



General Introduction of Ethio-SHEP Project

Presented to Participants of Ethio-SHEP ToT

**The project for Smallholder Horticulture Farmer Empowerment Through Promotion
of Market Oriented Agriculture (Ethio-SHEP)**

1. Basic Information of Ethio-SHEP

- **Project Title:** The Project for **S**mallholder **H**orticulture Farmer **E**mpowerment through **P**romotion of Market-Oriented Agriculture(Ethio-SHEP)
- **Duration:** Jan2017~Jan 2023 (6 Years)
- **Main Counterpart Organization:**
 - Federal MoA (HDTTD)
 - Amhara Bureau of Agriculture (ABoA)
 - Oromia Bureau of Agriculture and Natural Resource(OBoANR)

2. Project outline

- **Project overall goal:** The SHEP approach for Market-Oriented agriculture is promoted by the Ethiopian Government.
- **Project purpose :** The SHEP approach which leads to increasing farmers income from horticulture is proposed for future scaling-up through effective implementation.

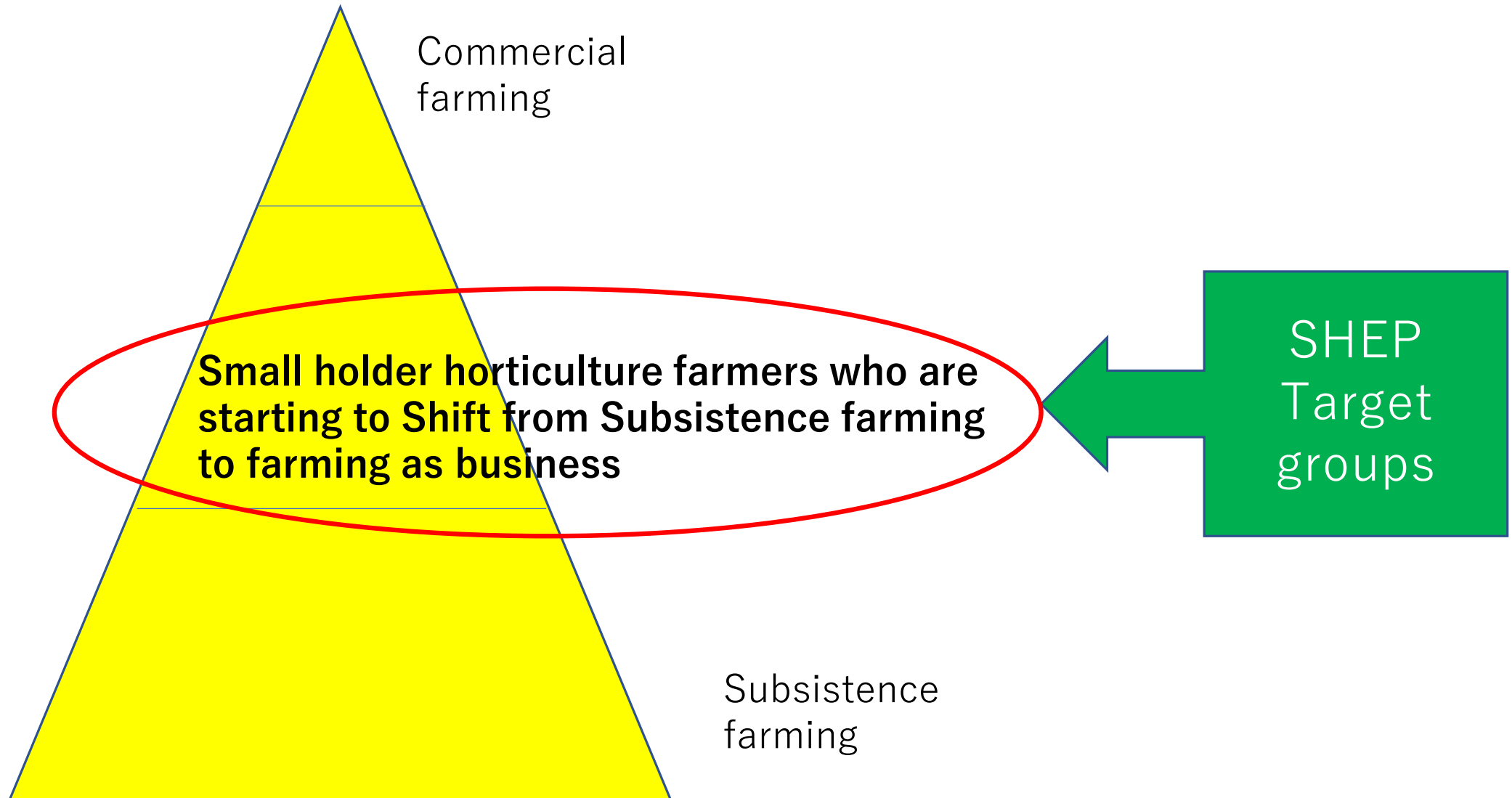
3. Objective of Ethio-SHEP intervention

- **Promotion** of Market-Oriented Agriculture for small holder farmers in Ethiopia by using the SHEP approach.
- **Capacitate** the target farmers through series of SHEP activities.
- Farmers to change their mind set from “**Grow and sell**” to “**Grow to sell**”
- (Realizing “**Farming as business**”)
- Eventually **increase the income** of the target farmers from the Horticulture production !

