



Ethio-SHEP Project Overview

Market Linkage Forum

August 2019

Jimma

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

Program for Linkage Forum

Time	Activity	Responsible
8:30- 9:00	Registration	Project team
9:00-9:05	Welcome Remarks	Zone Agriculture/ Project
9:10-9: 30	Project briefing	Project team
9:30-9:55	Explanation on Farmer groups profile (input requirement, production potential)	Farmer groups (6groups)
9:55-10:10	Comments by Traders and input suppliers	Traders, Input suppliers
10:10-10:30	Tea Break	Hotel
10:30- 10:40	Experience from first year and second year farmers	(Deti Duke, Birbirsa, Gibe)
10:50 -11:20	Group discussion (Farmers and Traders)----- 1 group (Kersa and Seka chekorsa) Group discussion Farmers and input suppliers --1 group((Dedo and Mana) Group discussion (Government offices)----- 1group	3 groups
11:20-11:40	Presentation of group discussion	4 groups
11:40-11:50	Closing	Regional Agriculture Bureau
12:00~	Lunch	Hotel

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)

2. Project Objective

- **Promotion** of Market-Oriented Agriculture for small holder farmers in Ethiopia by using the SHEP approach.
- Support Farmers to change their mind set from “**Grow and sell**” to “**Grow to sell**” Realizing “**Farming as business**”)

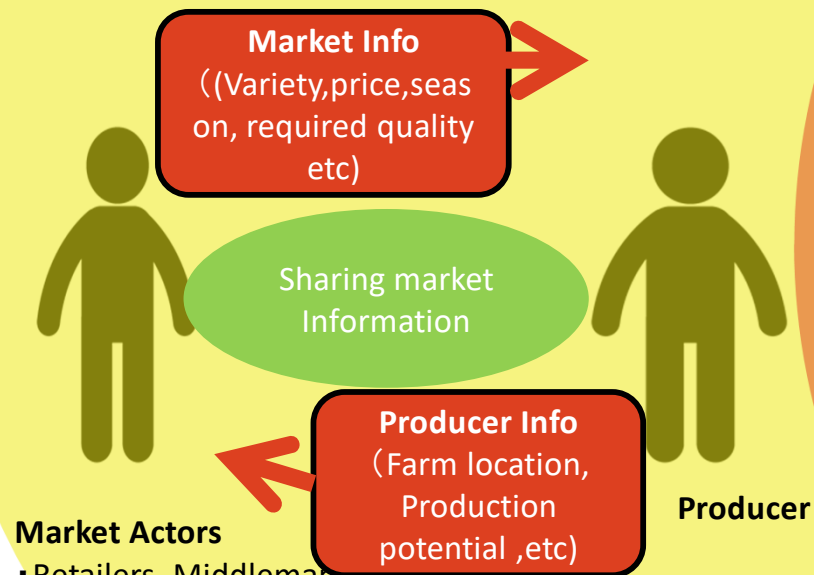
3. What is SHEP?

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

4. SHEP Concept

Promoting “Farming as a Business”

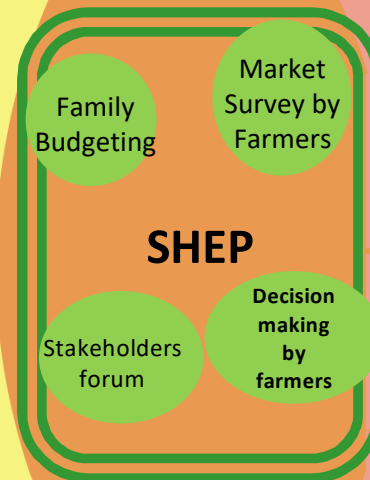
Sharing information among market actors & farmers for improving efficiency of local economies (Mitigating the asymmetry of information)



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

5. 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

Major SHEP Activities

1. Sensitization with farmers

- **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 survey

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



4. Crop Selection

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



Discussion



Voting

(4-1). Crops Selected



5.1. Technical Training for Target farmers and experts

- **Objective:** Provide basic techniques on production of selected crops



5-2 Basic production techniques,



5-3. Post-harvest ,,

- **Objective:** provide basic techniques on post harvest management on the crops selected by target groups



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. SHEP approach and marketing

Concept of Asymmetric Information

- **Information gap affect marketing**



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7. Information gap on what aspect??



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- Produce amount required
- Quality requirement
- Timing of demand
- Unit of measurement
- Prices information
- Delivery process needed
- Payment conditions



?

- Production amount available
- Quality of product available
- Timing of supply (Harvesting)
- Production places (location)
- Prices information
- accessibility)
- Delivery process
- Payment conditions

7.1. Quality



7.2. Amount



7.3.Sorting and cleaning



7.4. Grading



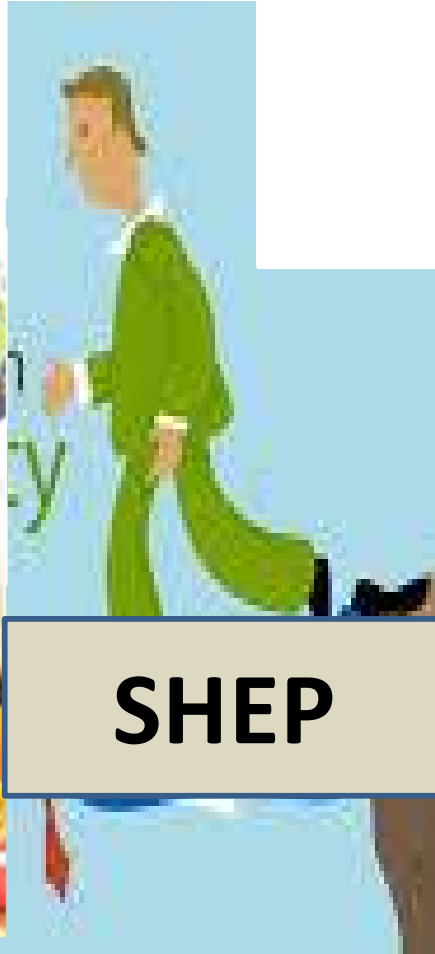
7.5. Selecting right variety



7.5. Potato : Unit of Measurement



8. How can we improve the situation?



SHEP



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8.1. Market Linkage Forum (Input)

