



## Scaling-up SHEP Approach

The SHEP approach is one of the agricultural extension approaches; its characteristics include pursuing farming as a business – especially promoting the sharing of market information among smallholder farmers and stakeholders of the market, thereby mitigating the information gap. This is in line with the government extension strategy that indicates as promoting market-oriented modern agriculture system. The SHEP Approach plan was formally shared through an official letter by Amhara Bureau of Agriculture (ABoA) to the first-year target woredas and kebeles to exercise the approach through government extension system **for further scaling-up**. The plan was directory discussed and agreed with the zones and woredas' focal person on 13/July/2019 at West Gojam and 20/July/2019 at Awi zone, respectively.



Scaling-up plan shared by Mr. Girma (ABoA)

## What is SHEP key activity?

In SHEP, market surveys are implemented not by external experts, but by farmers themselves. The main purpose of SHEP's **farmer-initiated market survey** is to encourage smallholder farmers to have **hands-on experiences** of understanding how market operate and what market wants from the producers. At the same time, by conducting market surveys, farmers will be able to **build a rapport** with market actors, including wholesalers, retailers, middlemen, etc., and widen their inter-personal networks which contribute in creating a **win-win situation** with the market stakeholders.



Farmers are conducting market survey in Jimma, Oromia

## Farmer-centered Approach

Five representative farmers participated from the new target woredas to the market survey training. After the training, representative farmers moved to their target market to collect the market information, supported by woreda experts and Development Agents (DAs). The following day, the farmer representatives shared other group members the result of the market survey as well as the way to conduct market surveys so that the group can continue conducting market surveys on their own even after their engagement in SHEP phase out. It is important to remember that the SHEP implementers only provide farmers with an opportunity to conduct a market survey “practice”, the farmers are expected to repeatedly conduct “real” market surveys, which are done by the farmers themselves without supporting from the extension officers.



Sharing market survey information by a representative farmer (Amhara)



## *“Farmers are mixing good and bad quality products . . .”*

### **[Mitigating Information Asymmetry]**



*“I am ashamed of myself as an expert working with farmers after listing to all those production problems from farmers in my woreda, I was always thinking that the main problem for horticulture is market, but now I realized that the main problem is on our side (both farmers and experts), lack of quality production, fragmented sell in market, problem of timely supply.”*

*“Farmers are mixing good and bad quality products, supplying damaged crops, the problem of timely supply, the problem of group sell (fragmented individual sell at market, etc.). But after discussing these issues with farmers, some of them start using bigger sacks, which we prefer because we can reduce our transaction cost. We agreed with farmers to grade their produce, so we pay at a higher price for their products. If they did not grade, we need to sort anyway.”*



*“I am ashamed of myself as a farmer after talking to traders; traders buy products from very far areas while we are here as farmers and cannot supply to the market. Now I do not want to talk too much, I have decided what to do. I will show you the result next season. I will start purchasing seed now and start seedling production in August to supply to the market in December.”*

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## Voice from Participants

### **Mr. Abiyot Yeshaneh**



Ayu Gugusa Woreda  
Fruit and Vegetable  
Team Leader

“Both the theoretical and practical session held on market survey and crop selection help our farmers to change their mindset in production of vegetables and also our farmers got experience on the way how they conduct market survey before selecting what crops they produce, and also those target farmers are now highly motivated to produce those selected crops after they conduct market survey.”

### **Mr. Amsalu Nega**



Chibachibasa Kebele  
Representative Farmer

“We took a lot of lesson from the training. Before this training, we simply produce cereal crops and some vegetables without conducting market survey, but now after we conduct the market survey all the target farmers are highly motivated to produce those selected vegetables and to supply the near by market. We also learnt how vegetables are produced in rainfed agriculture from experts and experienced farmers idea.”