4. Expected outcome of Project Activities

- **Output 1:** Capacity on extension service delivery based on the SHEP approach is developed. (**Capacity building**)
- **Output 2:** Effective extension services based on the SHEP approach are delivered to the target farmers. (**Effective extension service delivery**)
- **Output 3:** The SHEP extension packages which consist of the standard package for core SHEP target groups and the simple packages for various training opportunities are developed and proposed. (**Development of various extension packages for scale-up**)

5. Expected target group of Ethio-SHEP intervention



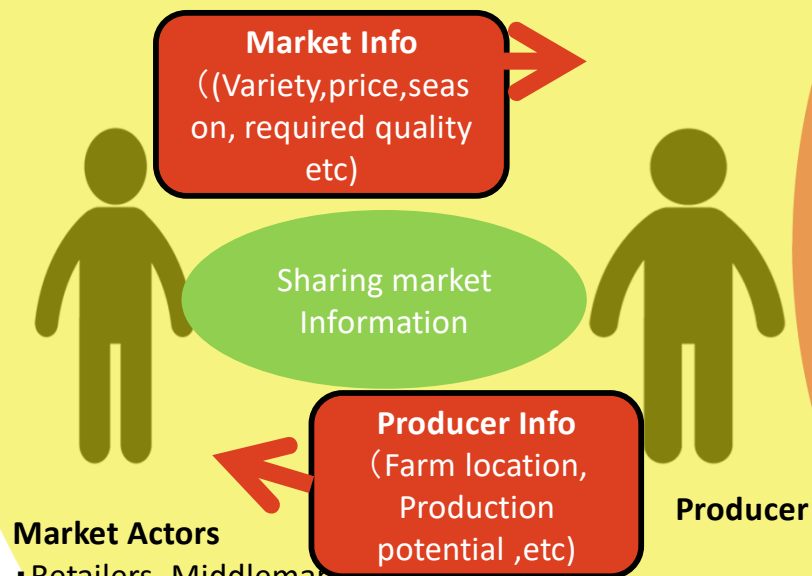
6. What is SHEP?

- Stands for “**S**mallholder **H**orticulture **E**mpowerment and **P**romotion(**SHEP**)” Approach
- Developed in Kenya through technical cooperation project in 2006
- Focuses on “Market-Oriented Agriculture”
Changing farmers’ mind from “**Grow and Sell**” to “**Grow to Sell**”

7. SHEP Concept

Promoting “Farming as a Business”

Sharing information among market actors & farmers for improving efficiency of local economies (Mitigating the asymmetry of information)



Developing and motivating people by effective activity designs and “Tips”

Raising internal motivation for continuous activities implementation
(Self-Determination Theory)

~Three psychological needs to motivate people~



Autonomy

People need to feel in control of their own behaviors and goals



Competence

People need to gain mastery of tasks and learn different skills



Relatedness

People need to experience a sense of belonging and attachment to other people

Filling Information Gaps

X

Considering Motivation of the actors

8. Essential SHEP 4 steps

Essential 4 steps	SHEP Activities
1. To share the goal with farmers	/Selection of Target Beneficiaries(farmer groups) /Sensitization WS
2. Farmer's awareness is raised.	/Participatory Baseline Survey /Market Survey /Market linkage Forum(Input & Output)
3. Farmers make decisions	/Crop selection, /Crop calendar making etc
4. Farmers acquire skill	/Demand Driven In-Field Training for Farmers (Basic Cultivation skill, Post harvest handling etc)



Farmer's
Relatedness



Farmer's
Autonomy



Farmer's
Competence

9. What SHEP **can do** with farmers (Type of support)

SHEP mainly focuses on **capacity building** for experts and farmers on production and marketing on horticulture through:

- **Baseline survey** (to review current farm management)
- **Market survey** (to know market info directly from stakeholders)
- Support **Crop selection** process based on market information, etc.
- **Linking farmers** with market actors (agro-dealers, wholesalers and traders)
- Providing **technical support on basic production skills**
- Promotion of **Record keeping**

10. What SHEP **does not do** with farmers

- Does **not construct** /maintain irrigation scheme.
- Does **not provide inputs** (seeds, fertilizer from project).
- Does **not provide farm tools**.
- Does **not provide cash support**.
- Does **not provide per diem** when trainings at kebele.
- No **interference on current water distribution/**
Management/ issues.

