### Objective/Outcome

**Objective**

Market-oriented agriculture approach and its promotion methods learnt in Japan and in Kenya will be shared within their organizations and targeted areas.

**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 Organization / Group

**Target Organization**

Central or local government in charge of farming support/extension.

**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.

### Outline

<table>
<thead>
<tr>
<th>Objective/Outcome</th>
<th>Target Organization / Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td><strong>Target Organization</strong></td>
</tr>
<tr>
<td>Market-oriented agriculture approach and its promotion methods learnt in Japan and in Kenya will be shared within their organizations and targeted areas.</td>
<td>Central or local government in charge of farming support/extension</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td><strong>Target Group</strong></td>
</tr>
<tr>
<td>1. To extract and analyze challenges of vegetable cultivation, distribution, marketing and extension methods in participant’s targeted areas.</td>
<td>1. Engaged in vegetable production more than 3 years as extension officers or training instructors.</td>
</tr>
<tr>
<td>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.</td>
<td>2. Working collaboratively with ex-participants.</td>
</tr>
<tr>
<td>3. To explain essential points of SHEP approach and the project in Kenya.</td>
<td>3. University graduates or have an equivalent academic background.</td>
</tr>
<tr>
<td>4. To explain effective use of market trend information and marketing/distribution system of vegetable.</td>
<td>4. Proficient in English.</td>
</tr>
<tr>
<td>5. To explain and practice useful vegetable cultivation techniques responding to market demands.</td>
<td></td>
</tr>
<tr>
<td>6. To explain and practice essential points of organizing small-scale farmers, technology development and extension system and extension methods.</td>
<td></td>
</tr>
<tr>
<td>7. To develop comprehensive ability to conduct experiments/research work to adapt useful technology.</td>
<td></td>
</tr>
<tr>
<td>8. To compile learning and formulate a report for overcoming challenges in targeted areas.</td>
<td></td>
</tr>
<tr>
<td>9. To share learning points and contents of report with related persons.</td>
<td></td>
</tr>
</tbody>
</table>

### Contents

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 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