**Objective/Outcome**

**Objective**
Action plan using SHEP (Smallholder Horticulture Empowerment Project) approach learned in Japan and Kenya is implemented after returning to the participant’s respective country.

**Outcome**
1. Challenges and issues of horticulture cultivation/distribution/marketing system and their extension system in participants’ countries are clarified and analyzed.
2. Theory of “Asymmetry of Information” and its practical cases in Japan are comprehended and explained.
3. Project management utilizing motivation are comprehended and explained.
4. The case of Kenya supporting smallholder farmer is comprehended and applicable points in participants’ countries are found.
5. Draft Action Plan for the challenges and issues clarified in output 1 is formulated through output 1 to 4.
6. The Action Plan is taken concrete shape and approved by participants’ organization and executed.

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**Contents**

- Preliminary phase: 1. Formulation of inception report describing and analyzing below issues: present situation of horticulture cultivation/marketing and distributions/extension systems, problems and their possible solutions
- Core phase in Japan: 2. Lectures, field visits and discussions on the background and the methods of market-oriented agriculture development
- 3. Lectures and field visits on the essence for implementation of market-oriented agriculture development (Agriculture systems, organization of farmer’s group, gender, role of cooperatives)
- 4. Individual study, workshop, formulation of draft action plan
- Program in Kenya: 5. Observation of on-going project, SHEP PLUS, farmer’s organizations, and revise action plan
- Finalization phase: 6. Start participants’ own project based on action plan