



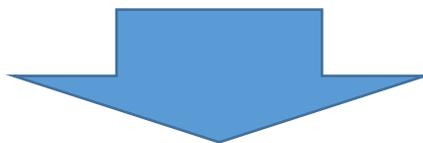
Introduction of SHEP Program

- Innovation for Agricultural Extension Service -

1. Background

Challenges of Conventional Agricultural Extension

- ✓ **Technology Transfer** : Farmers do not adopt recommended technologies/technics demonstrated by agricultural research.
- ✓ **Lack of Marketing** : The increase in yield does not necessarily lead to the improvement of agricultural profit.
- ✓ **Empowerment** : Farmers ' efforts to improve farming do not persist.



SHEP as one of the agriculture extension approaches gives concrete solutions for these basic issues on agricultural extension.

1. Background

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



※TICAD : Tokyo International Conference on African Development

Outcome of SHEP Expansion so far

(As of July 2020)

- **30 countries** implement SHEP.
 - 26 in Africa
 - 1 in Middle East
 - 1 in Asia
 - 2 in Latin America
- **16 more** countries are planning to implement SHEP within a few years.
- **18,724 officials and extension staff** are trained in SHEP.
- **186,427 farmers** received SHEP trainings.



2. Introduction of SHEP Activities



“What is SHEP?”

- Stands for “**S**mallholder **H**orticulture **E**mpowerment and **P**romotion” Approach
- Developed in Kenya through technical cooperation project by JICA which started from 2006 and succeeded in increasing farmers’ income
- An extension approach which realize “**Market-Oriented Agriculture**”



2. Introduction of SHEP Activities



“How to realize it in SHEP?”

Essential 4 steps	Activities in Kenya	Other Countries
1. Selection of targets and sharing vision/goal	Sensitization Workshop Selection of Target County	Sensitization Workshop Selection of Target Group (Rwanda)
2. Farmers' awareness of current situation and new information	Participatory Baseline Survey FABLIST Forum Market Survey	Participatory Baseline Survey Needs Assessment (Malawi) Market Survey
3. Decision making by Farmers	Crop Selection Action Plan Making	Crop Selection Making Crop Calendar
4. Provision of technical solutions	Training for Extension staff Demand driven In-field trainings for farmers	In-field Training

2. Introduction of SHEP Activities

1. Sharing the vision/goal **Sensitization Workshop**

- All levels of stakeholders attend the workshop
- Participants understand what they are going to do
- Participants identify their roles and responsibilities
- All stakeholders share how to realize Market-Oriented Agriculture



Participants of the Sensitization Workshop

2. Awareness of situation Market Survey

- Farmers visit to adjacent market and understand not only price but also required quality and quantity, selling condition, price fluctuation, etc.
- Both market stakeholders and farmers can share their own information



3. Decision Making Crop Selection

- Based on the results of Market Survey, group members of farmers prioritize their target crops by themselves

Ex)

Crops	Experience	Time for planting and Duration	Expected yield / acre (kg)	Average / Expected price (Ksh)	Expected total income (Ksh)	Cost of production (Ksh)	Expected benefit (Ksh)	Market condition	Ranking
Carrot	No	April, 3 months	4,000	20	80,000	25,000	55,000	Middle size, cash, shape	2
Onion	No	March, 6month	2,000	15	30,000	10,000	20,000	Large size, cash	4
Kale	Yes	March, 3month	8,000	3	24,000	5,000	19,000	Fresh, cash	3
Tomato	Yes	May, 4month	6,000	30	180,000	50,000	130,000	Well matured, middle size	1

4. Provision of Technical Solution Demand Driven In-field Training



Extension Officer training Farmer Group



User friendly skills

- Extension staff are trained on crops or skills according to farmers' needs
- All skills are easy for farmers to adopt
- Farmers learn what they want to know, so adoption rate is high

Gender in SHEP

- SHEP considers gender as **an integral and essential part of farm business management** for smallholder horticultural farmers.



