

Ethio-SHEP PRACTICAL KNOWLEDGE QUESTIONER Answers and Explanations

No.	Question	Choices	A	Explanation
1	What is the SHEP Approach?	<ol style="list-style-type: none"> 1. Research-led extension approach 2. Export-oriented industrialization approach 3. Top-down approach 4. Market-oriented approach 	4	SHEP is an approach in agricultural extension that facilitates small-scale farmers to conduct market-oriented agriculture. The characteristics include pursuing farming as a business – especially promoting the sharing of market information among farmers and stakeholders of the market , thereby mitigation the information gap – and designing a series of activities with consideration for farmers’ motivation.
2	The SHEP’s key concept includes two theories. One is concerned with an economic theory called “markets with asymmetric information. What is another theory?	<ol style="list-style-type: none"> 1. Motivation theory in psychology 2. Extension theory in chemistry 3. Prospect theory in international development 4. Nudge theory in International politics 	1	The psychological theory called Self-Determination Theory maintains that autonomy, competence and relatedness are the three psychological needs that motivate people.
3	Which one of the following options is in the right order of activities which follows “SHEP’s Four Essential Steps”? (Note: Only some of the activities are listed here.)	<ol style="list-style-type: none"> 1. (1) Conduction Market Survey --> (2) In-field Training and follow-up --> (3) Sensitization Workshop 2. (1) In-field Training and follow-up --> (2) Conducting Market Survey --> (3) Crop Calendar Making 3. (1) Sensitization Workshop --> (2) In-field Training -->(3) Conducting Market Survey 4. (1) Sensitization Workshop --> (2) Conducting Market Survey --> (3) In-field Training and follow-up 	4	SHEP’s Four Essential Steps are (1) Share goal with farmers --> (2) Farmers’ awareness is raised. --> (3) Farmers make decisions --> (4) Farmers acquire skills.
4	What is the main objective of Sensitization Meeting ?	<ol style="list-style-type: none"> 1. To make the target farmers understand the importance of improving agricultural and managerial skills so that they can become self-reliant farmers. 2. To conduct market surveys for selecting target crops. 3. To promise to the target farmers that if their attendance at SHEP training is high, they will receive a subsidy for seeds and fertilizer. 4. To distribute various survey formats and training materials for the target farmers to take 	1	SHEP places an importance on farmers’ autonomy and dependence in conducting farming as a business. SHEP encourages the target farmers not to rely on financial or material support from outside agencies.

		home.		
5	Which of the following statements most appropriately explains why SHEP Approach works on gender issues?	<ol style="list-style-type: none"> 1. In order to achieve efficient agricultural business at the household level. 2. In order to raise women's political representation both at the community and regional levels. 3. In order to improve production techniques of men and to raise marketing skills of women. 4. In order to attract more funds and attention from international donors. 	1	SHEP considers gender is an important element of achieving efficiency and sustainability of agricultural business both in the household and in the farmer group.
6	What does SHEP Approach do in order to mitigate asymmetric information among market stakeholders of horticultural produce?	<ol style="list-style-type: none"> 1. Help farmers and market stakeholders have direct interaction to exchange information. 2. Send market price information to farmers' cell phone. 3. Conduct production skill development trainings to farmers. 4. Carry out participatory baseline surveys for farmers. 	1	SHEP Approach tries to directly link farmers with market stakeholders so that they can mitigate the problem of information asymmetry.
7	Which of the following reactions from the target farmers should you expect after Sensitization Meeting?	<ol style="list-style-type: none"> 1. "It is nice to be chosen as the target farmers since we can expect some government subsidies in the future." 2. "We understand that SHEP Approach will enable us to get some facilities such as collection centers, vehicles or agricultural machineries." 3. "We've realized it is all up to us to become self-reliant farmers after SHEP trainings". 4. "We are glad that we can receive loans for improving our investment in agriculture if we successfully complete SHEP trainings." 	3	SHEP Approach aims at strengthening farmers' capacity so that they can become self-reliant farmers who succeed in farming as a business.
8	Which one of the following is an appropriate method to raise farmers' motivation during Crop Calendar making?	<ol style="list-style-type: none"> 1. The implementers ask a few educated group leaders to decide everything for the group. 2. The implementers invite agricultural experts from a university to convince the farmers to grow specific crops in accordance with the planting schedule the experts have made. 3. The implementers facilitate the discussions 	3	In order to raise farmers' motivation, it is important for the farmers to make decisions themselves. This process supports their psychological need for autonomy.