11. Target Areas

Amhara region

-West Gojam zone

South Achefer woreda

Jabi Tehanin woreda

Dembacha woreda

-Awi zone

Ankasha woreda

Guagusa woreda

Ayu Guagusa woreda

Banja woreda



Oromia region

-Arsi zone

Degelu Tijo

Tiyo

Lude Hetosa

-Jimma zone

Kersa woreda

Seka Chokorsa

Dedo woreda

Mana woreda

12.Target Group in Amhara

Zone	Woreda	Kebele	Year of Target	2017	2018	2019	2020
West Gojam	Jabi Tehinan	Weynema	2017	1	2	CP	
		Arbite	2018		1	2	CP
		Jiga	2019			1	2
	South Achefer	Ashare	2017	1	2	CP	
		Kilti	2018		1	2	CP
		Guta Adbi	2020				1
	Dembecha	Yechereka	2019			1	2
		Sazuri Dimela	2020				1
Awi	Ankesha	Den Zuria	2017	1	2	CP	
		Souste Tirba	2018		1	2	CP
		Bekafita	2020				1
	Guagusa Shukudad	Aguta	2017	1	2	CP	
		Wonjela	2018		1	2	CP
		Shinkurta	2020				1
	Ayu Guagusa	Chibachibasa	2019			1	2
	Banja	Zufari	2019			1	2

12.Target Group in Oromia

Zone	Woreda	Kebele	Year of Target	2017	2018	2019	2020		
Arsi	Degalu Tijo	Chare(Pilot)	2015~	1	2	CP			
		Kogo	2017	1	2	CP			
		Gedo	2018		1	2			
		Mankula	2020				4		
	Tiyo		Katar 3	2017	1	2	CP		
			Bosha 2	2018		1	2		
			Abosera Alko	2019			1		
			Chafe Misoma	2020				4	
			Lude Hetosa	Shaya	2019			1	
Jimma	Kersa	Birbirsa	2017	1	2	CP			
		Gibe	2018		1	2			
		Kitimbile	2020				4		
	Seka Chokorsa		Deti Duke	2017	1	2	CP		
			Gibe Ketchema	2018		1	2		
			Dedo	Waro kolobo	2019			1	
			Ofolle	2020				4	
			Mana	Somodo	2019			1	

Major SHEP Activities

1. Sensitization Workshops

- **Objective:** To create awareness on SHEP approach activities, implementation modality, select target farmers



2. Baseline Survey

- **Objective:** To collect data on farmers experience on horticulture production and marketing. Farmers (with support by experts) fill the questionnaire by themselves.



3. Market surveys

Objective: To study market situation around target areas before crop selection.

To give chance for farmers to :Identify buyers and competitors, Crop type, Price fluctuation, Peak Demand time, Sources of production, Quality requirement etc



4. Crop Selection

Objective: Select two(2) priority crops based on market survey results & previous experience, agro ecology etc



(4-1). Crops Selected



5.1. Technical Training for Target farmers and experts

- **Objective:** Provide basic techniques on production of selected crops
- Ex) ToT technical training for experts
- In-field technical training for farmers
- Demonstration (Optional)



5-2 Basic production techniques,



5-3. Post-harvest ,,

- **Objective:** provide basic techniques on post harvest management on the crops selected by target groups
- **Participants:** target farmers and experts from region, Zone, woreda and kebele agriculture offices attended the training



5-4. Field Day program

- **Objective:** To review the performance of demonstration activities, share the experience with neighboring farmers



5-5. Exchange visit program

- **Objective:** To visit and learn from the Horticulture advanced area and share with the group members for the next action,,,



6. Market Linkage Forum (Input)

- **Objective:** To facilitate input access for target farmers before sowing/planting
- **Participants:** Representative farmers, Private input suppliers, government offices, unions, Coops, MFIs, SACs



7. Market Linkage Forum(Output)

- **Objective** :To create linkage for target farmers with traders and other buyers.
- **Participants**: Representative farmers, government offices
- (Agriculture, Trade, Cooperative, Administration offices), Cooperatives, Unions, Retailer,Traders, Agro-processing company etc,,



8. End-line survey

- **Objective** :To conduct the same format of Baseline survey and assess the change and impact of the project intervention.
- To start to plan the action for next season



Gaji fi baasi nomisha bonee
kan bara 2010
hamma gurgurame
Giraffidhaan

Si'a		Zanbūli	k-6-	kanshū
Sassa-	Guyyaa	dhaan	dhaan	dhaan
abame				
1	27-6-2010	5	120	500
7	7-7-2010	3	72	240
2	5-7-2010	2	48	140
3	8-7-2010	4	96	400
4	12-7-2010	3	72	240
5	15-7-2010	4	96	320
6	17-7-2010	2	48	160
7	20-7-2010	2	48	160
8	21-7-2010	3	72	260
9	23-7-2010	2	48	160
10	25-7-2010	1	24	70
11				
Balina Lafaa		31	698	2650
Baasi wuli galaa 600		Ida'ama 1826	Ida'ama 578	Ida'ama 2650

2018/05/29

Make change on the ground through SHEP approach !!



By farmers
For farmers
With Community

SHEP Farmers will have
business mind set and
skill to successfully
survive in Horticulture
sector.