

Target Crop Selection Methods of Implementation

Type the name of your organization here.



WHERE ARE WE?: Target Crop Selection in SHEP's 4 Steps

4 Steps	Activities
1. Share goal with farmers.	Sensitization Workshop
2. Farmers' awareness is raised.	Participatory Baseline Survey (optional) Stakeholder Forum Market Survey
3. Farmers make decisions.	<p>Target Crop Selection</p> <div data-bbox="1666 839 2390 982" style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #e1eef6;"> <p>Target Crop Selection is where the farmers make decisions.</p> </div> <p>Crop Calendar Making</p>
4. Farmers acquire skills.	In-field trainings
Follow-up and monitoring (including Participatory Endline Survey)	

PART 1: CONCEPT

WHY?: Objectives of Target Crop Selection

- The farmer groups collectively identify the specific types of crops that are demanded by the market.
- The farmers agree to produce and market the identified crops as a group.



Note:



- During the In-field training in “Step 4”, the farmers will learn how to produce the crops they have chosen during this activity.

WHAT?: Outline of Target Crop Selection

- The farmer groups select the target horticultural crops based on their finding during the market survey (and Stakeholder Forum, if implemented).
- The groups discuss their preferred crops and build a consensus on the crops they will grow as a group.
- The extension staff gives advice to the group during the crop selection process.

FORMAT: Target Crop Selection Sheet

- Information is filled out by the farmers.
- The farmers decide the ranking of each crop.

Crop/ Variety	Consumed by locals or not	Experience in cultivating the crop	Month of planting / maturity period	Major production challenges	Average marketable yield per ha (kg)	Average unit price (USD/kg)	Total income per ha (USD)	Cost of production per ha (USD)	Estimated net income per ha (USD)	Main market(s)	Market Requirements (Quality/ Quantity)	Remarks	Ranking

HOW?: Key Implementation Tips

- The farmer groups discuss their future farming opportunities. They make decisions about the target crops based on their previous SHEP activities, in particular, the market survey.



Raising Motivation

We got useful information during market surveys. We are excited to choose which crops are the best for us to grow.

Support for
Autonomy

HOW?: Key Implementation Tips

- The extension staff gives useful advice and suggestions, particularly in the area of agro-ecological suitability of specific crops. As a result, the farmers can make a well-rounded decision in choosing the target crops.



Raising Motivation

We are able to choose the most appropriate target crops because our extension staff gave us scientific information which we did not know. We are glad to receive such advice.

Support for
Competence &
Relatedness

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 group to discuss the findings of the market survey and fill out the information on the Target Crop Selection Sheet. [Tip!] Refer to the completed Baseline Survey Questionnaire and Market Survey.
3. Discuss advantages and disadvantages of potential target crops. Are they easy to grow, suitable to the local growing condition, affordable? [Tip!] The extension staff should give advice on production suitability and technical issues. Do not choose crops solely based on their profitability.

STEP: Implementation Procedures

4. Each group member votes for his/her preferred crops (blind voting)
 - ✓ Write the name of his/her 1st & 2nd preferred crops on the voting paper.
 - ✓ The majority, preferably more than 70%, of the group members should participate in this process to build a consensus among the group members.
 - ✓ For the 2nd crop, repeat the process above.
 - ✓ Rank the crops in accordance of the number of votes and choose two or three target crops.

[Tip!] Make sure powerful members of the group (eg. group leaders, elderly or well-educated members) do not influence the group's decision.

Target Crop Selection Sheet

Date: ___/___/___
 Name of District: _____ Name of Sub-District: _____
 Name of the Farmer Group: _____

Basic information of the farmer group

Crop/ Variety	Consumed by locals or not	Experience in cultivating the crop	Month of planting / maturity period	Major production challenges	Average marketable yield per ha (kg)	Average unit price (USD/kg)	Total income per ha (USD)	Cost of production per ha (USD)	Estimated net income per ha (USD)	Main market(s)	Market Requirements (Quality/ Quantity)	Remarks	Ranking
Carrots/ Nantes	Yes	Ye			1,000	0.20	2,000	825	1,175	X Market Y Market	X Market: 300kg on Thursday Y Market: 200kg on Monday	Small ones can be sold in the village, Disease resistant	3
Spinach/ Cornet	Yes	Yes	March/ 3months	High cost of seed	22,500	0.15	3,375	1,000	2,375	Y Market Z Retailer	Y Market: 500kg on Monday Z Retailer: 100kg on Wednesday	Z Retailer comes to farm	1
Spring Onion/ White Lisbon	Yes	Yes	Feb & June/ 1 month	None	5,000	0.10	500	75	425	X Market Y Market	X Market: 600kg on Thursday Y Market: 400kg on Monday	Easy to grow	
Kale/ Thousand Head	Yes	Yes	March/ 3 months	Black rot (Leaf spot)	20,000	0.15	3,000	1,000	2,000	X Market Y Market	X Market: 600kg on Thursday Y Market: 200kg on Monday	Can be sold in the village	2

Advice from Extension Staff is critical

Info. Collected during the Market Survey

**&
Info. Based on the Baseline Survey**

**Ranking:
Result of
voting**

CHECKLIST: Points to be Confirmed after Target Crop Selection

- ✓ The target farmers **understand the methods** of target crop selection.
- ✓ **Not only profitability but also agro-ecological conditions, as well as the farmers' technical skills and financial capacity** are taken into consideration in choosing target crops.
- ✓ The target groups agree to undertake target crop selection **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.

Target Crop Selection in Action

Why don't we just choose these two crops since they are most profitable?



Photo: Malawi

Wait! Did you know this crop does not grow well in hot weather? I also saw many farmers in this area suffer from pest infestation of that crop. It's too risky to choose these two crops.



TROUBLESHOOTING

- ✓ What if a tie vote happens? → Ask the farmers to **vote again**. This time, they will vote only for the crops which got the same number of votes.
- ✓ Isn't there a risk of oversupply? → Selecting a few target crops do not necessarily saturate the local market **as long as the farmers know when and what quantity they should supply to the market**.
- ✓ What happens to the crops that are not selected? → The benefit of selecting target crops are:
 - The farmers can get **intensive production trainings** on those crops from the extension staff during In-field Training.
 - The farmer groups can **plan collective marketing** for those selected crops.The Farmers are free to grow any other crops as they wish.

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