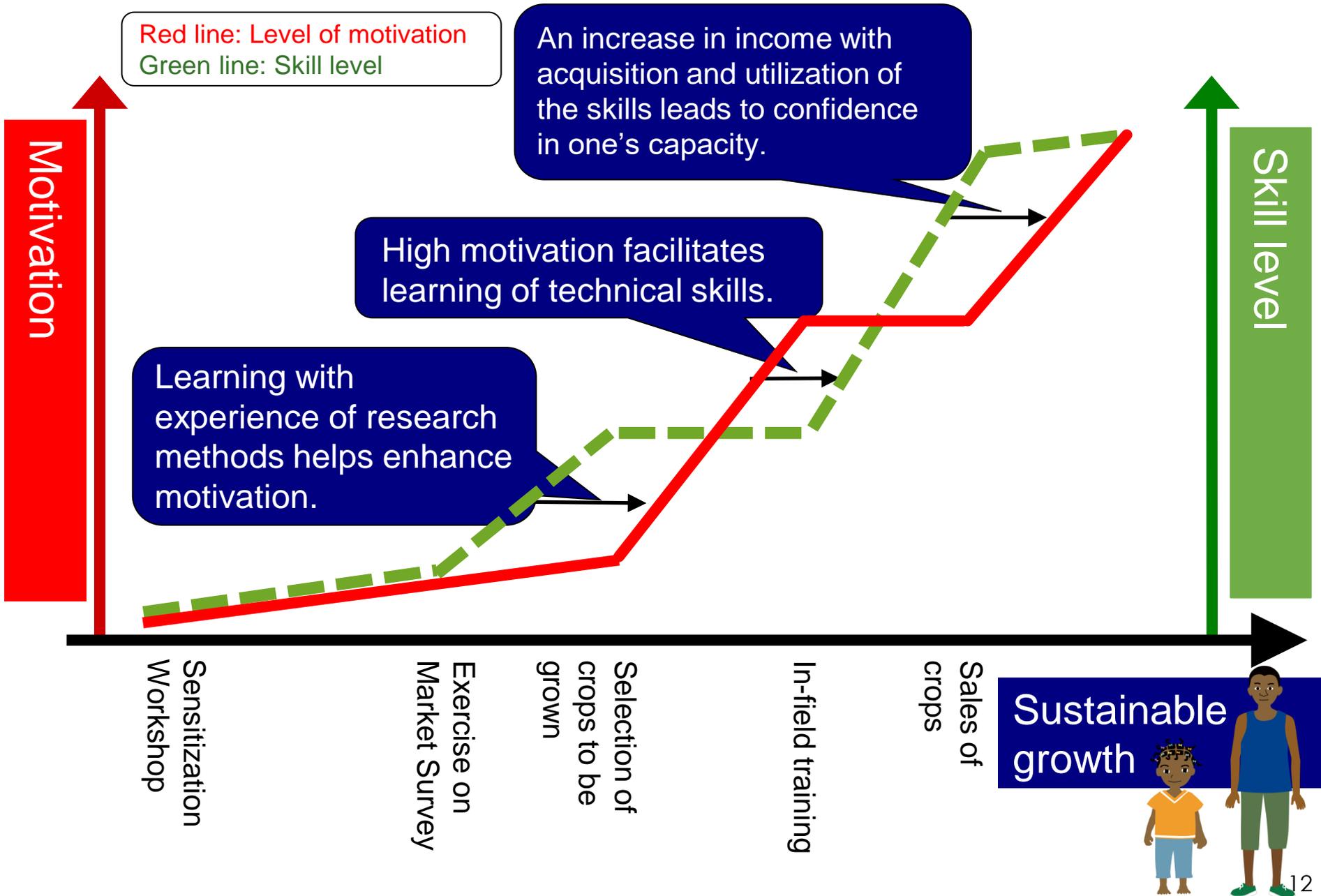
Participation of male and female farmer group members at the community level, as well as husbands and wives at the household level should be ensured in SHEP.



