

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

**Selection Criteria of Ethio-SHEP Target Farmer Groups**

<b>1</b>	<b>Number of Groups</b>	Each irrigation scheme will choose One <b>Target Farmer Group</b> to implement the <b>Ethio-SHEP Approach</b>
<b>2</b>	<b>Group Status</b>	<b>Select Target Farmer Groups</b> from both “ <b>Formal</b> ” and “ <b>Informal</b> ” Groups <b>Do NOT</b> form a new group for Ethio-SHEP sake, but select from <b>existing groups</b>
<b>3</b>	<b>Membership</b>	The group membership must be between <b>30</b> (Thirty) and <b>40</b> (Forty) Choosing groups that will include the chairperson of the WUA or other active farmers
<b>4</b>	<b>Age</b>	Out of school youths to adults (preferably, the majority of group members be younger)
<b>5</b>	<b>Literacy</b>	Some group officials should be <b>literate</b> or <b>semi-literate</b> in order to read and write during the Training sessions and may also translate the training materials/handouts into their local languages when needed
<b>6</b>	<b>Occupation</b>	Each group member must be practicing “ <b>Horticulture</b> ”
<b>7</b>	<b>Group Activities</b>	<b>Choose</b> groups whose core business is “ <b>Horticulture</b> ” <b>Choose</b> groups whose alternative income generating activities <b>do NOT</b> impact negatively on “ <b>Horticulture</b> ” <b>Choose</b> groups which have potential to diversify their market channel from current vendors / middleman. (Do not choose the groups which are already satisfied the current marketing channels) <b>Choose</b> groups which have started buying inputs and selling their produce together <b>Choose</b> groups in which the Project will complement the work done by other service providers

8	Group Attitude	Choose groups with a “ <b>Healthy &amp; Positive Attitude</b> ” towards extension service providers to enable them to communicate well
		Choose groups with a “ <b>High Motivation</b> ” to learn new ideas & technologies
		Choose groups with an <b>ability &amp; willingness to mobilize own resources</b> . Avoid groups which expect any form of handout or inputs.
9	Area under Coverage	Choose groups to <b>evenly cover the production areas</b> in your woreda ( <b>Avoid choosing</b> only groups from the <b>same area</b> )
		<b>Avoid choosing</b> groups from the areas which have <b>insecurity</b> (It might cause some negative effects to field activities of the Project)
10	Availability of DAs	Choose groups in which there are motivated and hard-working DAs or one could be allocated or hired where you have potential vacant sections
11	Accessibility	Choose group which are accessible by road (i.e. <b>DAs and woreda experts</b> need to visit groups to facilitate a series of In-field Trainings)
12	Group’s Sensitivity to Gender Issues	<b>Gender Balance</b> – The Project is pro-gender balance. Thus, <b>do NOT</b> choose groups with less than <b>30 %</b> of female/male participation. (Female household head is preferable) (Ideally equal ratio of M and F (50% each))

**Notes:**

- Based on the proposed **Selection Criteria** written above, Ethio-SHEP Teams may adjust/add criteria according to their specific situation.