

TICADVI Side Event hosted by JICA:

SHEP (Smallholder Horticulture Empowerment & Promotion) Approach Workshop

【Purpose】

On the occasion of TICAD V (The 5th Tokyo International Conference on African Development) in June 2013, Japanese Prime Minister Shinzo ABE pledged to promote Smallholder farmers in Africa through the *SHEP (Smallholder Horticulture Empowerment & Promotion) Approach* and that this Japanese model to be implemented in at least ten African countries.

SHEP Approach was born through “Smallholder Horticulture Empowerment Project”, a technical cooperation project between Kenya and Japan. With this approach, the project succeeded in doubling the farmers’ income from horticulture production. The factor of the success of SHEP is to change farmers’ mindset from “Grow and Sell” to “Grow to Sell”, that is, “Farming as a Business”.

Refer to the TICAD V commitment, JICA is now organizing training sessions on SHEP Approach and their follow-up cooperation. Twenty-three African countries have participated this training and are showing a good progress in implementing SHEP Approach in each country.

Taking the opportunity of TICAD VI, JICA offers this workshop in order to share and discuss the progress, achievements and challenges of SHEP Approach application in various African countries by 2016 and beyond. Also the workshop is to introduce further analysis of SHEP Approach’s basic concept on motivation and a new “Cool Japan” brand promoting tool of SHEP Game.

【Date and Time】 12:30 – 15:00, Thursday, 25 August, 2016

【Venue】 Sarova Panafric Hotel, Nairobi, Kenya

【Participating African Countries】

Burkina Faso, Ethiopia, Kenya, Lesotho, Madagascar, Malawi, Namibia, Niger, Nigeria, Rwanda, Senegal, South Africa, South Sudan, Tanzania, Uganda, Zambia and Zimbabwe (17 countries out of 23 countries implementing SHEP)

【Programme】 Instructor/Speaker:

- (1) Dr. Jiro Aikawa, JICA Senior Advisor for SHEP Approach
 - (2) Dr. Kumiko Shuto, Consultant for monitoring SHEP's Wide Implementation
 - (3) Ms.Francisca Malenge, National Project Coordinator, Kenya SHEP PLUS, Ministry of Agriculture, Livestock and Fisheries, Republic of Kenya
 - (4) Mr. Pearson Issac Jasi Soko, Assistant Chief Agribusiness Officer, Ministry of Agriculture, Irrigation and Water Development ,Republic of Malawi
 - (5) Mr. Momodou Kebe, Chief officer ,Department of Horticulture, Ministry of Agriculture and Rural Equipment, Republic of Senegal
- (Host) Dr.Johnson Irungu Waithaka, Director of Agriculture, Crop Resources, Agribusiness and Market Development Directorate, Ministry of Agriculture, Livestock and Fisheries, Kenya

time	presentation
12:30– 12:40	Opening Remarks (Dr. Richard Lesiyampe, Principal Secretary, Kenya Ministry of Agriculture, Livestock and Fisheries)
12:40– 12:55	Summary and Progress of SHEP Implementation in Africa (Dr. Aikawa)
12:55– 13:10	Psychological Implications of the SHEP Approach: Motivation as a Key to Success (Dr. Shuto)
13:10– 13:25	Achievement of SHEP Approach in Kenya and Progress of SHEP PLUS (Ms.Francisca Malenge)
13:25– 13:40	Implementation of SHEP Approach in Malawi (Mr. Pearson Issac Jasi Soko)
13:40– 13:55	Implementation of SHEP Approach in Senegal(Mr Momodou Kebe)
13:55– 14:05	Q & A
14:05– 14:45	Comments and Feedback from attending VIPs (Principal Secretary from Lesotho, Malawi,, Zimbabwe)
14:45– 14:55	Way Forward (Dr. Aikawa)
14:55– 15:00	Closing Remarks (Mr. Hiroshi KATO, Vice President, JICA)

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