Photo: Kenya

Couple as a farm management unit

3. Inside of SHEP Approach “Motivation”



3. Inside of SHEP Approach “Motivation”



“What is the concept of SHEP?”

Various donors implement similar projects/programs

Feature of JICA’s technical cooperation (Capacity Development)

Promoting “Farming as a Business”

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



- Market actors**
- Retailers, middlemen
 - Agricultural inputs companies (seed, fertilizers, etc.)
 - Agricultural product processors
- Producers**

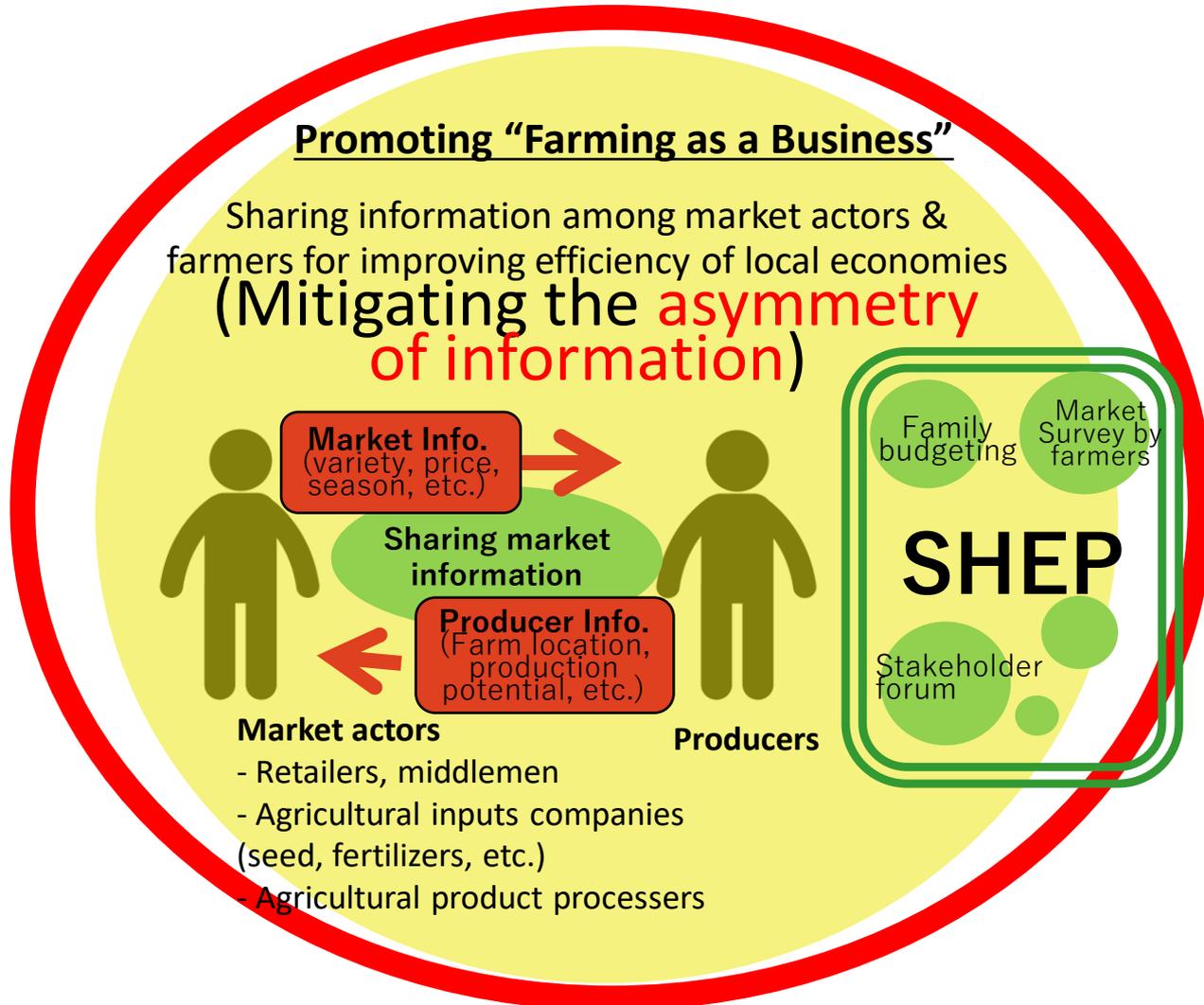
Developing and motivating people by effective activity designs and “tips”

