

Market-oriented Agriculture Promotion for Africa (Extension Officer) アフリカ地域 市場志向型農業振興(普及員)		Continuing Innovative and Quality	
Target Countries : Participated in "Market-oriented Agriculture Promotion for Executive Officer"		12 participants	
Course No. : J1704007		No. : 1784690	
Sector : Agricultural/Rural Development/Agricultural Development			
Sub-Sector :			
Language : English			
Outline			
In this course, participants acquire knowledge and techniques essential for extension officers who will introduce and promote the SHEP approach for small-scale farmers (from "First Grow and then Sell" to "Grow strategically to Sell") which brought results in Kenya. Practical learning of market-oriented agriculture especially vegetable cultivation techniques, marketing and extension methods will be offered.			
Objective/Outcome		Target Organization / Group	
【Objective】 Market-oriented agriculture approach and its promotion methods learnt in Japan and in Kenya will be shared within their organizations and targeted areas.		【Target Organization】 Central or local government in charge of farming support / extension	
【Outcome】 1. To extract and analyze challenges of vegetable cultivation, distribution, marketing and extension methods in participant's targeted areas 2. To understand the contents of Action Plan made by ex-participants of the executive course and identify his/her role and necessary knowledge and skills as a promoter of the plan 3. To explain essential points of SHEP approach and the project in Kenya 4. To explain effective use of market trend information and marketing /distribution system of vegetable 5. To explain and practice useful vegetable cultivation techniques responding to market demands 6. To explain and practice essential points of organizing small-scale farmers, technology development and extension system and extension methods 7. To develop comprehensive ability to conduct experiments/research work to adapt useful technology 8. To compile learning and formulate a report for overcoming challenges in targeted areas 9. To share learning points and contents of report with related persons		【Target Group】 1. Engaged in vegetable production more than 3 years as extension officers or training instructors 2. Working collaboratively with ex-participants 3. University graduates or have an equivalent academic background 4. Proficient in English	
Contents		2017/04/02~2017/09/09	
1. Preparation of Inception Report 2. Comprehension of the Action Plan made by the executive officer 3. Lectures, discussion and workshop on concepts and methods of market-oriented agriculture and SHEP approach 4. Lectures, field visits and discussion on effective use of market trend information and marketing/distribution system 5. Lectures, field visits and field practices of vegetable cultivation techniques responding to market demands 6. Lectures, field visits, discussion and workshop on organizing farmers, technology development and extension system and methods 7. Planning, implementation and evaluation of an individual experiment 8. Preparation of Interim Report 9. Observation of on-going project (SHEP UP) and presentation of findings 10. Holding seminars in his/her organization and preparation of final report		Course Period	
		Department in Charge	Rural Development Department
		JICA Center	JICA Tsukuba (Training)
		Cooperation Period	2015~2017
Implementing Partner	Under Planning		
Remarks and Website	Participants visit on-going project in Kenya after the training in Japan. This course links closely with the training course on "Market-oriented Agriculture Promotion for Executive Officer in Africa".		