

**Quiz for Introduction to SHEP Approach
Answers and Explanations**

	Question	Choices	Answer	Explanation
1	What does SHEP stand for?	1. Small Holdings farmer Employment Promotion 2. Small-and-medium scale Horticulturists Education Program 3. Smallholder Horticulture Empowerment and Promotion 4. Small Horticulturists Empowerment Program	3	The term “SHEP” was first coined as an acronym for a technical cooperation project called “Smallholder Horticulture Empowerment Project” (2006-2009). It then became an acronym for Smallholder Horticulture Empowerment and Promotion during the successor project called “Smallholder Horticulture Empowerment and Promotion Unit Project (SHEP UP)” (2010-2015).
2	Which country was the SHEP Approach first implemented in?	1. South Africa 2. Kenya 3. Japan 4. Other	2	The SHEP Approach was first developed in Kenya under the initiative of the Ministry of Agriculture, Kenya and Japan International Cooperation Agency (JICA).
3	Which theories support the two key pillars of SHEP Approach?	1. Macroeconomic theory and experimental motivation theory 2. Motivation theory and Self-Determination Theory 3. Market mechanism theory and motivation theory 4. Theory on markets with asymmetric information and Self-Determination Theory	4	The SHEP’s key concept includes two theories from different academic discourses. One is concerned with a macroeconomic theory called “markets with asymmetric information”. The other theory is Self-Determination Theory, one of the theories on motivation, proposed by psychologists such

				as Edward L. Deci and Richard Ryan.
4	According to Self-Determination Theory, what are the three psychological needs which motivate people?	<ol style="list-style-type: none"> 1. Autonomy, competence and relatedness 2. Hygiene factors, motivator, and esteem 3. Esteem, self-actualization and physiological needs 4. Self-determination, intrinsic motivation and extrinsic motivation 	1	Self-Determination Theory argues that people's motivation is raised when they are supported their psychological needs for autonomy, competence and relatedness.
5	Which of the following statements best describes the psychological need for competence?	<ol style="list-style-type: none"> 1. A need for a person to be recognized in his/her social organization. 2. A need for a person to pass various examinations to achieve something he/she aspires to do. 3. A need for a person to continue to work on something he/she tries to achieve. 4. A need for a person to be able to interact effectively with his/her environment. 	4	The psychological need for competence refers to a situation where a person wants to make an impact on his/her environment successfully; such as accomplishing a task planned in advance and feeling that his/her ability is improving.
6	What does SHEP Approach do in order to mitigate asymmetric information among market stakeholders of horticultural produce?	<ol style="list-style-type: none"> 1. Help farmers and market stakeholders have direct interaction to exchange information. 2. Send market price information to farmers' cell phones. 3. Conduct production skill development trainings with farmers. 4. Carry out participatory baseline surveys for farmers. 	1	The SHEP Approach tries to directly link farmers with market stakeholders so that they can mitigate the problem of information asymmetry.
7	Which one of the following options is the right order of "SHEP's Four	<ol style="list-style-type: none"> 1. (1) Farmers acquire skills--> (2) Famers make decisions--> (3) Share goal with farmers--> (4) Farmers' awareness is raised. 2. (1) Farmers' awareness is raised --> (2) Farmers make decisions --> (3) Share goal with farmers--> (4) Farmer acquire skills. 	3	SHEP's Four Essential Steps aims to raise farmers' motivation gradually as the activities progress. Farmers' higher motivation ensures their stronger willingness to learn new skills.

	Essential Steps”?	3. (1) Share goal with farmers --> (2) Farmers’ awareness is raised. --> (3) Farmers make decisions --> (4) Farmers acquire skills. 4. (1) Share goal with farmers --> (2) Farmer’s awareness is raised.--> (3) Farmers acquire skills--> (4) Farmers make decisions.		
8	Which statement does NOT describe the importance of following SHEP's four steps?	1. It is important to implement activities at the best timing. 2. It is essential to conduct activities in the right order. 3. It is necessary to implement activities with appropriate intervals. 4. It is important to finish activities as quickly as possible.	4	Implementing activities in the right order at the best timing with appropriate intervals is important. Activities should be completed with sufficient time, not necessarily as quickly as possible.
9	Which of the following statements most appropriately explains why the SHEP Approach works on gender issues?	1. In order to achieve efficient agricultural business at the household level. 2. In order to raise women's political representation both at the community and regional levels. 3. In order to improve production techniques of men and to raise marketing skills of women. 4. In order to attract more funds and attention from international donors.	1	SHEP considers gender to be an important element of achieving efficiency and sustainability of agricultural business both in the household and in the farmer group.
10	With regard to gender, what preparation should NOT be made before SHEP implementation?	1. A study and analysis on gender can be done for the farmers at the target areas. 2. Since gender is a sensitive issue, the implementers need to understand that any intervention on current gender situations should be avoided. 3. Collaboration with gender focal persons at the implementing organization is sought, where necessary. 4. Gender balance both at the implementers’ side and beneficiaries’ side needs to be considered.	2	Gender is an important element in achieving SHEP’s vision, i.e. improving livelihoods of farming families, since it can work both as a promoting and inhibiting factor to successful farming business. SHEP implementers need to take a close look at gender relations and norms of the target farmers and develop appropriate gender-sensitive interventions in carrying out SHEP activities.

11	Which farmer group should NOT be selected as a target group of SHEP?	<ol style="list-style-type: none"> 1. A farmer group whose members' main source of income is horticulture production. 2. A farmer group which has experiences of working together in irrigation management. 3. A farmer group whose main purpose is to receive donations, subsidies and material support from the government and NGOs. 4. A farmer group with both men and female members who are willing to learn managerial skills. 	3	Famer groups which are mainly interested in receiving material and/or financial support should not be selected as a SHEP group since SHEP's focus is on capacity development, not material/ financial provision.
12	Which one of the following statements is the typical impact of SHEP on the target farmers?	<ol style="list-style-type: none"> 1. The farmers started investigating market needs before planting. 2. The husband and wife stopped communicating with each other in order to hide their cash income. 3. Younger villagers in the community started to quit agriculture and became horticultural traders. 4. The farmers started hiring professional marketing experts. 	1	SHEP Approach advocates the importance of knowing the market demand first before the farmers start production.