- **Objective:** To facilitate input access for target farmers before sowing/planting

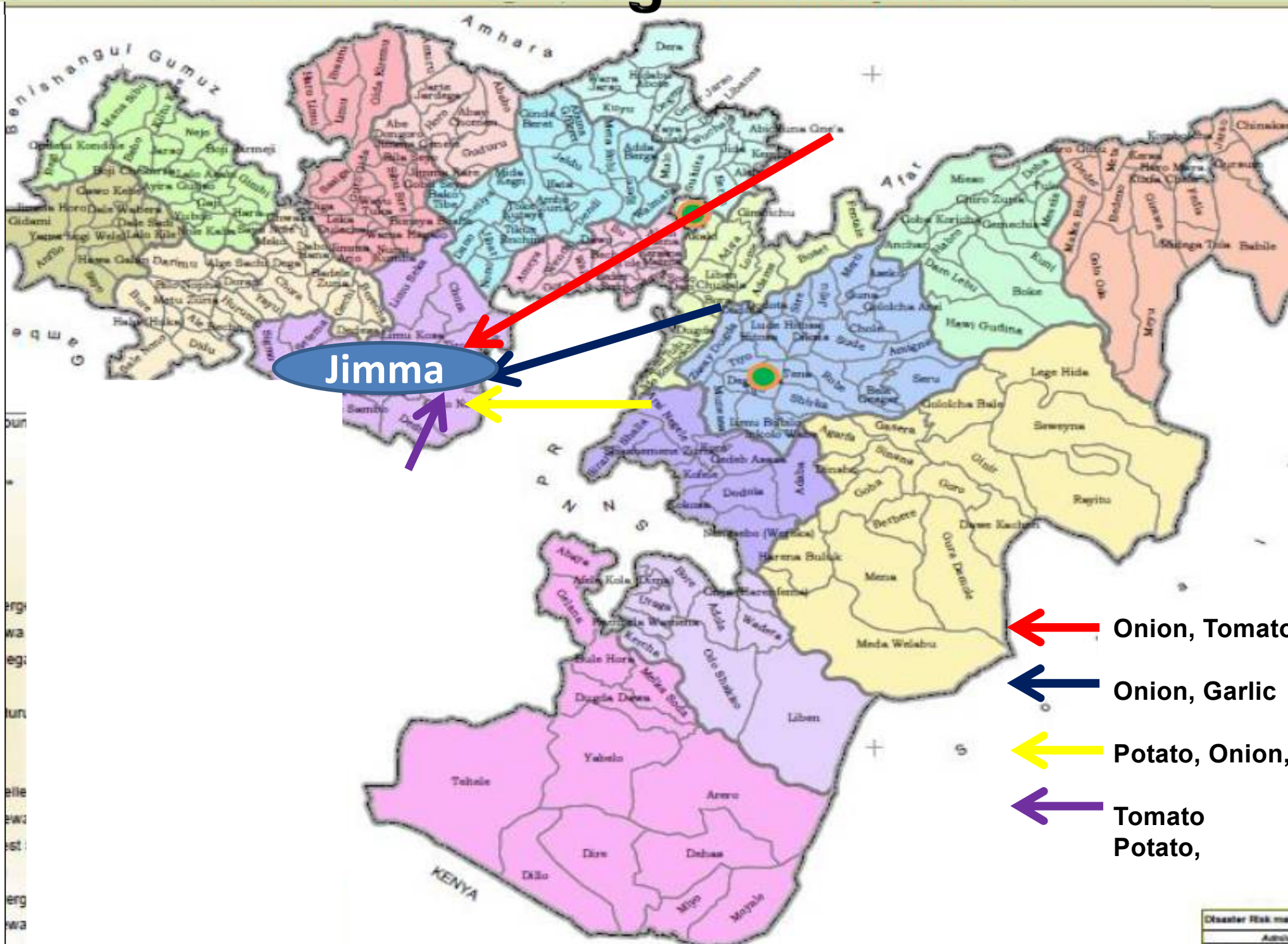


8.2 Market Linkage Forum(Output)

- **Objective** :To create linkage for target farmers with traders and other buyers.



Some sources of vegetables to Jimma



Opportunities in Jimma Market



11. Good practices since last year Forum

- Farmers start to consider market for their production**
- Direct communication and transaction enhanced between farmers and buyers**
- Farmers start to purchase seeds as group**
- Agriculture offices and D.As facilitated group purchase of inputs by farmers**

Group Discussion Agendas

Farmer and buyer Group

- Exchange ideas on potential production amount by farmers and interest of traders to buy (which varieties needed, peak demand time, possibility of business linkage etc)
- Exchange address and profiles of farmer groups and buyers

Farmers and input suppliers

- Exchange ideas on farmers willingness to purchase input (timing, amount, price , conditions etc
- Exchange contact address and profiles

Government Offices

- Actions that each stakeholder should undertake to improve horticulture marketing (Action plan) Use format on next page

Action plan for Group discussion

S/R	Main Issue /problem	Activities to solve the problem	Responsible stakeholder to implement	Schedule
1				