

# Steps of SHEP Approach

## Step 1: Sharing goals with farmers

Introductory Workshop to introduce the SHEP approach to farmers.



## Step 2: Farmers aware of situation and market

Farm Income Recording and Market Survey done by farmers.



← Match Making with input suppliers.



## Step 3: Farmers make decision

Farmers decide the crop to produce and create a cropping calendar based on the market survey.



## Step 4: Farmers equipped with solutions

District officers and extension officers provide technical training to farmers.



# Success Stories

**Maisha Bora group** in Bumbuli DC collected price information from different markets in Tanga and Dar es Salaam, then gained the profit of Tsh 4.4 million from tomato cultivation in one acre, which helped them to enlarge their horticultural production, procure motorbikes, or starting new business, e.g. kiosk.



**Nguvukazi group** in Moshi DC in Moshi DC created business linkages with various institutions, e.g. NMB for loan and Seed Co. for establishing demo plots. They gained Tsh 9.5 million with SHEP practice including Market Survey. They also received 4-4-2 loan from the DC and established a green house with drip irrigation system which enables greater flexibility for them to change their production pattern to meet the market demand.



# TANSHEP

Ministry of Agriculture and Japan International Cooperation Agency (JICA) have been promoting **the SHEP approach** for horticultural development in Tanzania.

## What is SHEP Approach?

- **SHEP** stands for **S**mall-scale **H**orticulture **E**mpowerment & **P**romotion.
- It is the extension approach innovated by the JICA project in Kenya and now being implemented in 23 countries in Africa including Tanzania.
- There is a SHEP slogan in Tanzania, "**Anzia Sokoni, Malizia Shambani, Kwa Kipato Zaidi.**"
- As the slogan states, SHEP starts with "Market Survey" by farmers and then improves cultivation according to market needs, so as to transform their farming from "Grow and Sell" to "**Grow to Sell**".



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# How to conduct Market Survey

## Farmer initiative in Market Survey is important!

SHEP Market Survey is **"farmer first."** It should be done by farmers themselves. Prior to the survey, farmers should select some target crops to be surveyed, e.g. crops they are familiar with and new crops, to make Market Survey go more smoothly.

## Go for Market Survey BEFORE production

Upon realization of the market demands, farmers can make a strategic production plan including selection of crops/varieties, target quality of crops/ harvest timings etc. for higher profit.


## Role of District officers and Extension officers

Assist farmers in planning market survey and setting the realistic target markets which then can physically visit on a regular basis. Make appointment with a market manager and request him/her to introduce major buyers to farmers.


## Continue Market Survey as ROUTINE!!

Regular communication with buyers helps farmers to capture changes in market demands as well as look for better markets.


### Sample questions for Market Survey




Which month does the price become high?




What kinds of vegetables does your hotel need?




Please tell me about the quality of butternuts you want.



What is the preferred size and colour?



Which month does the price become low?



Should we bring produce here or do you come to our farm?