		among the farmers and let the farmers plan by themselves. 4. The implementers draft the Crop Calendar and ask the farmers to adopt the calendar.		
9	Which statement appropriately describes the necessary preparation before conducting Market Survey Exercise for the target farmers?	1. If the government staff are not familiar with the market to visit, they should hire professional marketing consultants to conduct a preliminary market survey. 2. The government staff should not visit the market before taking the farmers there for the market survey exercise. 3. The government staff investigates and choose most appropriate day(s) of the week and time of the day for conducting the Market Survey exercise. 4. The extension staff chooses most-educated representatives from the farmer groups so that they can conduct the Market Survey exercise without difficulties.	3	It is important to arrange the market survey exercise at the convenient time/day both for the farmers and market stakeholders so that they can comfortably engage into conversation for information exchange.
10	Which of the following situations can NOT be considered that Market Survey has closed the information gap between farmers and vendors? (Choose one wrong answer)	1. A farmer said, "I did not care about shelf life of the produce before. I should be more careful about this issue so that the buyers will be happy." 2. A buyer said, "I did not know local farmers are producing high-quality potatoes. I am happy we can buy potatoes locally from now on." 3. A wholesaler said, "We should buy more tomatoes from large-scale farmers because we do not trust the quality of tomatoes produced by smallholder farmers." 4. A middleman said, "I would like to arrange a transport to farmers' fields since the farmer group promised to sell me a enough quantity (one isuzu truck) of potatoes as a group."	3	One of the important purposes of SHEP's Market Survey is to build trust between producers and buyers through addressing each other's business needs.
11	Which statement does NOT describe the SHEP's market survey? (Choose one wrong)	1. It is recommended that farmers should conduct a market survey when they visit the market by asking simple questions including which varieties' vendor prefers or possibility to supply directory from their farm and quantity	2	Farmers should conduct the market survey at least before start producing their crops as well as before harvesting. If farmers start finding markets after harvesting, they may lose their negotiation power since farmers are hurry to sell their vegetables to avoid losing

	answer)	<p>requirement etc.</p> <p>2. Farmers should conduct a market survey after their vegetables harvested.</p> <p>3. Farmers should search potential market opportunities as many as possible, including universities, prisons, boarding schools or any local events (wedding, fasting, funeral) etc.</p> <p>4. Farmers are encouraged to share their market information with other community members in order to gain bargaining power.</p>		the quality.
12	Which of the following voices should the SHEP implementers expect to hear from the target farmers after Market Survey exercise ?	<p>1. "The Market Survey is something that we can do ourselves without relying on government agencies."</p> <p>2. "It is most beneficial to look for the most profitable crop sold in the central market."</p> <p>3. "The Market Survey should be conducted by an individual secretly so that other farmers, in other words, my competitors, will not know valuable information."</p> <p>4. "We should expect our extension staff to arrange the next Market Survey since we think the survey is useful."</p>	1	The government staff should encourage collective action of the farmer group members for getting market information through Market Survey.
13	What kind of market information farmers need to collect during the market survey ? Please choose one Wrong answer	<p>1. Preferable varieties, peak demand (months), terms of payment (cash on delivery, two weeks after delivery)</p> <p>2. Buyer's name, buyer's contact address, marketing challenges, dealer's Willingness to purchase the produce from farmers</p> <p>3. Buyer's name, buyer's favorite vegetables, purchasing unit price(qt), number of family members of buyer's</p> <p>4. type of vegetables, preferable varieties, quantities(kg) and frequency(daily/weekly), mode of payment (cash, check, bank transfer)</p>	3	Buyer's favorite vegetables and a number of family members are not necessary to collect through the market survey.