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

3. Inside of SHEP Approach “Farming as Business”

SHEP realize “Farming as Business”



3. Inside of SHEP Approach “Farming as Business”

Market Information
 (Price fluctuation, high demand crops, required quality, etc)

Promoting “Farming as Business”

Producers
 Small scale farmers



Market Stakeholders

- Retailers, Middle agents, Supermarket
- Agro-processing companies
- Input companies

Producers’ Information
 (Location, Potential, Experiences)

3. Inside of SHEP Approach “Motivation”

SHEP’s Emphasis on “Motivation”



Edward Deci's Self-Determination Theory: Three Psychological Needs

- **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

3. Inside of SHEP Approach “Motivation”

Introduction and utilization of Motivation theory



• **Autonomy support**

-Farmers themselves decide the crops to grow and make a crop calendar based on the results of the market survey.



• **Competence support**

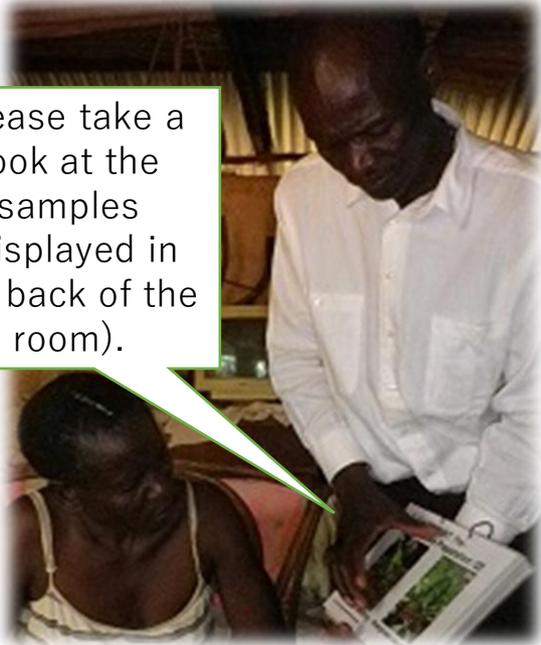
-Skills and techniques provided to farmers are user friendly and low cost. Farmer can practice it immediately after learning



