

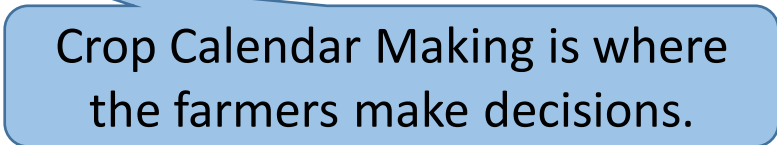
# Crop Calendar Making

## Methods of Implementation

Type the name of your organization here.



# WHERE ARE WE?: Crop Calendar Making in SHEP's 4 Steps

4 Steps	Activities
<b>1. Share goal with farmers.</b>	Sensitization Workshop
<b>2. Farmers' awareness is raised.</b>	Participatory Baseline Survey (optional) Stakeholder Forum Market Survey
<b>3. Farmers make decisions.</b>	Target Crop Selection <b>Crop Calendar Making</b> 
<b>4. Farmers acquire skills.</b>	In-field trainings
Follow-up and monitoring (including Participatory Endline Survey)	

# PART 1: CONCEPT

# WHY?: Objectives of Crop Calendar Making

- Crop Calendar Making enables the farmer group to **plan future action as a group** in terms of;

(1) **production** and,

(2) **Marketing**

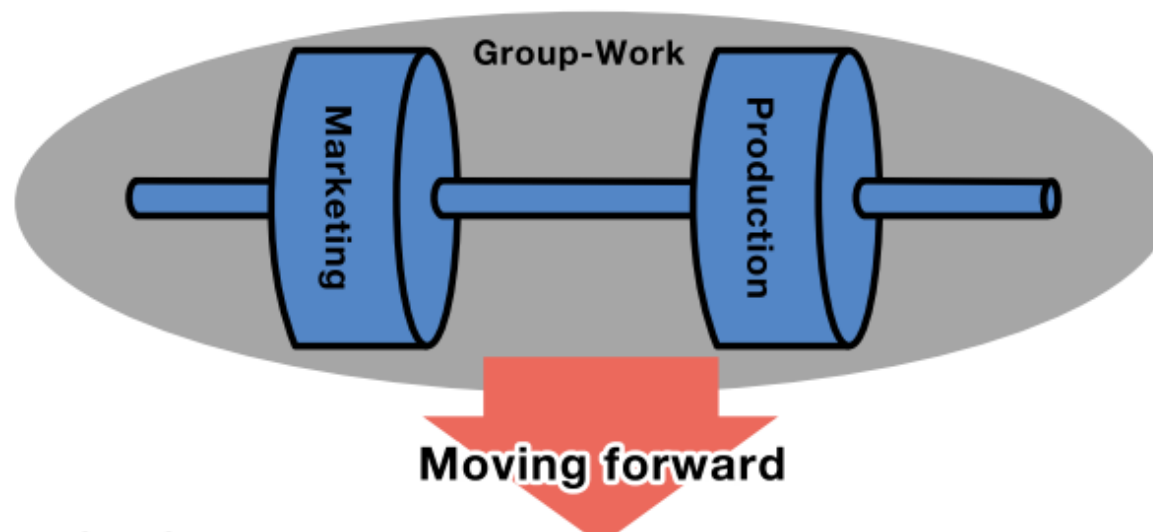
of the target crops.



# WHAT?: Outline of Crop Calendar Making

- The farmer groups make an annual plan of **production and marketing** activities for the target crops.
- The plan includes **collective actions as a group** for better production and marketing of the target crops.

Crop Calendar as an Axis for Group Work



# FORMAT: Crop Calendar

- The farmer groups decide what they want to **change** (e.g. variety, quantity, quality, timing, buyers, etc.)
- They identify monthly actions on **production, marketing** (incl. business management) and **group activities**.

We are improving and/or changing Crop/Variety, Quality, Quantity, Harvest timing, Buyers, Others (specify: )

Month													
Production	1 <sup>st</sup> Crop ( )												
	2 <sup>nd</sup> Crop ( )												
	3 <sup>rd</sup> Crop ( )												
Marketing & Business Management													
Group Activities/Others													

# HOW?: Key Implementation Tips

- The farmer groups discuss and decide the best annual production and marketing plan for generating more income from horticulture.
- The extension staff ensures that the plan is realistic and sustainable taking into consideration the current capacity of the farmer group.

## Raising Motivation

We are now determined to grow the target crops successfully. We can plan various production and marketing activities as a group.