14	What is the role of the farmer representatives after finishing the Market Survey exercise?	<ol style="list-style-type: none"> 1. Write down a detailed market survey implementation report and submit to the government office. 2. Go back to the market stakeholders to confirm the accuracy of the data gathered. 3. Check the market price information on the government website and report to the government if there are any differences in prices. 4. Organize a group meeting and share information they gathered during the Market Survey exercise with other group members. 	4	It is important for all the group members to know the results of the market survey. Therefore, the implementers should make sure that the farmer representatives will share information with other farmers.
15	Which statement does not describe the purpose of exercising crop calendar making? (Choose one Wrong answer) (Three answers are collect)	<ol style="list-style-type: none"> 1. Through crop calendar making, farmers are able to know how much money they need to prepare for growing their target crops and potential profits. 2. Through crop calendar making, farmers are able to make crop production plan based on the market demand. 3. Farmers should follow the crop calendar that extension officers suggested. 4. Through crop calendar making exercise, farmers can also receive basic cultivation information which is indicated the crop calendar sheet. 	3	The SHEP approach is a demand-driven, farmer-centered approach so farmers need to make the decision. This process can also support farmers' autonomy.
16	Normally, who should conduct in-field trainings?	<ol style="list-style-type: none"> 1. Extension staff. 2. Central government staff. 3. University professors. 4. Experts at agricultural research institutes 	1	The extension staff is best positioned to conduct in-field trainings since they are close to the target farmers.
17	The target farmers say they are too busy to attend In-field Training. What should you do or should you have done?	<ol style="list-style-type: none"> 1. I should provide the farmers with an allowance and lunch. 2. I should encourage neighboring farmers to attend the training instead of the target farmers. 3. I should have arranged the training with referring to their crop calendar and discussed with the farmers 4. I should have visited individual households and provide training to anybody in their house at that time. 	3	In-field Training should be organized when the farmers availability is high so that all the group members can participate at the community.

18	What is the main purpose of conducting follow-up and monitoring?	<ol style="list-style-type: none"> 1. To make sure that the local implementers are pushing the farmers hard enough to produce the crops the government is recommending in the location. 2. To ensure farmers' actual application of taught techniques and knowledge. 3. To make sure that the farmers are getting loans from a financial institute to invest in their agricultural business. 4. To get statistical data on the production of major cereal crops. 	2	Follow-up and monitoring encourage the farmers to adopt the techniques and knowledge they have learned during SHEP training sessions.
19	Which one is NOT an appropriate attitude of the extension staff when organizing a gender training for the target farmers? (Choose one wrong answer)	<ol style="list-style-type: none"> 1. Encourage male and female farmers to understand each other by sharing gender-related challenges. 2. Facilitate male and female farmers to find solutions to the gender-related problems. 3. Share some good practices and success stories with regard to gender roles and joint decision-making between husbands and wives. 4. Allow the farmers to play the blame game of arguing over who is responsible for certain gender-related issues. 	4	It is important to create a friendly environment during the gender training so that the farmers will not start blaming each other.
20	Which one of the following statements NOT describes how extension providers communicate with farmers through regular extension services? (Choose one wrong answer)	<ol style="list-style-type: none"> 1. It is important to share market information (vegetable price) that is officially released from the Ministry of Agriculture 2. It is important to discuss with farmers about potential market information and encourage farmers to conduct the market survey before start harvesting. 3. It is important to advise farmers to start communicating with potential vendors as early as possible by phone or visiting the market. 4. It is important to facilitate collective input purchases from certified seed supplier which will improve farmers' production quality and reduce their production cost. 	1	Farmers and extension providers should not wait official information because market prices are fluctuate frequently and price differs in each place.