

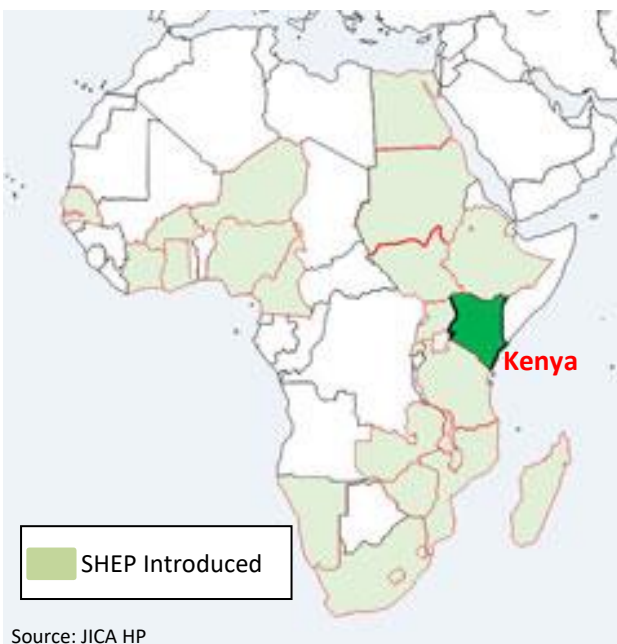


How to establish "SHEP-Zambia" and address the "SHEP customization in the Zambian context"?

SHEP approach is a main component in the Follow-up provinces and the second important component in the New target provinces following small irrigation development. JICA project team and CPUs have disseminated new SHEP ideas approach through a series of the trainings and field activities for farmers in the target project sites: District Model Sites, Camp Core Sites, and other COBSI sites. District staff and CEOs equipped with new knowledge and know-how to conduct four essential steps of SHEP disseminated the SHEP approach to the farmers. Then the farmers actually implemented a series of SHEP activities using their own resources such as baseline survey and market survey, crop selection, crop calendar making. So far, we have noticed some positive impacts of SHEP approach in the district model sites such as Watermelon production at Musanda Irrigation Site in Kasama district. But as one of E-COBSI outputs, the Project must develop and propose "Zambia SHEP" to GRZ and Zambian farmers since SHEP approach was originally developed in Kenya and need to be modified to the Zambian context.

SHEP Project in the World

Before discussing SHEP approach in Zambia, let us review how SHEP is being extended in different African countries as the map below.



Source: JICA HP
<https://www.jica.go.jp/activities/issues/agricul/approach/shep/about/index.html>

Smallholder Horticulture Empowerment & Promotion (SHEP) Approach was developed in Kenya through technical cooperation project by JICA and succeeded in increasing farmers' income. SHEP is an approach to develop "Market-Oriented Agriculture" and converts farmers mind from "grow and sell" to "grow to sell". JICA has set the wide implementation of the SHEP Approach to countries throughout Africa as one of the pillars of Agricultural cooperation in Africa.

Some of E-COBSI Japanese members also have some experiences on the implementation of the SHEP project in other countries such as Rwanda, Egypt, Nepal in

South Asia and realized how SHEP approach has been widely accepted by farmers and has increased farmers' agriculture income through actual impacts from the activities. We have confident that SHEP approach can contribute to Zambian farmers if the approach is well customized in their own context.

Background of "Zambia SHEP"

The Project has examined various interventions of SHEP since March 2019 in Zambia. SHEP approach was originally born in Kenya, whose population density per square km is 90.3 in 2018. Zambia's population density is 23.3, which means that distance to the market between the two countries is significantly different.

Also, SHEP activities promoted in E-COBSI inevitably target all the members of the irrigation sites and group, some of which may not have sufficient commitment to market-oriented agriculture. Kenya's SHEP, in turn, was able to choose motivated and skillful farmers for its intervention. These were the main differences the team observed between Kenya and Zambia.



Transporting of agriculture products. First, farmers carry leaf vegetables up to the main road (5km) by bicycle and then request trucks to transport to the markets.

