



Introduction of SHEP Approach - Innovation for Agricultural Extension Service -

Mr. Shinji Abe
JICA-SHEP Advisor



“What is SHEP? “

- Stands for “**S**mallholder **H**orticulture **E**mpowerment and **P**romotion” Approach
- Developed in Kenya through technical cooperation project by JICA which started from 2006 and succeeded in increasing farmers’ income
- An extension approach which realize “**Market-Oriented Agriculture**”



2. Introduction of SHEP Activities



“How to realize it in SHEP?”

ESSENTIAL 4 STEPS	SHEP ACTIVITIES
1. Selection of targets and sharing vision/goal	<ul style="list-style-type: none">• Sensitization workshops• Selection of target groups
2. Farmers' awareness of current situation and new information	<ul style="list-style-type: none">• Participatory Baseline survey• Participatory Market survey
3. Decision making by Farmers	<ul style="list-style-type: none">• Crop selection• Crop calendar
4. Provision of technical solutions	<ul style="list-style-type: none">• Making understandable Guideline and extension material to farmers• Demand driven In-field training

2-1. Sharing the vision/goal Sensitization Workshop

- All levels of stakeholders attend the workshop
- Participants understand what they are going to do
- Participants identify their roles and responsibilities
- All stakeholders share how to realize Market-Oriented Agriculture



Participants of the Sensitization Workshop

2-2. Awareness of situation

Market Survey

- Farmers visit to adjacent market and understand not only price but also required quality and quantity, selling condition, price fluctuation, etc.
- Both market stakeholders and farmers can share their own information



Exercise on Market Survey

2-3. Decision Making

Crop Selection

- Based on the results of Market Survey, group members of farmers prioritize their target crops by themselves

Ex)

Crops	Experience	Time for planting and Duration	Expected yield / acre (kg)	Average / Expected price (Ksh)	Expected total income (Ksh)	Cost of production (Ksh)	Expected benefit (Ksh)	Market condition	Ranking
Carrot	No	April, 3 months	4,000	20	80,000	25,000	55,000	Middle size, cash, shape	2
Onion	No	March, 6month	2,000	15	30,000	10,000	20,000	Large size, cash	4
Kale	Yes	March, 3month	8,000	3	24,000	5,000	19,000	Fresh, cash	3
Tomato	Yes	May, 4month	6,000	30	180,000	50,000	130,000	Well matured, middle size	1

2-4. Provision of Technical Solution

Demand Driven In-field Training

- Extension staff are trained on crops or skills according to farmers' needs
- All skills are easy for farmers to adopt
- Farmers learn what they want to know, so adoption rate is high



Extension Officer training Farmer Group



User friendly skills

3-1. Results and Impacts of SHEP in Kenya



“What happened at the field level?”

Income from horticulture crops increased in various countries, i.e.; Kenya, Rwanda, Lesotho, etc.

Income increased only within 2 years!

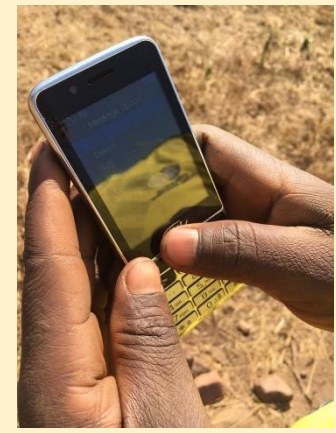


Achievement of SHEP Phase 1

Change in farmers' income from horticultural products (per farming season)

1 Ksh=approx. 0.012 USD (as of March 2014) The amounts in the graph are non

3-2. Results and Impacts of SHEP in Malawi



Before

After

Others

3-3. Results and Impacts of SHEP in South Africa

“Through SHEP I bought a truck and now I don’t have problems when I want to transport my vegetables to the market”



“I managed to pay lobola (get marriage) after starting SHEP”



“I managed to build a house with 4 rooms”.



I believe that your livelihood
will be improved through
SHEP activities in future !

Thank you for your attention

- Contact: abe731213@gmail.com
- Facebook: <https://www.facebook.com/jicashep/>