• **Relatedness support**

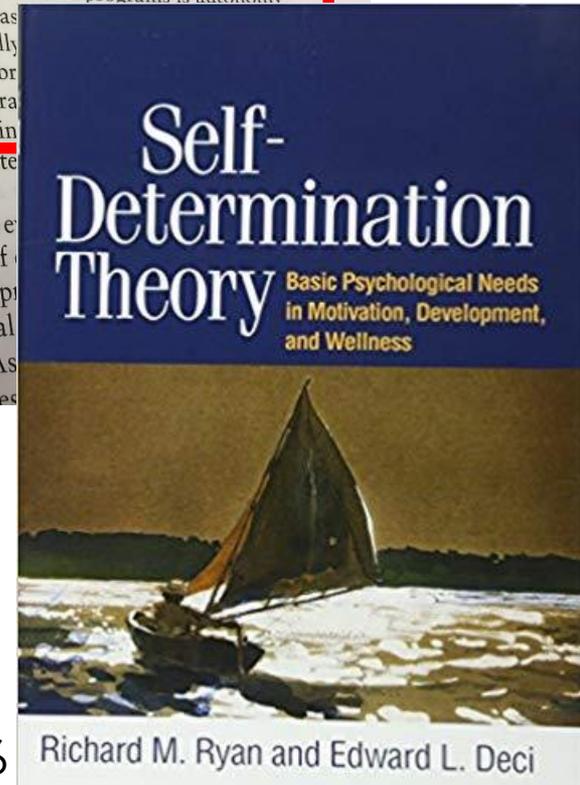
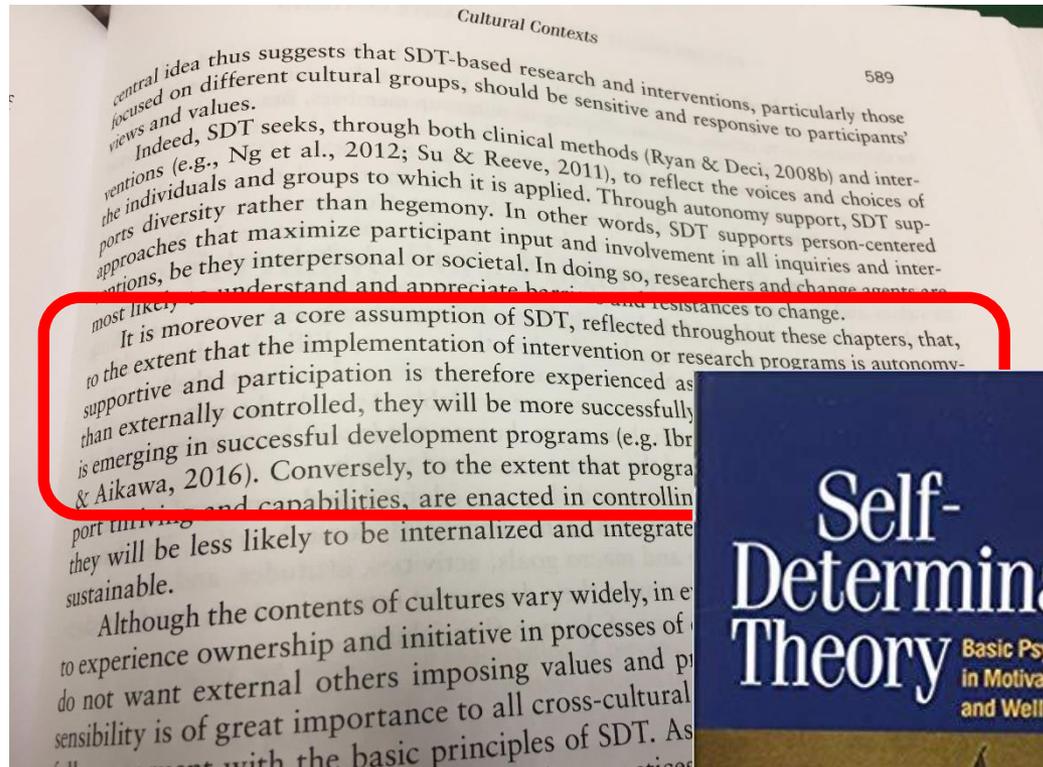
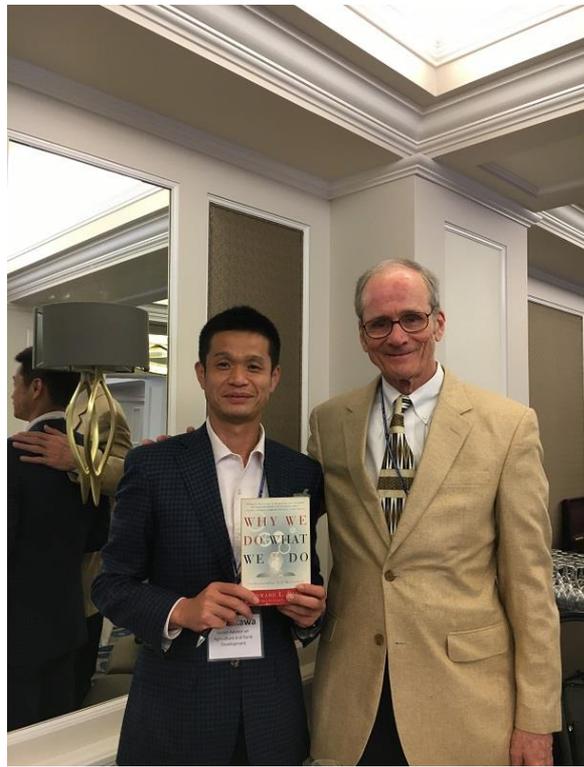
-Face to face communication between farmers and market stakeholders benefit to build good relationship

