



Group members with agriculture extension staff

### Ribe Gaa Women Group Nakuru County

Previously, we were planting potato, cabbage, and green peas etc. At that time, brokers came to buy our farm produce at low prices, saying that the market price was low. We were selling our farm produce without any market information.

After our first market survey with our Group Facilitator, we have continued to conduct market survey by ourselves whenever we go to town. We also collect information on the phone and even online. Through market survey, now we have contracts with several organizations. Now we are getting higher income.



We knew that knowing market situation before planting is important even before learning SHEP Approach. But we didn't know how to do it practically. Now we are applying SHEP Approach to routine extension services especially the concept of knowing market before planting. We bring this message to farmers especially when we are conducting demonstrations or group meetings (Baraza).

-----Mr. Samuel, Sub-County Agribusiness Development Officer in Kuresoi South Sub-county

*Kuresoi South started implementing the SHEP Approach slowly with resources from Nakuru County Government. The Project observed high competence and good relationship among group farmers which made their business profitable. I commend the group and officers for this success!*

**--Mr. Hayashi, Chief Adviser SHEP PLUS**

