



Terms of References

For engagement of Expert for establishment of new services

31.07.2025

I. Background

National Federation of Farmers represents the largest network of farmers and farmer's organizations in the country. It has inherited all the institutional memory and experience from the Federation of Farmers of RM. It unites the effort of 43 local farmers' organizations and cooperatives, representing the voice of more than 3.000 members and cooperating with almost all key players in the agriculture and agribusiness sector.

National Farmers Federation has expanded its scope of action. This means that besides farmers, agricultural associations, and agricultural cooperatives, the organization will continue to strengthen and support vulnerable categories in rural areas, greater support for young people and women, and their direct involvement in the development of agriculture through decision-making and active action.

In addition to agriculture, one of the organization's main focuses is rural development, ie dealing with the problems and challenges that the rural population faces, such as poverty and limited approaches of the rural population to health services, education, information law, and decision-making power.

The main pillar of action is lobbying to define the problems from the field and by joint work and analysis will be presented in front of the competent institutions for finding a common solution, which is in the interest of the farmers and the welfare of our entire country.

The focus of the National Farmers' Organization, which will continue to function under the slogan "Together for success" and the logo that symbolizes the labour and production of our farmers, is solving the biggest problems, which is placement and quality production. The mission of the rebranded organization is the ORGANIZED FARMER LEADER IN THE AGRICULTURAL AND RURAL DEVELOPMENT OF THE REPUBLIC OF MACEDONIA. The vision to which we strive is - PROFITABLE AGRICULTURE - STABLE VILLAGE.

From May 2021, NFF implements the project "Supporting small scale farmer in Republic in North Macedonia-Core support to NFF" that is supported by Swedish development organization We Effect.

The objective of the "Supporting small scale farmer in Republic in North Macedonia-Core support to NFF" is support of the implementation of the National Federation of farmers' Strategic plan, that aims at:

- Organizational development
 - Establishment of a system for lobbying and advocacy
 - Information and education of members
 - Economic empowerment of farmers in rural areas (special focus on women and youth)
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- Development of rural areas and adaptation of agriculture to the new climate change
 - Improvement of gender equality
 - Regional networking and cooperation with other agricultural associations and international organizations and institutions

II. Objective of the assignment

The overall objective is to design and propose a comprehensive package of services for NFF members, targeting the needs of small-scale farmers and their associations in the areas of: Lobby and Advocacy, Education and training, Access to information, Production planning and standards, Market preparedness and linkage (particularly to domestic markets).

III. Scope of work

The selected expert will be responsible for the following tasks:

1. Assessment of Current Services and Needs

- Conduct a review of existing NFF member services and capacities.
- Consult with member associations, small-scale farmers, and NFF staff to identify key gaps and needs.

2. Mapping of Market Requirements

- Identify trends and demands in emerging and domestic agricultural markets.
- Assess required production standards, certification, logistics, and marketing needs for farmers to access such markets.

3. Design of Service Portfolio

- Propose a structured and scalable package of services tailored to small-scale farmers and their organizations.
- Services should include, but are not limited to:
 - Advisory services and trainings (technical, financial, organizational)
 - Information dissemination systems (digital tools, newsletters, etc.)
 - Production planning support
 - Market readiness assessments
 - Linkages with buyers, processors, and aggregators

4. Implementation Roadmap

- Provide a practical roadmap and timeline for piloting and rolling out the proposed services.
- Suggest modalities for implementation: in-house, outsourced, or partnership-based.

5. Sustainability and Financing Model

- Recommend models for financial sustainability (e.g. fee-based services, donor support, cooperative mechanisms).
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IV. Expected workload i.e. time for delivery of the service:

The expert should deliver the expected outputs on Macedonian language by following timeline

Schedule of milestones and means of measurement/verification of their completion

Month	Milestone	Means of verification
1 September 2025	Engagement of Expert	Contract with the Expert
9 September 2025	Assessment Report of current services and needs	Assessment Report
9 September 2025	Market Mapping Brief	Brief Document
22 September 2025	Proposal for Member Services Package (including tools/templates)	Proposed services document
24 September 2025	Implementation and Sustainability Roadmap	Roadmap plan
26 September 2025		Final Report Timesheet

Reference project activities/budget lines:

Project activity

1.a.	Establishment of new services
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Budget line:

1.a.	Development of NFF strategy 2024-2028, operational plans, budgets, new projects, regional representation model provides stable portfolio of NFF
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Expected duration of assignment is in the period of 01.09.2025 to 26.09.2025. The expert will be engaged 24 days from date of signing of Contract.