Please take a look at the samples (displayed in the back of the room).



3. Inside of SHEP Approach “Motivation”

Presentation on “Utilization of SDT” at 6th International Conference of SDT



It is moreover a core assumption of SDT, reflected throughout these chapters, that, to the extent that the implementation of intervention or research programs is autonomy-supportive and participation is therefore experienced as elective and volitional rather than externally controlled, they will be more successfully internalized. Evidence for this is emerging in successful development programs (eg. Sayanagi and Aikawa, 2016)

Richard M. Ryan and Edward L. Deci

3. Inside of SHEP Approach



“What can SHEP bring about change?”

Change of farmers’ mind on marketing from **“Grow and Sell”** to **“Grow to Sell”**



Market Survey by Farmers

Name & Contact of Produce Dealer	Produce & Variety	Produce Quality Market Requirements	Peak Demand (months)	Quantity (kg) & Frequency (daily/weekly etc) of Supply	Unit Price (Ksh./kg)	Mode of Payment	Terms of Payment	Marketing challenges	Dealer's Willingness to purchase the Produce from the Group
S. K. Mwai (0722-xxxxxxx)	Tomato (cal j)	- Medium size - Half ripen	March, April, & May	1,000 kg/week	100	Cash	Cash on Delivery	Inadequate Storage Facilities	Willing
J. O. Ouma (0736-xxxxxxx)	Tomato (cal j)	- Large size - Half ripen	February & March	2,500 kg/week	120	Cheque	Two Weeks after Delivery	Inadequate Storage Facilities	Willing
O. J. Aduu (0720-xxxxxxx)	Tomato (cal j)	- Medium size - Half ripen	December & January	2,500 kg/week	115	Cash	A week after Delivery	Inadequate Storage Facilities	Not willing

e.g.) Results of the Market Survey

4. Results and Impacts of SHEP



“What happened at the field level?”

