

Terms of Reference

Title	: Market linkage for Tan Phat Loi Cooperative
Client	: Tan Phat Loi Cooperative (TPA)
Country	: Vietnam
Project number	: 24TPA-10047
Assignment number	:
Period	: Jan-Feb 2026
Cooperative advisor (CA)	: Tran Quang Dieu, Le Thi Thu Hien
Mode of Agripool involvement	: <input type="checkbox"/> Remote (Online) only
	: <input checked="" type="checkbox"/> Field visit included

Introduction cooperative

Tan Phat Loi Cooperative is a leading shrimp farming and processing farmer organization in Vietnam, integrating sustainable aquaculture with member-driven production. It consists of 19 official members and 62 affiliated members, operating across 550 hectares, including 70 hectares of certified organic farms.

In 2023, the cooperative produced 120 tons of fresh shrimp, with volumes adjusted to market demand. Its portfolio includes shrimp crackers, fermented shrimp paste, shrimp powder, and dried shrimp, along with more than ten other processed shrimp and crab products. These items are distributed nationwide through 14 agencies, with strong market presence in Hanoi and Ho Chi Minh City. Supported by government in processing facilities and collaborations with specialized agencies, the cooperative strengthens technical skills among its members while ensuring a steady supply of shrimp products.

Through sustainable practices, modern facilities, and efficient supply chains, the cooperative provides stable income opportunities for its members and contributes to local economic development, positioning itself as a model for sustainable aquaculture in Vietnam.

Background Assignment

With technical support from Agriterra, Tan Phat Loi Cooperative has developed a Strategic Business Plan that highlights its strengths in eco-friendly shrimp farming systems and in creating local employment opportunities, particularly for women.

While the cooperative has successfully introduced its flagship products to the market and expanded distribution nationwide, as mentioned above, it still faces challenges that limit competitiveness. These include limited buyer segmentation, weak product differentiation and branding, and insufficient marketing capacity, which restrict access to higher-value domestic markets.

To address these barriers, Tan Phat Loi Cooperative aims to expand its market reach to a broader buyer network where demand is stronger and competition is moderate. To achieve this, the cooperative has requested Agriterra's support in facilitating market linkages and designing a tailored market expansion plan aligned with its product portfolio and target regions.

Main objective

To support Tan Phat Loi Cooperative in understanding market demand for focused products, connecting to potential buyers, and formulate a market expansion plan for the cooperative.

Specific objectives

- To analyze market demand for the cooperative's key products in some of the most promising provinces across 3 regions: Northern, Southern, and Central parts of Vietnam (specific visited provinces to be discussed and agreed upon later with the consultant), with a focus on demand trends, customer preferences, and competitive positioning in regions that offer larger consumer bases and less direct competition.
- To identify and connect Tan Phat Loi Cooperative with potential buyers (retailers, distributors, supermarkets...).
- To analyze Tan Phat Loi Cooperative' brand positioning, pricing strategy, and promotional efforts.
- To facilitate at least one supply agreement or sale contract between Tan Phat Loi Cooperative and new buyers.
- To formulate market expansion plan for the cooperative.

Expected results

- One assignment report in English, including a market study report, comprehensive market expansion plan.
- Potential buyers in (provinces' names) identified.
- The market study knowledge of the cooperative' staff improved.

Assignment details

- Composition of the Agriterro assignment team
 - 01 national consultant: The consultant will lead on methodology (key informant interview, SWOT analysis, supplier/cooperative pitch), B2B connection, and reporting.
 - 02 Agriterro cooperative advisors: Responsible for planning, coordinating the quality of the assignment.
 - 03 representatives from Tan Phat Loi coop who best understand cooperative products, cooperative core vision, strategic product marketing, and Vietnamese language fluency: Participate in the online meeting, provide the required information, prepare products, quotations, and participate in the assignment.
 - 01 representative of Cooperative Alliance of Ca Mau city.
- Duration of the assignment: The timeframe of the assignment will be 10 days in the period of Jan-Feb, 2026. This includes 02 days for preparation and 02 days for reporting.
- Arrangements: Agriterro Vietnam team will handle all logistics arrangements.

Tentative programme

Day	Date	Programme	Available
02 days	Jan	- Desk research on the market of focused products - Online meeting with Tan Phat Loi Cooperative to assess the products	National consultant/ CAs/ the coop

		(identification, quality, availability); agree on objectives, methodology, and schedule; guide the cooperative to prepare products - Develop questionnaires	
06 days	Jan (as soon as possible)	Market linkage: Meet customer interviews and connecting to potential buyers in the targeted provinces	National consultant/ CAs/ the coops/ Ca Mau Cooperative Alliance
02 days	Jan or Feb	Reporting and closing the assignment	National consultant/ CAs/ the coop
10 days	TOTAL		

CAs = Le Thi Thu Hien, Agriterra Senior Cooperative Advisor
Tran Quang Dieu, Agriterra Cooperative Advisor

Application and selection process

Interested national consultants with a strong network of seafood buyers, retailers, and distributors in cooperative's targeted provinces/locations are invited to submit a complete application package. Application should include:

- Cover letter: Indicating the applicant's interest in the assignment, highlighting relevant experience, and outlining suitability for the role.
- Technical proposal: Presenting the proposed methodology, tools, workplan to carry out the tasks and deliverables outlined in the ToR.
- Financial proposal: Including the daily rate in VND (inclusive of taxes), with a clear breakdown of estimated costs.
- Updated CV(s): Detailing qualifications and professional experience. Examples of similar past assignments in market linkage should be attached.

Qualifications required:

- Proven experience in agri/aquaculture marketing and value chain development.
- Knowledge of shrimp sector in Vietnam (and abroad, this is credit)
- Experience in facilitating B2B linkages or trade promotion.
- Strong analytical and reporting skills.
- Vietnamese language skills preferred; English proficiency required for reporting.

Submission guidelines:

- All application documents must be in English.
- Please submit the full package by email with the subject line: "*Consultant – Market linkage for Tan Phat Loi Cooperative*"
- Email submissions should be sent to: dieu@agriterra.org, vietnam@agriterra.org

Selection process:

- Only shortlisted candidates will be contacted and invited for an interview.
- The closing date for applications is **17:00, 14 Jan, 2026**.

Agriterra, for cooperatives

We are a purpose-driven organisation, aimed at strengthening farmer cooperatives in 13 countries in Africa and Asia. Agriterra's wheel of impact depicts how strong farmer cooperatives contribute to societal development and the relevance to many of the Sustainable Development Goals of the United Nations.

Positively impacting farmer cooperatives is at the heart of our identity and is reflected in our legal entity as a Dutch non-profit foundation.



Agriterra provides high quality and hands-on advice, training and exchange services to farmer cooperatives with maximum impact to support dynamic, economic and sustainably strong and productive rural areas. We draw on a century of cooperative knowledge in the Netherlands shared through our extensive network in the Dutch agri-food sector. These Agripool experts from farmer organisations across the world work with Cooperative advisors from our country offices, supported by staff teams in the Netherlands.

In 2022 Agriterra worked together with 579 farmer organisations, trained 8,989 people and 3,808,366 farmers were reached.