

SHEP Approach

Smallholder Farmers Make Change for Success at Market.

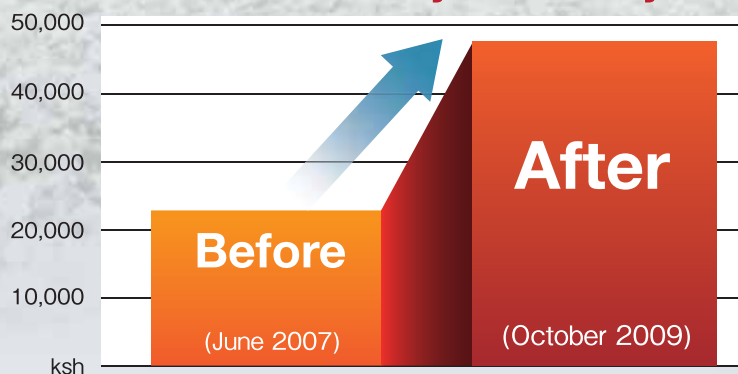
The “SHEP” approach was born through the technical cooperation project between Kenya and Japan. With this approach, the project achieved increasing income of 2,500 smallholders only within 2 years.

JICA is now promoting this “SHEP” approach all over Africa.

I learned how to practice "Farming as a Business" through SHEP.

(an Agricultural Extension Officer)

Income increased only within 2 years!



I repaired my house and bought more farmland, using the increased income from the sale of produce.

(a Male Farmer)

Achievement of SHEP Phase 1

Change in farmers' income from horticultural products (per farming season)
1 Ksh=approx. 0,012 USD (as of March 2014) The amounts in the graph are nominal incomes.



Japan International Cooperation Agency



Agriculture Fisheries and Food Authority
Horticultural Crops Directorate



Ministry of Agriculture, Livestock and Fisheries
State Department of Agriculture

From Kenya to all Africa, the SHEP approach

Horticulture (vegetables, fruits and cut flowers) is one of the major pillars in Kenya's economy. Approximately 80% of total production is done by small-scale farmers. However, they are the ones who still suffer from poverty. Based on this background, "Smallholder Horticulture Empowerment Project (SHEP phase1)", a technical cooperation project between Kenyan government and JICA, was launched in 2006. The "SHEP approach" developed in this project greatly contributed to increasing farming income of 2,500 beneficiaries within 2 years. Given such dramatic result, its successor "Smallholder Horticulture Empowerment and Promotion Unit Project (SHEP UP)" is underway to disseminate the approach nationwide in Kenya. Meanwhile, JICA is now promoting its cooperation with the "SHEP approach" for the whole African continent and its neighboring regions.

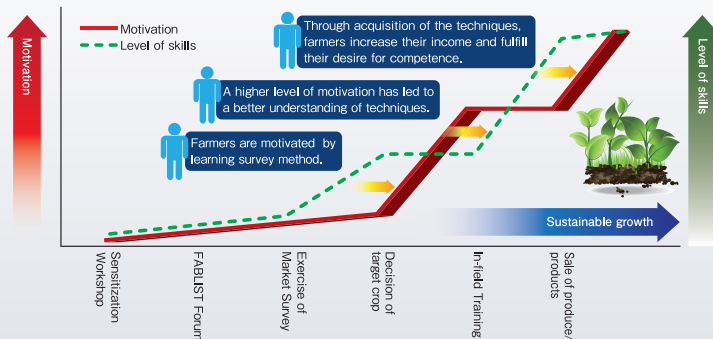
Starting with Market and Ending with Market



A set of trainings and events are offered in the framework of SHEP for farmers to practice "Farming as a Business" (See the diagram on right). Its target farmers are encouraged to collect information in local markets and analyze trends by themselves. Their active market survey develops a network of information exchange with different actors of market. This enables farmers to strategize the market-oriented production plans, and changes their values from "Grow and Sell" to "Grow to Sell".

Mechanism - Motivating People and Developing Capacity

SHEP has incorporated into a set of its original trainings and events a mechanism that improves the motivation and the skill of farmers and those involved in the activities for a tangible result: increased farming income. The graph below shows how these two factors correlate and develop as the training course progresses. For instance, the farmers, who strategize their own production plan, are highly motivated to acquire the techniques and knowledge necessary to realize the plan.



Trainings and Events of SHEP

- Sensitization Workshop** To facilitate the understandings of those involved in the project (e.g. farmers, extension officers and government officials) on the activities, and to define the roles and responsibilities expected of them.
- Farm Business Linkage Stakeholder Forum (FABLST Forum)** A joint business forum of farmers' organizations and stakeholders of the horticulture industry. This forum aims to extend the network of farmers' organizations and raise farmers' motivation to engage in market-oriented horticultural production.
- Market Survey Exercises** Practice for data and information collection using the "survey format" in order to enable farmers to conduct the survey at market by themselves.
- In-field Training** Technical training provided by extension staff in response to the needs of farmers' organizations.
- Sale to Market** Sale of produce and products through marketing channels established during a series of activities.

Correlation between Motivation and Skill

How is SHEP different?



Holistic Support through Cycle

SHEP provides its support throughout the entire cycle of farmers' activities that starts with "Knowing Market" and complete with "Selling their produce to Market". In order for farmers to ensure this cycle, the extension officers encourage and guide them step by step.

Farmer Initiative in Market Survey

Marketing is not something special for experts. In SHEP, it is the farmer groups who go to local markets, communicate with traders and consumers, and formulate their own action plans.

Gender Equity and Equality

The SHEP Gender Awareness Training pushes forward the concepts of "Household as a Farm Management Unit" and "Couple as Partners for a Better Management". All the trainings and events ensure the equal access of both men and women.

Voice of a farmer

We got regular customers!

We met and talked with a variety of traders and other market actors at FABLST Forum (See the figure on left). The dialogues with them made us realize the importance of knowing market. We have been developing a network with traders since then. We have found the customers who buy our produce regularly.



Group of Banana Growers



Extension Officer who trains farmers

Voice of an extension officer

More confidence in my work!

Before SHEP, I was not sure how I should teach the farmers in my extension work. SHEP has taught me how to guide the farmers for increasing income from horticulture. Now, I am more self-confident in working together with the farmers.