

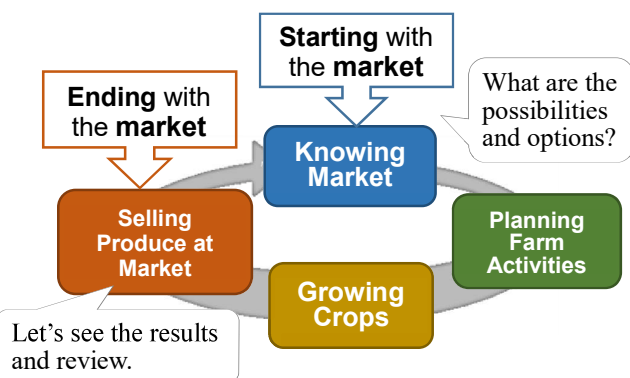
## Gender in SHEP

The project also conducts the gender awareness training for introducing farmers to make the equal partnership between husband and wife as a farm management unit. It contributes to carry out their daily activities more efficiently in the field and eventually improve their livelihood. The impacts are mentioned above at the progress up to now.

## Overview of SHEP concept

The approach changes farmer's mindset from "Grow and Sell" to "**Grow to sell**". The whole cycle which starts with the market and ends with the market.

Technical extension workers and officers take the farmers to the market to collect information on the commodity prices and seasonal fluctuations, preferred quality, traded quantities, etc. and encourage them to produce crops to meet the market demand.



※For more details about the SHEP approach and our activities, please refer to the link on next page.

Interview ; a famer from Mash Central

-What changes did you get after SHEP?



Since ZIM-SHEP came to our irrigation scheme, my life has changed. Agricultural income has increased considerably. Now I do market survey and identify the market by myself.

And I produce as per market requirement. The relation among irrigation scheme farmers has also gotten better than before. We're helping each other and sharing information on farming. And our extension officers share the information about crops which we wanted to grow, give the advice on exactly what we need. I really appreciate ZIM-SHEP trained us.

*ZIM-SHEP covers all provinces.*

*Are you ready for change?*

*For more information*

AGRITEX

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**ZIM-SHEP**  
Project for Zimbabwe  
Smallholder Horticulture Empowerment and Promotion



The approach changes farmer's mindset from "grow and sell" to "**Grow to sell**"



**agritex**  
Department of Agricultural  
Technical and Extension Services





**T**he Smallholder Horticulture Empowerment and Promotion (SHEP) Approach has been effective in raising smallholder farmer incomes from horticulture production in 24 African countries. Its objective is to develop both the technical and managerial capacity of farmers to practise market-oriented horticultural farming. Some of the unique characteristics of the approach include conducting market surveys by farmers themselves, establishing business linkages between farmers and service providers, and promoting gender equity. In project areas farmers' income from horticulture has grown significantly and their livelihoods are improving. ZIM-SHEP is a technical cooperation project between the Government of Zimbabwe and the Government of Japan.

## Project aims

To increase agricultural incomes to improve the livelihood of small scale farmers by:

- Empowering them to minimize the information gap at the markets.
- Enable farmers to sustainably enhance their production and productivity levels respond to the market requirement.



## Target beneficiaries

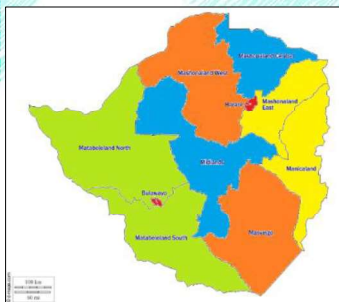
An estimated **2,860** Farmers that are engaging in irrigated agriculture in existing irrigation schemes **170** technical extension workers and officers will be trained to improve their capacity to guide their farmers to do market-oriented agriculture.

## Project duration

The program is being implemented for five years starting March 2019 to February 2025.

## Geographical coverage

The project is targeting small scale horticulture farmers at irrigation schemes throughout Zimbabwe's eight provinces. It is divided in 4 batches with two provinces and at least three irrigation schemes targeted in each province.



- 1<sup>st</sup> batch**  
Mashonaland Central  
Midlands
- 2<sup>nd</sup> batch**  
Mashonaland East  
Manicaland
- 3<sup>rd</sup> batch**  
Masvingo  
Mashonaland West
- 4<sup>th</sup> batch**  
Matabeleland North  
Matabeleland South

A cycle of pilot activities are supported by JICA. The provinces are then tasked with further upscaling of the approach to the remaining districts with their own efforts.



## Implementation Strategy

The Department of AGRITEX is the main implementer with support from the Department of Irrigation. AGRITEX uses its structures at Head Office, Province, District and Ward staff as implementers. JICA is offering technical expertise in the implementation of the program.

## How is sustainability ensured?

The approach, apart from giving farmers the systematic capacity development package of training and various activities for about a year, continues following up on those farmers for another year in their efforts to put their newly-acquired skills and knowledge into practice.

## Progress up to now

The project introduced this approach for **4** provinces in **12** districts, **13** irrigation schemes for **2,033** farmers, **33** extension workers, officers at Provinces and Districts.

The following are the impacts on Irrigation schemes today.

- Increased income
- Started sending children to school
- Reinvestment in agriculture
- Built modern houses
- Offering 3 meals a day
- No need to depend on financial supports
- Reduced GBV

