

Thursday, August 25 12:30–15:00 | Sarova Panafric Hotel "Simba"

## Smallholder Horticulture Empowerment & Promotion (SHEP) Approach Workshop

### 1. Background

The SHEP Approach was born through the "Smallholder Horticulture Empowerment Project", a technical cooperation project between Kenya and Japan. With this approach, the project succeeded in doubling farmers' income from horticulture production. The success factor of SHEP is to change farmers' mindset from "Grow and Sell" to "Grow to Sell," that is, "Farming as a Business".

Referring to the TICAD V commitment, JICA is now organizing training sessions on the SHEP Approach and follow-up cooperation. Twenty-three African countries have participated in this training and are showing good progress in implementing the SHEP Approach in each country.

### 2. Objectives

- To share and discuss the progress, achievements, and challenges of the SHEP Approach applied in various African countries by 2016 and beyond.
- To introduce further analysis of the SHEP Approach's basic concept on motivation and a new "Cool Japan" brand-promoting tool, the SHEP Game.

### 3. Key Questions

- What is the overall progress of Implementation of SHEP Approach in African Countries?
- What can we learn from the experience in Kenya?
- What can we learn from the experiences of other African countries, namely Malawi and Senegal?
- How is the Motivation Theory incorporated in the SHEP Approach?
- What is the SHEP Game, a new promoting tool for the SHEP Approach?

### 4. Speakers

- Dr. Jiro Aikawa, Senior Advisor, JICA
- Dr. Kumiko Shuto, Consultant, IMG Inc.
- Ms. Francisca Malenge, National Project Coordinator, SHEP PLUS Unit, Ministry of Agriculture, Livestock and Fisheries, Kenya
- Mr. Jasi Soko Pearson Isaac, Chief Agribusiness Officer, Department of Agricultural Extension Services, Ministry of Agriculture, Irrigation and Water Development, Kenya