Examples of "Zambia SHEP" to be proposed by JICA project team

1) Modification of COBSI training schedule

Although District officers and CEOs were trained in SHEP approach at KOT in March 2019 in the FU provinces, some CPU members noticed that the training schedule is too late to conduct the market survey. Since Zambian farmers in our target sites mainly start crop cultivation under irrigation from April, training on SHEP approach in March was too late for CEOs to learn how to conduct market survey and teach farmers what they learnt. Thus, the Project team newly planned "Market Survey Training in January" as a part of COBSI training and changed the overall training schedule in the FU provinces as the picture below shows.

Training Schedule in FU Provinces

Training Contents	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Year 2019	<ul style="list-style-type: none"> Market Oriented Agriculture Water Management O & M of Irrigation Facilities Nutrition Improvement 			TOT								
				KOT			MTT					
		OJT & Monitoring										

Training Contents	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Year 2020 (Plan)	<ul style="list-style-type: none"> Market Oriented Agriculture Water Management O & M of Irrigation Facilities Nutrition Improvement 		Market Survey									
				Preparatory Meeting	Preparation and TOT by each province	KOT		Preparatory Meeting	Preparation and TOT by each province			
		OJT & Monitoring										

Following this schedule, farmers can conduct the market survey in February and March and decide crops to be planted by April.

2) Collaboration with private sectors such as Lima Links

During the Market Survey Training in January, the participants from the FU provinces also learnt how to get market information by using mobile phone through service provided by Lima Links.

Source: E-COBSI Presentation Materials from Lima Links



Lima Links is a Zambian agricultural technological company that provides farmers with live market information via a short code *789# on Airtel network only.

Accessed by farmers throughout Zambia – only access requirement is a basic phone and a registered SIM card.

Currently offers farmers free access to:

- Live market prices for vegetables, field crops, and livestock
- Connections to buyers in informal and formal markets
- Targeted communication platform
- Access to inputs and suggested retail prices for inputs
- 24 hour helpline

Fastest growing farmer platform in Zambia with more than 58,000 registered users.

We are your go-to- name for everything agriculture.

Lima Links

DIAL *789# SEND

FREE ON AIRTEL SUBSCRIBED CELLPHONE

Services listed: 1. Market prices, 2. Messages (SMS), 3. Crop Status, 4. Inputs/Adverts, 5. Sell Order, 6. Help

Market Survey Training on E-COBSI continues introduction of such tools for obtaining market information to address the long market distance.

3) Matching Forum at Agriculture Shows

This is still just an idea, but the Project has a plan to conduct Matching Forum at Agriculture show in Zambia. Matching Forum is an optional activity of SHEP step 2 (Farmers' awareness is raised). The half-day Forum inviting representatives of SHEP target farmer groups and market stakeholders. The forum has two purposes: (1) it shows farmers a business opportunity which horticultural farming can bring to them, and (2) it helps farmers to establish business linkages with a variety of market actors involved in horticulture business.

All Agriculture shows were canceled in 2020 due to the pandemic of COVID-19. If it is implemented in 2021, the matching forum will be planned by E-COBSI at camp, district, and/or provincial level. In addition to the show, farmers' field day is also a good opportunity to disseminate SHEP approach.

4) Conduct SHEP approach with COBSI approach in the New target province

SHEP approach can be a booster of COBSI approach if farmers are motivated in market-oriented agriculture and irrigation. District officers and CEOs learn both SHEP and COBSI approach at KOT in March so that farmers can conduct the market survey under SHEP approach and keep high motivation to construct simple weirs and canals.



Transporting Tomato. The farmer hires the truck, pay the fee per basket, and bring the tomato to the Market.

The above four examples of "Zambia SHEP" are still draft of the approach. After resuming dispatch of JICA project team, Japanese experts of marketing together with DMDO from the CPUs will implement field survey in the district model sites and grasp the situation on farmers' marketing in more detail. Then the team will propose approach of "Zambia SHEP" to the CPUs.