



# Overview of SHEP Approach

## - Innovation for Agricultural Extension Service -

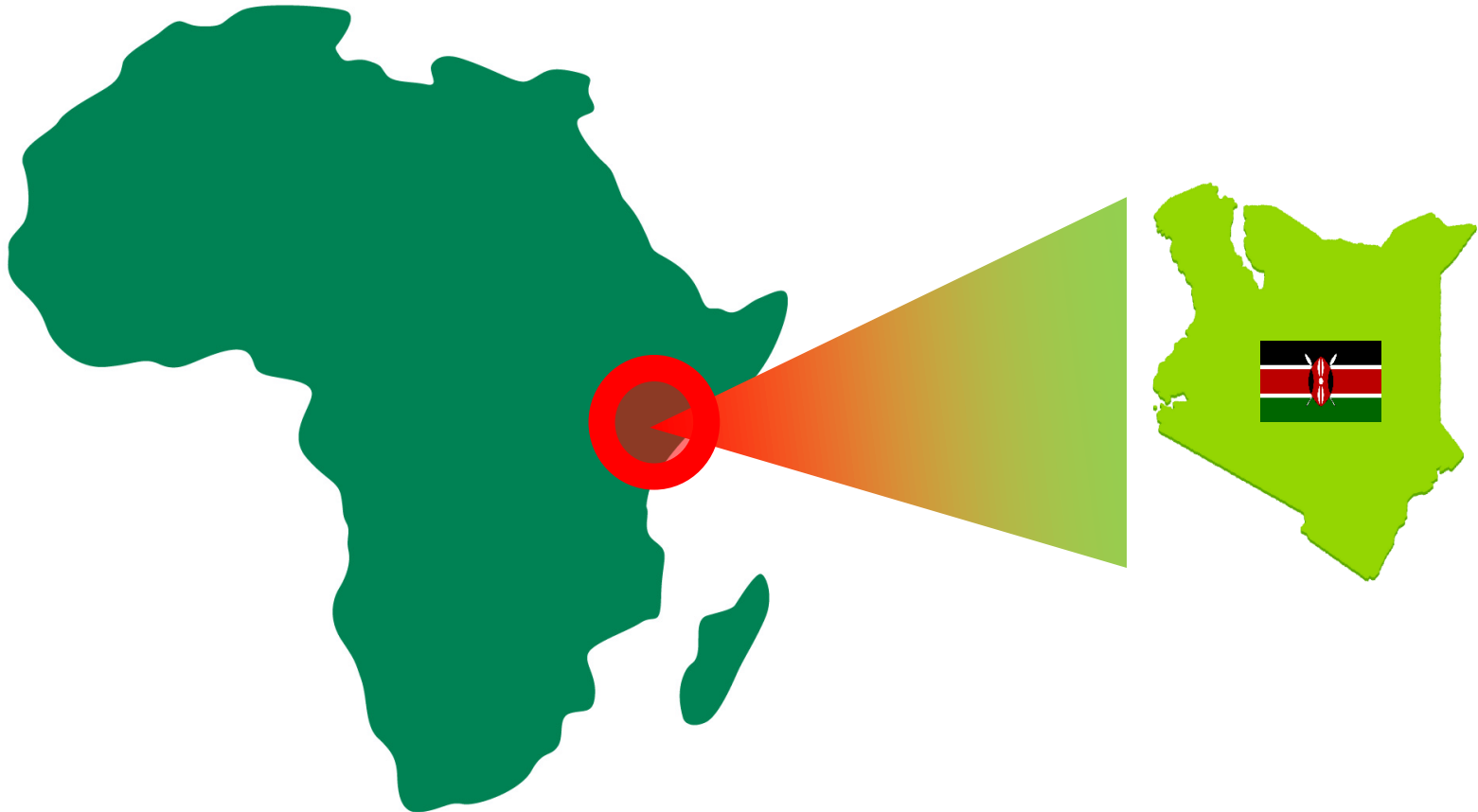