Support for  
Autonomy

## Raising Motivation

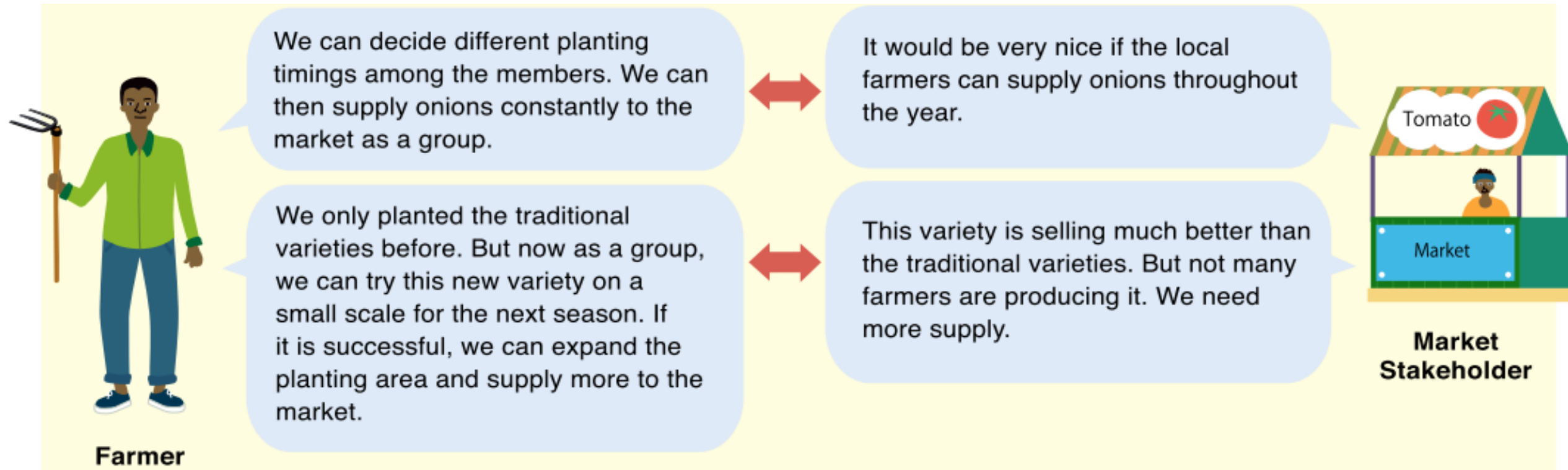
Our extension staff gives us advice to make the plan realistic. We trust her because her advice is very much to the point. We are able to make a good plan.

Support for  
Competence &  
Relatedness



# Mitigating Asymmetric Information

Planning well using the Crop Calendar mitigates information gaps between farmers and market stakeholders.





## PART 2: PRACTICE

# STEP: Implementation Procedures

1. Organize a meeting at the community and invite the group members as well as their spouses. [Tip!] Inviting the members' spouses facilitate effective decision-making.
2. Ask the farmer groups to decide what changes they want to make with regard to the target crops; e.g. changes in crops/varieties, quality, quantity, harvest timing, buyers, and others such as packaging.
3. The farmer groups make an annual plan specifying monthly actions in terms of (1) production, (2) marketing & business management, and (3) other group activities focusing on the target crops. [Tip!] The extension staff should remind the farmers of various market information the farmers have collected so far.

# Crop Calendar

## Example Crop Calendar

Date: \_\_\_/\_\_\_/\_\_\_

Name of District: \_\_\_\_\_ Name of Sub-District: \_\_\_\_\_

Name of the Farmer Group: \_\_\_\_\_

We are improving and/or changing  Crop/Variety,  Quality,  Quantity,  Harvest timing,  Buyers,  Others  
 (specify: Packaging, Stronger price negotiation).

What changes and improvements do the farmer group want to make?

Month		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Production	1 <sup>st</sup> Crop (Tomato)		↔ Land preparation ↔ Nursery	↔ Transplanting	↔ 1st Topdressing ↔ Pest & disease control ↔ Weed control	↔ 2nd Topdressing	↔ Harvesting/ Cleaning/ Grading/ packaging						
	2 <sup>nd</sup> Crop (Cabbage)												
	3 <sup>rd</sup> Crop (Sweet Potato)												
Marketing & Business Management		Market survey at X market and Y market	Start record keeping for this season	↔ Regularly contacting potential buyers			Arranging transportation Group selling	Profit analysis					
Group Activities/Others		Convert maize field to veggie garden	Group purchasing of seed & fertilizer	Cleaning irrigation canals			Collecting group membership fee						

Production plan on the target crops

Marketing and business management plan

Other group activities

# CHECKLIST: Points to be Confirmed after Crop Calendar Making

- ✓ The target farmers **understand the methods** of crop calendar making.
- ✓ Each one of the group members understands what specific actions and roles he or she will be taking in accordance with the group's crop calendar.
- ✓ The target groups agree to undertake crop calendar making **on a regular basis by themselves in the future**.
- ✓ **The male-female ratio** of the participants is balanced.
- ✓ **The quality of participation** of male and female members in decision-making is ensured.
- ✓ (optional) The **members' spouses** are involved.

# Crop Calendar Making in Action

If we want to change the variety of tomatoes, we should start group purchasing since it can reduce costs for seed and fertilizer.



Photo: Malawi

That is true. We should start saving money as a group for buying agricultural inputs together.

We can also arrange transportation as a group at the time of harvesting.

# TROUBLESHOOTING



- ✓ Do all the farmers need to plant the same crops at the same time by making the Crop Calendar? → Not necessarily. For example, the group can agree to stagger planting timing among the members.
- ✓ The farmers already planted crops when the Crop Calendar making meeting was organized. → Ideally, the Crop Calendar should be made before the planting season starts. If it is not possible to do so, encourage the farmers to produce the crops in the next season.

**Way Forward:** Implementation Schedule,  
Reporting, add any other necessary info. here