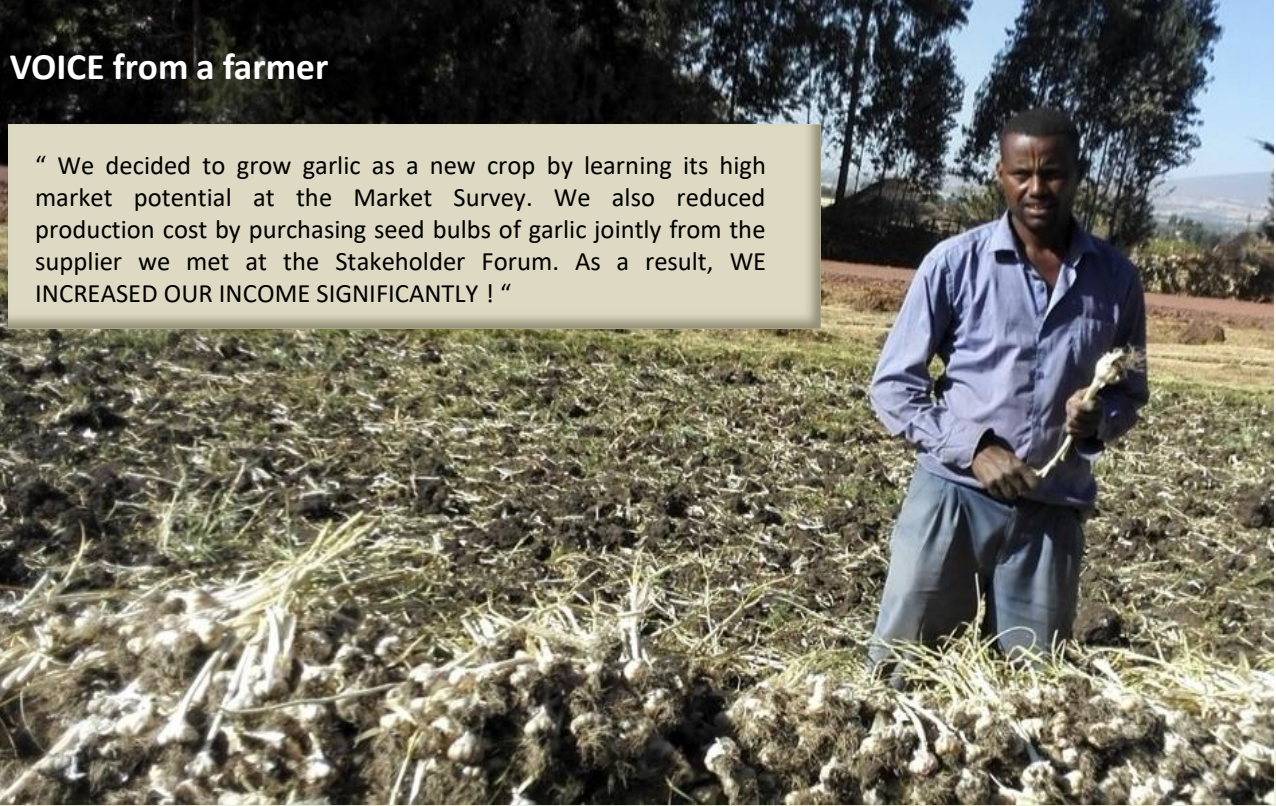


“ We decided to grow garlic as a new crop by learning its high market potential at the Market Survey. We also reduced production cost by purchasing seed bulbs of garlic jointly from the supplier we met at the Stakeholder Forum. As a result, WE INCREASED OUR INCOME SIGNIFICANTLY ! “



Positive impact on the ground



2019/04/04

“ Through Demonstration program in farmland , we learned a lots of basic cultivation techniques for our target crops , including Bokashi (Organic fertilizer),soil sterilization , ash application ,Integrated pest & disease management etc by using locally available materials. After we saw the tangible difference from the previous practice, we are now confident to apply in our own farmland!! “

