Date and hours: Thursday 29th August from 10:00 to 11:30
Location: La Vela at the InterContinental Hotel Yokohama Grand

Co-organizers : International Fund for Agricultural Development

Better livelihoods of 1 million farmers by SHEP

Background

Smallholder Horticulture Empowerment & Promotion (SHEP) Approach is a unique agricultural extension tool which realizes Market-Oriented Agriculture. SHEP transform farmers' mindset from "grow and sell" to "grow to sell," which leads them to achieve income improvements on their own through supporting their technical and marketing competences. This approach originally emerged through a technical cooperation project between Kenya and JICA which started in 2006 and succeeded in doubling the income of 2,500 smallholders in just two years. In 2013, building off of the pledge of the 5th TICAD, JICA has been working to spread the knowledge of SHEP in Africa and currently, over twenty countries have adopted SHEP. Towards the normalization of SHEP for agricultural extension services, further collaboration with various organizations have started.

Objectives

- Highlight the critical role of agricultural and rural advisory services in promoting inclusive rural transformation and achieving the SDGs.
- Widely share the significance and achievements of SHEP Approach
- Make a Joint Declaration for improving agricultural extension advisory service for better livelihoods of 1 million small-scale famers with the SHEP Approach in collaboration with African Government officers, private sectors and related organizations

Speakers

Hiroshi Kato, Senior Vice President, JICA
Minister of Agriculture, Senegal
Minister of Agriculture, Madagascar
Principal Secretary, Ministry of Agriculture, Kenya
Deputy Director General, Ministry of Agriculture, South Africa
Director of extension service, Ministry of Agriculture, Malawi
Gilbert Houngbo, President, IFAD
Ruth k Oniang'o (Chairperson of Sasakawa Africa Association)
Representatives of Japanese companies

Area : Agriculture (SHEP)

Languages: Japanese English French