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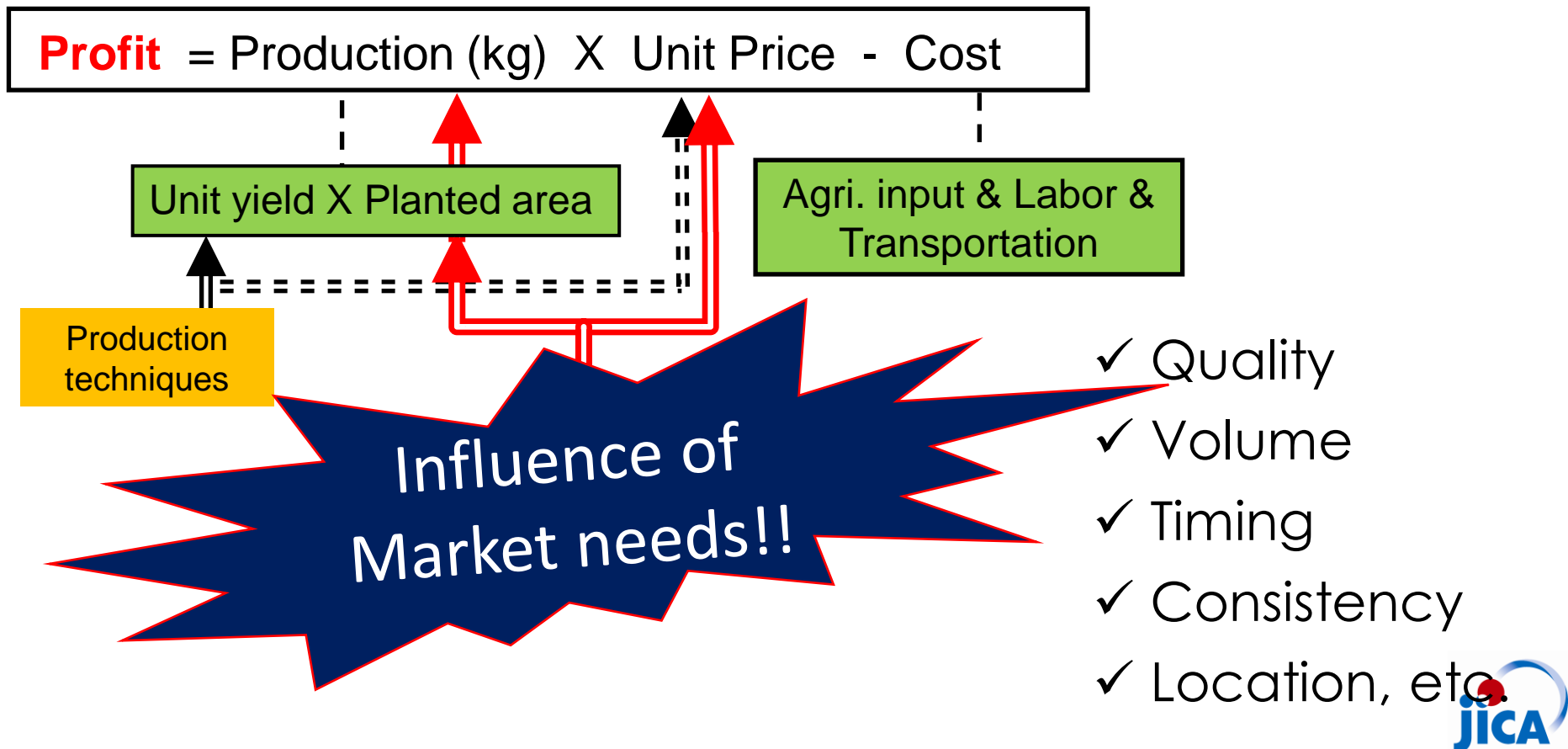
# 1. Establishment of SHEP (1)

