

Some Brainstorming on targeting

For sensitization workshop in Adama

Why we select specific target farmers/ areas for project implementation??

- To achieve **project objective** (income increment through horticulture production)
- **For better resource limitation** (manpower, finance, time logistic)
- To be **more focused** and improve monitoring
- Get **maximum result** from given effort
- Develop **good model with evidence** which can be convincing and scaled up by regular extension

Which areas are more appropriate as target for SHEP approach implementation??? Why

- Accessible **for better follow up** by project and C/Ps
- Have **functional Irrigation** scheme
- **Not arid food insecure** areas
- **Do not have other** similar projects
- **No severe history of horticulture pest/** disease in recent years.

Which type of farmers is more appropriate targets for SHEP approach??? why???

Ideal farmers

- Average farmers **who can cover their production cost** (not expecting from project)
- Those who **want to improve their income** through horticulture production.
- Those who want **to make some efforts** to improve their income (not waiting for external assistance)
- Those who have **some experience** in horticulture production and marketing

What did we learn from the three years targeting???

- Majority with **low experience on horticulture**
- Horticulture is **not main income** source for some
- Expectation for some **assistance from project** (scheme maintenance, seed, tools, allowance)
- Farmers with limited resource **to invest on** horticulture production
- Farmers with **fluctuating attendance** for continuous trainings

Some error of targeting

Errors of **inclusion and exclusion** :

- Inclusion in **inappropriate farmers/areas** as targets
- Exclusion of **appropriate farmers/areas**.

Consequences of wrong targeting

- May not achieve **intended project objective**
- May lead to misallocation of resources (time, money, etc)
- **May lead to frustration for implementers** which also affect motivation of implementers
- **May discourage donors** who want to support the sector

We may not avoid errors in targeting altogether , but we should try our best to minimize errors and identify the better target farmers to achieve better result