

AMERIKWAI SHG, Busia County (The Project Intervention 2017 – 2018)

Many of those who retire end up in farming. They however approach it wrongly and end up frustrated. One of the key strategies to succeed in farming business is growing for a known market.




Juliana together with agriculture extension officers

Juliana Odila, a member of Amerikwai SHG is a retired nurse and used to be a maize farmer before joining the group. She was struggling to sell her produce to schools and local markets with very low profit margins. In 2017, she joined the group and was introduced to the SHEP Approach and got impressed by the concept of Market survey.

Together with her group, she then decided to **shun 'blind farming'** and **plant for the buyer**.


She now grows coriander, Black Night shade, Tomatoes and Kales all for the market. She has invested in a total of 18 goats whose kids she sells at Kshs 5,000/- each due to high demand. She is now known as a **'millionaire'** of the group.

Juliana says, "Senior citizens should engage in farming for prosperity. Not always to depend on children for survival!"



My farmers have embraced "grow to sell". I keep reminding them not to just wake up and plant, but plant for the buyer. They have seen the benefits.

Jane Ayieko, Group Facilitator



Regular market survey is the emphasis of the SHEP Approach. Be friends of the market, and conform with market requirements for success.

Orangi, SHEP PLUS