

# Ethio-SHEP

*The Project for Smallholder Horticulture Farmer Empowerment  
Through Promotion of Market-oriented Agriculture in Ethiopia*

## Project Outline

### Project Title

The Project for Smallholder Horticulture Farmer Empowerment through Promotion of Market-Oriented Agriculture (**Ethio-SHEP**)

### Implementing Agency

- Ministry of Agriculture (MoA)
- Amhara Bureau of Agriculture (ABoA)
- Oromia Bureau of Agriculture (OBoA)

### Project Period

January 2017 – January 2022

### Overall Goals

The SHEP approach for market-oriented agriculture is promoted by the Ethiopian government.

### Project Purpose

The SHEP approach which leads to increasing farmers' income from horticulture is proposed for future scaling-up through effective implementation.

### Beneficiaries

- Approximately 6,000 Smallholder horticulture farmers in the target Regions

### Outputs

#### ➤ Output 1:

Capacity on extension service delivery based on the SHEP approach is developed.

#### ➤ Output 2:

The effective extension services based on the SHEP approach are delivered to the target farmers.

#### ➤ Output 3:

The SHEP models suitable to the Regions' situations are developed and proposed.

### Target Site

#### <Oromia Region>

Jimma Zone:

1. Seka chokorsa Woreda
2. Kersa Woreda
3. Dedo Woreda
4. Mana Woreda

Arsi Zone:

1. Tiyo Woreda
2. Digeluna Tijo Woreda
3. Lude Hetosa woreda

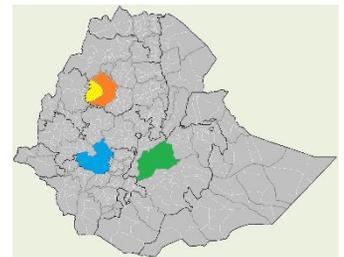
#### <Amhara Region>

West Gojjam Zone:

1. South Achefer Woreda
2. Jabi Tehnan Woreda
3. Dembacha Woreda

Agew/Awi Zone:

1. Ankesha Woreda
2. Guagusa Shikudad Woreda
3. Ayu Guagusa Woreda
4. Banja Woreda



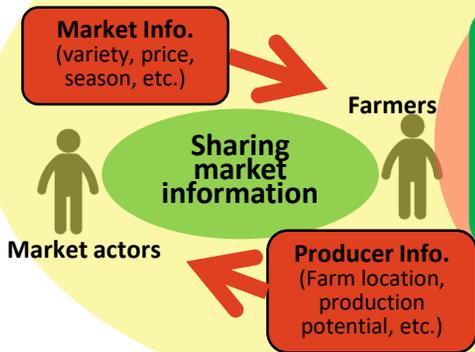
# Concept of SHEP Approach

## Promoting "Farming as a Business"

Sharing information among market actors & farmers for improving efficiency of local economies

## Empowering and motivating people

Three psychological needs to motivate people



- Autonomy**  
People need to feel in control of their own behaviors and goals
- Competence**  
People need to gain mastery of tasks and learn different skills
- Relatedness**  
People need to experience a sense of belonging and attachment to other people

Farmers' awareness and behavior change from "Grow and Sell" to "Grow to Sell"

## SHEP Game

"Fun fun farming"



Download SHEP apps now!  
PC: iOS 6.0 or later  
Mobile: iPhone, iPad, Android



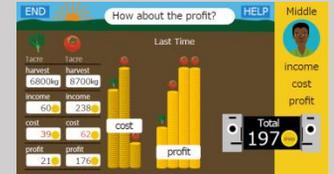
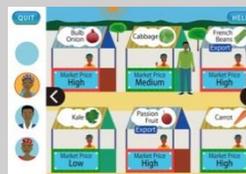
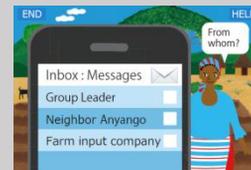
You can experience the SHEP process through a Game.

The main character is a farmer in a farming village. First, choose the main character from four types of farmers.

Next, choose one out of four routes. Two seasons make up one game. Try for a high score (motivation × profit).

At each step of the game, try to think whether you're choosing the best way.

It will help in boosting motivation and profits. Take on the challenge like you're a real farmer!



### Ethio-SHEP Project office

#### Ministry of Agriculture

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#### Oromia Bureau of Agriculture and Natural Resource

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#### Amhara Bureau of Agriculture

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### Facebook

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<https://www.facebook.com/jicashep/>

Check the update information on SHEP !