- ✓ Nov. 2006, Smallholder Horticulture Development Project (SHEP) was started as a JICA's Technical Cooperation Project in response to the official request from Government of Kenya.



# 1. Establishment of SHEP (2)

- ✓ Purpose of the project is to empower small scale horticulture farmers and its indicator was “% of increase income of target farmers”



# 1. Establishment of SHEP (3)

- ✓ SHEP team had a long discussion.
- ✓ Members said;

Market needs?

Let's select three crops based on the potential of agro-ecological zone!!

Target crops should be selected by District

Agri-business officers collect market information frequently. Then project provide this to farmers

How frequent?



# 1. Establishment of SHEP (3)

- ✓ One day, over one hundred farmers came to a district agricultural office at Eldoret, Kenya. Farmers said;



Market needs?



We grew Passion Fruits, because the Gov. recommended and trained us!!



You told us Passion bring money!! But, it didn't make money!!



You have to compensate a loss!!



Oh!! Sorry, but we cannot buy your products, and anyone control market ,,,,



# 1. Establishment of SHEP (4)

- ✓ SHEP Team continued a discussion.

Market needs?

Even though, districts select target crops based on agricultural zone and market info, some things might be happened

Unmm,,,,, but how target crops will be decided???

Good idea!! But I am afraid if farmers can do so

What about Farmers survey markets and decide crops by themselves?



**Anyway, Let's try!! We can review later.**



# 1. Establishment of SHEP (5)

**Sharing**

**Market S**  
farmers

**Action**

**Technology Transfer**  
according to Plan



The project team tried to implement activities

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Sensi

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Acti

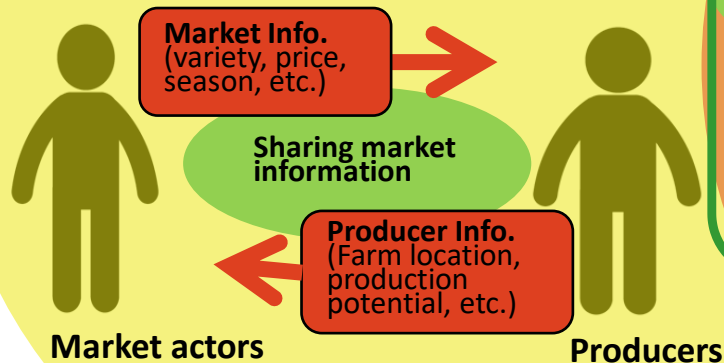
How to use weeding tool

# 1. Establishment of SHEP (6)

## The Core Concept of SHEP




### Promoting “Farming as a Business”

Sharing information among market actors & farmers for improving efficiency of local economies (Mitigating the **asymmetry of information**)



### Developing and motivating people by effective activity designs and “tips”

Raising intrinsic (internal) motivation for continuous activities implementation (Self-determination Theory)  
- 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



# 1. Establishment of SHEP (7)

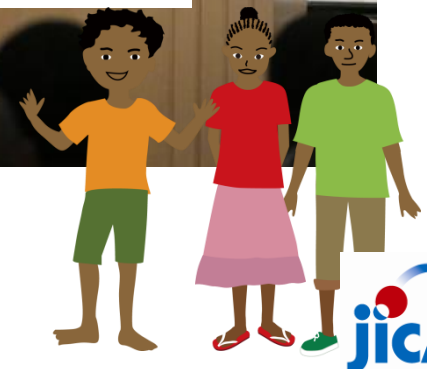
Farmers` changed their mindset from “Grow and Sell” to **“Grow to Sell”**!!



# 2. Expansion of SHEP (1)

## Commitment by Govt. of Japan

- “We would like to transition away from agriculture “that enables the farmer to eat” to agriculture the farmer to earn money.” by Prime Minister Mr. Shinzo ABE@TICAD V in 2013
- Commitment: Expansion to **10** countries, Capacity building of **1,000** skilled agricultural trainers, support to **50,000** farmers

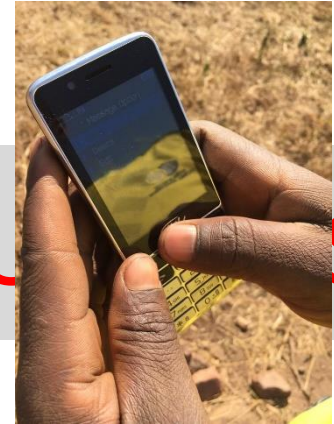


## 2. Expansion of SHEP (2)

### Outcome in Africa

- **407 officials** have participated in the Training Courses of the SHEP Approach
- In total, 25,000 officials of **28** **African countries** are involved in the SHEP Approach, benefitting **225,000 small scale farmers**





