



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

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Overview of the Project:

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

In ASDP II, “Project for Strengthening DADP Planning and Implementation Capacity through Use of SHEP Approach (TANSHEP)” has been jointly implemented by Ministry of Agriculture, President Office – Regional Administration and Local Government (PO-RALG) and Japan International Cooperation Agency (JICA) since January 2019.

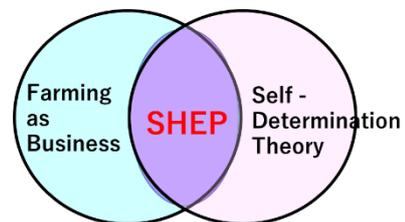
The project aims to further strengthening the capacities of the LGA for formulating and implementing the DADP by introducing SHEP approach. Currently, most horticultural farmers produce their crops without prior search of market demands. It often results in minimum selling prices or even massive unsold 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.

Kilimanjoro, Arusha and Tanga Regions are the primary target areas of TANSHEP. Over 4,000 farmers will benefit from it, including 1,000 farmers as direct beneficiaries, aiming to direct increase in farm incomes.

What is SHEP Approach? - “Grow and sell” to “Grow to sell”

Smallholder Horticulture Empowerment & Promotion

(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. It was originated from JICA project in Kenya and now being implemented more than 20 countries in Africa and other regions.



4 Steps in SHEP Approach	Activities
1. Share goals	- Introductory Workshop
2. Farmers aware of situation and market	- Baseline Survey/Farm Income Recording - Market Survey - Match-making
3. Farmers make decision	- Crop Selection - Action Planning
4. Farmers equipped with solution	- Field Training and Practice - Assessment/End-line survey



Progress of the Project:

As of November 2019, all target farmers groups (FG) in Kilimanjaro region learned how to conduct market survey, learned demands of the market, and obtained contacts of buyers. Also, many FGs reached some agreements for business/cooperation with various stakeholder e.g. buyers, financial institutions, seed/fertilizer companies etc. Now, most of FGs are ready to start cultivation.



SHEP Introduction Workshop (Hai DC)



Participatory baseline survey (Moshi DC)



Market survey by farmers group (Hai DC)



Match-making (Moshi & Hai DC)

Voice from farmers:

- Before participating in TANSHEP, I used to sell my products to middleman for his asking price. But now, I learnt that every crop has high/low demand season and its price changes depending on the market demand.
- Market survey was useful for me to understand that wholesaler and retailer require different quantity and quality of the products hence offer different price.

Voice of buyers and other stakeholders:

- Match-making gave us a great opportunity to meet new potential farmer groups within a short time.
- We could expand the network among stakeholders through match-making.
- We could advertise our company, products and services to farmer groups who will be a new customer.
- We agreed to provide trainings with farmer group.



TANSHEP

