



**agriculture, land reform  
& rural development**

Department:  
Agriculture, Land Reform and Rural Development  
**REPUBLIC OF SOUTH AFRICA**

# **SMALLHOLDER EMPOWERMENT AND PROMOTION**

## **MEC TALKING POINTS**

**SMALLHOLDER EMPOWERMENT AND PROMOTION (SHEP) APPROACH MEC**  
**TALKING NOTES IN PREPARATION FOR THE NORTH WEST PROVINCE**  
**WEBINAR**

1. Japan International Cooperation Agency (JICA) is a governmental agency that delivers the bulk of Official Development Assistance for the government of Japan. It is chartered with assisting economic and social growth in developing countries and the promotion of international cooperation.
2. The JICA assist the Department of Agriculture, Land Reform and Rural Development deal with the limited access of market by smallholder farmers through the implementation of the Smallholder Horticulture Empowerment and Promotion (SHEP) approach. In South Africa, SHEP include all farming activities and is called **S**mall**H**older **E**mpowerment and **P**romotion.
3. The SHEP is an approach geared to assist smallholder producers to increase their incomes through improving their productivity; better management of group dynamics; embracing the concept of farming as a business, and for producers to start with a market as opposed to start with production and seek markets afterwards. This initiative enhances the capacity of selected smallholder producers to participate effectively and meaningfully in the market-oriented production by applying the SHEP approach which in turn improves production and income generating potential.
4. Six provinces i.e. Eastern Cape, KwaZulu-Natal, Limpopo, Mpumalanga, Northern Cape and Western Cape are currently implementing the SHEP approach. North West Province is one of the provinces that are still lagging behind with regard to SHEP implementation.
5. A total of 26 Extension Practitioners from South Africa received SHEP training in Japan and Kenya/Malawi. One official from North West Province attended training in Japan and Kenya. To date, over 257 Extension Practitioners in South Africa have been trained on Market Oriented Agriculture by the DALRRD in

collaboration with JICA. The implementation of the SHEP approach has seen 1441 smallholder farmers benefiting from the six provinces.

6. Smallholder farmers participating in the SHEP approach are able to produce according to the market requirement. Farmers can conduct market survey on their own with little or no assistance from extension officials. They can also identify markets and negotiate deals in groups in order to satisfy the market.
7. Smallholder farmers sell their produce to both formal and informal markets. Formal markets such as Spar, Boxer, A1 market, Pick n' Pay, government school nutrition programmes, 7 Stars Dairy, etc. The SHEP farmers have managed to build and/or extend houses, buy tractors, buy light delivery vans, buy livestock and some even got married.
8. The DALRRD is hosting webinars per province in order to create awareness of the approach and increase uptake by provinces. North West Province is the fourth province to host the webinar after Mpumalanga, Limpopo and KwaZulu-Natal provinces.