Summary and Progress of SHEP Implementation in Africa

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“Why SHEP in TICAD and Why I am here???”

“What Prime Minister Mentioned?”

- To transition away from agriculture “that enables the farmer to eat” to agriculture “that enables the farmer to earn money.”
- Africa’s agriculture will not become strong unless Africa’s women are first made strong.
- Farmers go to small village markets to confirm for themselves what is selling well, and then efficiently make agricultural products with high added-value.
- Japan will in the future promote in 10 countries.
“What is SHEP? “

• Stands for “Smallholder Horticulture Empowerment and Promotion” Approach
• Developed in Kenya through technical cooperation project by JICA which started from 2006
• An approach which realize “Market-Oriented Agriculture”
“How to realize it in SHEP?”

<table>
<thead>
<tr>
<th>Essential 4 steps</th>
<th>Activities (ex: Kenya)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Selection of targets and sharing vision/goal</td>
<td>Sensitization Workshop&lt;br&gt;Selection of Target County&lt;br&gt;Selection of Target Beneficiaries</td>
</tr>
<tr>
<td>2. Farmers’ awareness of current situation and new information</td>
<td>Participatory Baseline Survey&lt;br&gt;FABLIST Forum&lt;br&gt;Market Survey</td>
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<td>3. Decision making by Farmers</td>
<td>Crop Selection&lt;br&gt;Action Plan Making</td>
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<tr>
<td>4. Provision of technical solutions</td>
<td>Training for Extension staff&lt;br&gt;Demand driven In-field trainings for farmers</td>
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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
2. Awareness of situation

**Market Survey**

- First, farmers and extension staff are trained how to conduct the **Market Survey**
- Farmers 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

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

Demand Driven In-field Training

- 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
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
- Agricultural product processors

Producer Info. (Farm location, production potential, etc.)

Market Info. (variety, price, season, etc.)

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

Raising intrinsic (internal) motivation for continuous activities implementation

Self-Determination Theory

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

Feature of JICA’s technical cooperation (Capacity Development)

Various organization implement similar projects/programs

“What is the concept of SHEP?”

Stakeholder forum

Family budgeting

Market Survey by farmers

SHEP
“What is the achievement so far?”

- 133 officials from **23 African countries** have participated the training courses of SHEP Approach.
- 180 officials from 12 countries attended SHEP regional workshop in South Africa.
- In total, 1,324 officials from 23 African countries are involved in SHEP Approach, benefitting to 29,988 farmers.
“How to expand SHEP to Africa?”

- Discussion with Ministries in each country and confirmation on the interest of SHEP
- Organize three weeks training course on SHEP approach in Japan and Kenya (Learn Why? What? and How?)
- Participants make action plans supported by Kenyan team
- JICA advisory mission together with Kenyan team makes follow up their activities
- Discuss further corporation
I have two questions!!

• Do you recommend farming without seeing market to your farmers???

• Do you implement any development programs without considering farmers’ motivation???
Asante sana!!

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