V. Duty travel & accommodation

N/A

VI. Coordination & reporting

The engaged service provider/expert will report directly to NFF Project manager and Executive director.

VII. Qualification requirements

Mandatory technical criteria:

1. Education Qualifications:

- The expert must possess a minimum of BSc/BA in political sciences, social sciences, economy, agriculture, agribusiness

2. Professional Experience:

- At least 3 years of professional experience to design and implement support services
- Experience working with NGOs and membership-based organizations
- Knowledge of domestic agricultural markets and value chains
- Strong communication and facilitation skills

Skills of expert:

- Strong analytical and writing skills in both English and Macedonian language
- The expert must be capable of presenting information and the ability to effectively present findings, ideas, and recommendations to various stakeholders

VIII. Application procedure:

Interested parties for this ToR should submit the following mandatory documents:

- Up to date portfolio/CV clearly indicating work on similar assignments (which will include references of documents, analysis, reports, research, and similar tasks)
- Financial offer in MKD, inclusive of all: expert daily fee, applicable taxes, costs of travel, accommodation, allowances, etc.
- Declaration of relationship (signed)

Offers to be submitted on email **vidanka.martinovska@nff.org.mk** and **nff@nff.org.mk** no later than **30.08.2025**.



**All questions you may have can be addressed on email
vidanka.martinovska@nff.org.mk till 11.08.2025.**

IX. Evaluation of the offers

Offers with incomplete documentation and/or offers received after the deadline will not be taken into consideration.

Best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of the applicants' qualification and experience (60points) and financial offer(40points).

The evaluation will allocate a total of maximum **100 points**, with maximum **60 points** for the service provider/expert's technical qualifications and experience and maximum **40 points** for the financial offer.

Service providers/expert must score at least 36 points in the technical evaluation (60% of the maximum available) to qualify for financial evaluation.

Evaluation criteria and scoring

Criteria	Scoring	
Technical Evaluation		
<ul style="list-style-type: none">BSc/BA in Gender Studies, Human Rights, Law, Social Sciences, or a Related Field	No relevant educational background	0 pts
	BSc/BA	5 pts
	MSc/MA and above	10 pts
<ul style="list-style-type: none">At least 3 years of professional experience to design and implement support services	Less than 3 years of relevant professional experience.	0 pts
	Up to 3 years of relevant professional experience	15 pts
	More than 3 years of relevant professional experience	20 pts
<ul style="list-style-type: none">Experience working with NGOs and membership-based organizations	No relevant experience	0 pts
	Experience working with NGOs and membership-based organizations up to 5 years type of reports	10 pts
	Experience working with NGOs and membership-based organizations more than 5 years	15 pts



<ul style="list-style-type: none"> Knowledge of domestic agricultural markets and value chains 	No knowledge	0 pts
	Demonstrated knowledge	15 pts
Financial Evaluation		
<ul style="list-style-type: none"> Price Offer 	=40 pts* (Lowest Price / Proposed Price)	Max 40 pts
Total		100 pts

X. Terms of payment

Payment will be made upon completion of the total assignment and submitting expected deliverables, including timesheet and report. Once deliverables are submitted by the engaged expert as indicated in Section IV- and approved by the Project Manager and Executive director, the payment of the total contracted fee will be paid.

XI. Declaration of relationships

The expert shall describe if he/she have any present or past business or personal relationships with closely associated party from NFF, its governing and executive bodies. Closely associated party (persons, physical or legal) is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity.

Business relationships do not refer solely to contracting arrangements but also to one-off engagements. Personal relationships do not refer solely to immediate family, but also to extended relatives, friends, and acquaintances.

The purpose of the Declaration is to disclose such information which makes the offer and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.

Declaring any relationship shall NOT disqualify the expert from the procurement but rather contribute to more transparent evaluation process.