**Ethio-SHEP Project office**  
**Ministry of Agriculture and Livestock**  
Address: 3rd Floor, Building A  
Horticulture Development & Technology Transfer Directorate(SHHD)  
**Oromia Irrigation Development Authority**  
Address: Churchir Godana Road (in front of Lycee france-ethiopian Guebre-Mariam School)  
**Amhara Bureau of Agriculture**  
Address:  
E-mail: [ethioshep@gmail.com](mailto:ethioshep@gmail.com)

**Facebook**  
JICA SHEP  
<https://www.facebook.com/jicashep/>  
Check the update information on SHEP !



# Ethio-SHEP

The Project for Smallholder Horticulture Farmer Empowerment Through Promotion of Market-oriented Agriculture in Ethiopia



Ethio-SHEP@2019

**Farming as a business !**  
**“Grow and Sell” to “Grow to Sell”**

“Smallholder Horticulture Empowerment and Promotion Approach (SHEP Approach)” is to practice “Farming as a Business”, which empowers smallholder farmers in their endeavor to pursue market-oriented agriculture of horticultural crops.

SHEP approach is in line with the Ethiopia Government strategy like “National agriculture extension strategy of Ethiopia(2017) and “National Horticulture Development and Marketing strategy(2017).



## Introduction

“The Project for Smallholder Horticulture Farmer Empowerment Through Promotion of Market-oriented Agriculture in Ethiopia (Ethio-SHEP) has launched in January 2017 as a five year’s project till January 2022 supported by Japan International Cooperation Agency (JICA) .The SHEP Approach aims at empowering smallholder farmers in their endeavor to pursue market-oriented agriculture of horticultural crops. It tries to build farmers’ capacity to undertake farming as a business in a sustainable manner through imparting necessary marketing and production skills to them.

## SHEP Essential Four Steps



Steps	Activity Examples
1. Share goal with farmers	Sensitization workshop
2. Farmers’ awareness is raised	Baseline Survey, Market Survey, Stakeholder forum
3. Farmers make decisions	Crop Selection, Crop Calendar Making
4. Farmers acquire skills	Technical Training for farmers

## Stakeholder Linkage Forum (Input & Output)

In SHEP, Stakeholder linkage forums are promoted as a means of **strengthening business linkage** between farmers and value chain actors such as input suppliers, local market buyers, brokers, processors, cooperative institution, financial institutions and related government organization. The forum create the opportunity not only to have a direct discussion toward actual business linkage, but also to exchange the idea about how to improve current marketing situation on horticulture sector.



### Step1 Share goal with farmers

**<Objective>**  
Sharing goals and vision with farmers is the crucial first step because it is farmers themselves, who make the most effort to implement economically feasible farming business.

**<Activity>**  
Sensitization Workshop to share the goal with the target farmers



### Step2 Farmers awareness is raised

**<Objective>**  
Raise farmers’ awareness in the area of opportunities and potential of horticultural farming. This step mainly focusing on exposing farmers to business and market realities. This helps to motivate farmers and make a commitment to change their farming practices for the better.

**<Activity>**  
Participatory Baseline Survey, Stakeholder Forum (Farmers, traders, cooperatives/unions, institutional buyers, related government offices) and Market Survey. The market survey should be conducted by representative farmers themselves with support by experts. In SHEP, it is farmers who go to local markets, to collect information about the crop varieties they are interested in. Market Survey by the farmers themselves has a greater effect on their motivation than just by passively receiving secondary information provided by external people.



### Step3 Farmers make decisions

**<Objective>**  
Give chance for farmers to make decisions to make a change

**<Activity>**  
Selecting Target Crops by farmers based on result of market survey and agro-ecological condition and making Crop Calendar to supply their target crops to the specific markets of their choice with the right timing .



### Step4 Farmers acquires skills

**<Objective>**  
Conduct in-field Trainings for farmers to provide technical solutions for the crops farmers selected.

**<Activity>**  
Series of technical trainings for farmers on horticulture production from sites selection to post harvest. This will help farmers to produce the crops as they have planned.



### [Follow-up and Monitoring]

After finishing the four steps, follow-up and monitoring is conducted to ensure that farmers are applying the knowledge they gained to their daily farming business

### [Participatory End Line Survey]

**Objective:** evaluate the results achieved through implementation of the above activities at the end of one crop cycle.  
**Activity:** Collect qualitative and quantitative data based on SHEP formats and evaluate the result and compile lessons and best practices.