

**Duration:**

Five years
(Jan. 2019 – Dec. 2023)

Major target area:

Arusha, Kilimanjaro, and Tanga Regions

Beneficiaries:

Approx. 4,000 Households

Implementers:

MoA and PO-RALG*

Working Entity is DADP Horticulture Taskforce**

Purpose:

To make DADPs function to achieve higher farm incomes of horticulture farmers through SHEP approach.

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**Consisted of Division of Policy and Planning (DPP), Division of Sector Coordination (DSC), Division of Crop Development (DCD), Tanzania Cooperative Development Committee (TCDC), Horti. Tengel, and Tanzania Horticulture Association (TAHA)

SHEP starts with “Market Survey” by farmers. Upon realization of the market demands, farmers would be strategic to plan their production scheme to maximize their profit. These include selection of crops/varieties, target quality of crops/ harvest timings etc.

Project for Strengthening DADP Planning and Implementation Capacity through Use of SHEP Approach (TANSHEP)



(Photo: Market survey by a farmer group)

The Government of Tanzania (GoT) and Development Partners (DPs) have been implementing Agriculture Sector Development Programme (ASDP) since 2003/04. In ASDP, each Local Government Authority (LGA) formulates and implements District Agricultural Development Plan (DADP), tailor-made to locality.

The project aims to further strengthening the capacities of the LGA for formulating and implementing the DADP by introducing SHEP approach. Currently, most horticultural farmers produce their crops without prior search of market demands. It often results in minimum selling prices or even massive unsold produce. Through SHEP, farmers groups would be transitioned to “Market-oriented agriculture” and exposed to numerous opportunities (e.g. introduced to different buyers, suppliers, financial institutions etc.) for improving production scheme for higher profit.



*This flyer was updated in August 2020, reflecting the activities during the FY 2019-2020

Initiatives taken by farmers

Market survey by farmers



“Before TANSHEP I was not able to negotiate price of the harvests since I was not aware of marketing process. But now I think I can sell at much higher price than before. I grow crops knowing the buyers and market price.”-A farmer in Moshi DC

Demo plot with a private supplier



“It’s the first time we are inviting seed distributors to our group to provide technical training (through match-making forum).” – A farmer from Moshi DC (posted on facebook page: @RijkZwaanTanzania)



Match-making Forum with suppliers



“SHEP Approach is significant for us in implementing our DADPs” –A district officer in Bumbuli DC
 “I’ve introduced the tools of TANSHEP (Market Survey and Match-Making) to farmers of the village other than target groups.” –An extensionist in Lushoto DC

Strategic production & marketing



Based on the market survey results, farmers create their own cropping calendar to meet the peak demand. Some farmers rented an irrigated land as a group and started onion production to fetch high prices.

Schedules

