Cover Letter expressing interest and availability.
- Curriculum Vitae (or firm profile) highlighting relevant experience.
- Technical Proposal (max. 8 pages) outlining:
  - Understanding of the assignment.
  - Proposed methodology and work plan.
  - Team composition (if firm) and division of tasks.
- Financial Proposal detailing daily rates, total cost estimate, and any anticipated expenses.
- Examples of previous similar assignments (if available).

Annex 1. Info sheet Palmstep

- **Project Short Title:** PALMSTEP (Palm Oil Sustainability & Traceability Enhancement Programme)
- **Location:** Kotawaringin Barat district, Central Kalimantan, Indonesia
- **Context:**
    - PALMSTEP will be implemented to ensure that the palm oil value chain in Kotawaringin Barat District, Central Kalimantan, Indonesia is sustainable and traceable.
    - The project aims to improve the environmental, social, and economic sustainability and the traceability of palm oil production which plays a significant role in Indonesia's economy. This is crucial to ensure that it will not contribute to deforestation, is produced in a responsible manner, and provides a stable livelihood to smallholder farmers.
    - The project also aims to strengthen a recently established secondary palm oil cooperative in Kotawaringin Barat District, named Koperasi Karya Sawit Mandiri Jaya (KSMJ) to adopt environmental, social, and economic sustainability practices in their business strategy and operations as well as improve its position in the value chain through market linkages and policy influencing.
- **Focus of the action:** The project focus in supporting smallholder palm oil farmers and their cooperatives in Central Kalimantan to comply to sustainable standards and support the district government to align their policy and operations to the palm oil sustainability and traceability standards.
- **Expected Results:**
    - Empowering Smallholder Farmers
    - Strengthening Cooperative Governance and Market Access
    - Enhancing Policy and Institutional Capacity
- **The Objective:** Palm oil smallholder farmers in Kotawaringin Barat district, Central Kalimantan, play a key role in building a sustainable and traceable palm oil value chain. Through a cooperative business model, they can continuously invest in sustainability initiatives. **Specific Objectives:**
    - Smallholder farmers in Kotawaringin Barat district adhere to sustainability and traceability practices in line with ISPO and RSPO standards.
    - The secondary palm oil cooperative, KSMJ, has integrated these principles into its business operations, strengthening its position within the value chain.
    - Additionally, district-level policies in Kotawaringin Barat align with sustainability and traceability standards, further supporting the region's commitment to responsible palm oil production.

  Target Groups: Secondary cooperative KSMJ, 1.400 smallholder farmers that are not yet certified, 3 palm oil primary cooperatives, 2.000 smallholder farmers in Kotawaringin Barat District that have been certified, District government
- **Beneficiaries:** Small holder farmers, cooperatives, Local Government, Government of Indonesia
- **How does your project relate to EU priorities, European Green Deal, and tackling climate change?** The project aligns with the objectives of the EU Green Deal, particularly by focusing on Sustainable Food and Preserving Biodiversity by increasing the productivity of smallholder farmers through sustainable farming practices via Good Agricultural Practices (GAP) training and protect biodiversity through High Conservation Values (HCV) and High Carbon Stock (HCS) training
- **Duration:** (Start and End Date) 01/03/2025 – 28/02/2029
- **Total Budget:** EUR 1,500,000 (Contribution : EU 80 % EUR 1,200,000 and DGIS 20% EUR 300,000)
- **Contact Detail of Project Manager and implementing partners**

  Wenty Octisdah (octisdah@agriterra.org)

- **Lead Partner:** Stichting Agriterra
- **Partners:** Yayasan Fortasbi Indonesia