**Before**

**After**

# 3. Next Stage of SHEP (1)

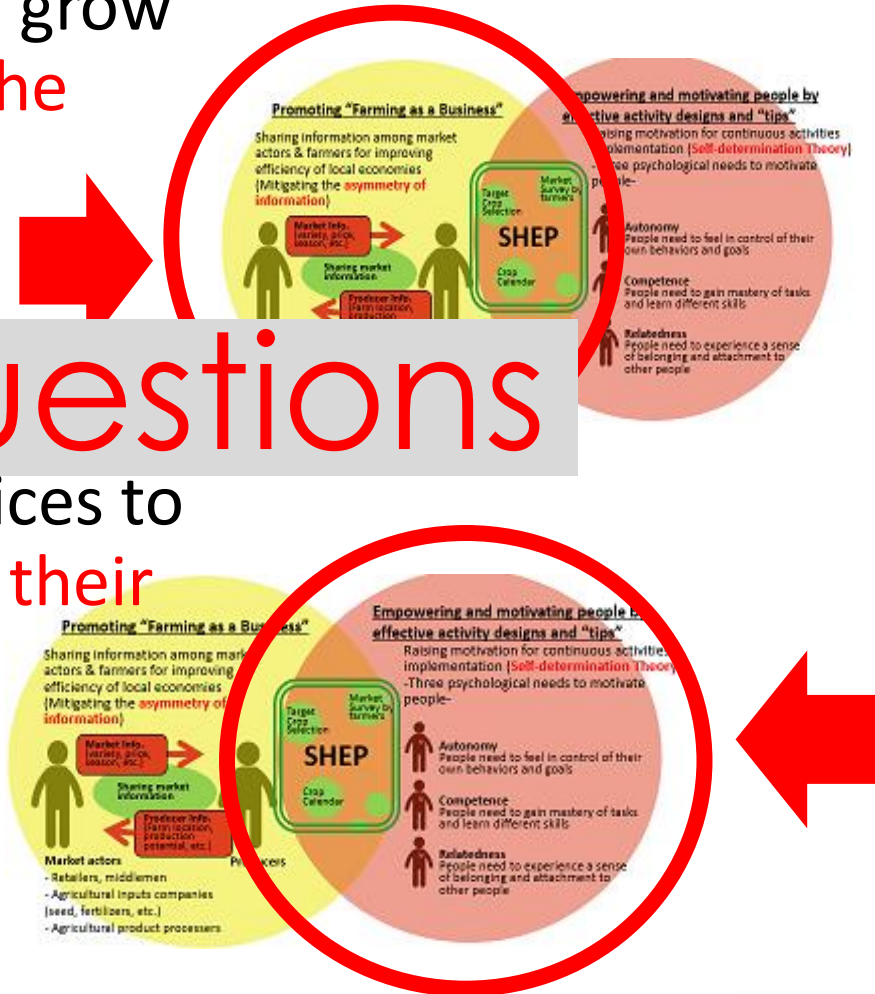
- Do you recommend farmers to grow some crops **WITHOUT** seeing the market? **No!!**

“Farming as a business”

## Two Questions

- Do you provide extension services to farmers **WITHOUT** considering their motivation? **No!!**

“Empowering and motivating farmers”



⇒ SHEP is for all the farmers who supply crops to markets 

# 3. Next Stage of SHEP (2)

“Joint Declaration for Achieving better lives of One Million small scale farmers through SHEP Approach” by Representative of Government, Development Partners, Private Companies and Relevant Organization at TICAD VII SHEP Approach High Level Event, August, 2019



# 3. Next Stage of SHEP (3)

Beyond Africa



# 60 countries

Target is One Million Small scale farmers by 2030