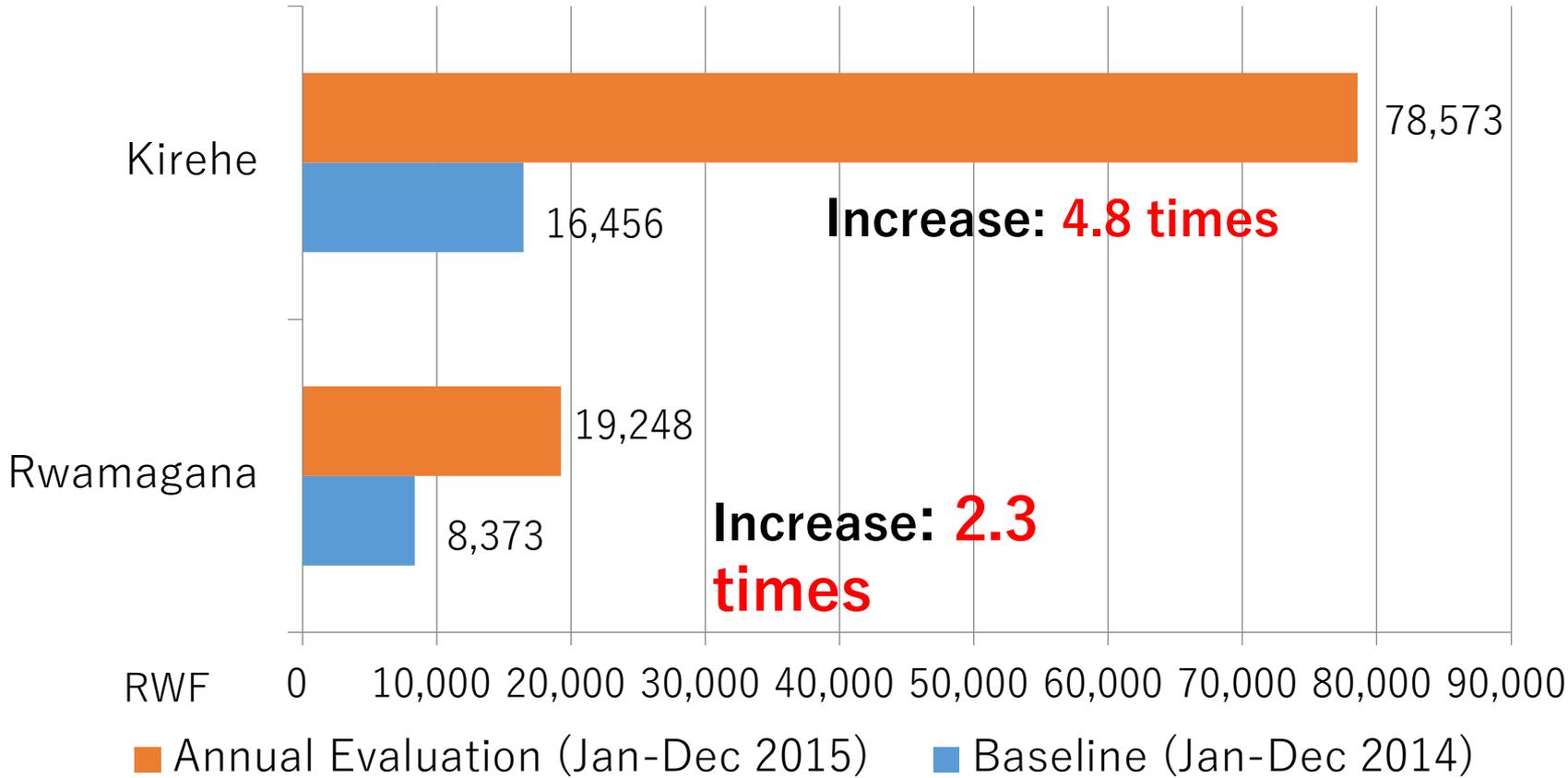
Income from horticulture crops increased in various countries, i.e.; Kenya, Rwanda, Lesotho, etc.



4. Results and Impacts of SHEP

Case of Rwanda

Average Net Income per a Member from Cooperative Farmland of Direct Support Cooperatives



Source: JICA SMAP Team (2016)

4. Results and Impacts of SHEP

Case of Malawi



Before

After

Others

4. Results and Impacts of SHEP

Case of Kenya



Light by solar panel



Invitation by National event as a most successful young group



Building new office for group (Current)

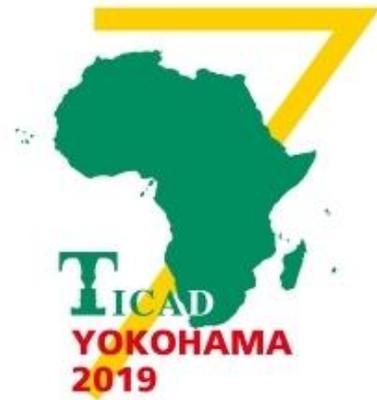


Building new office for group (Under Construction)



“What is our target?”

“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



“Beyond the continents”





Thank you