



TANSHEP

Progress and Achievement so far

19th December, 2019
DADP Horticulture Task Force

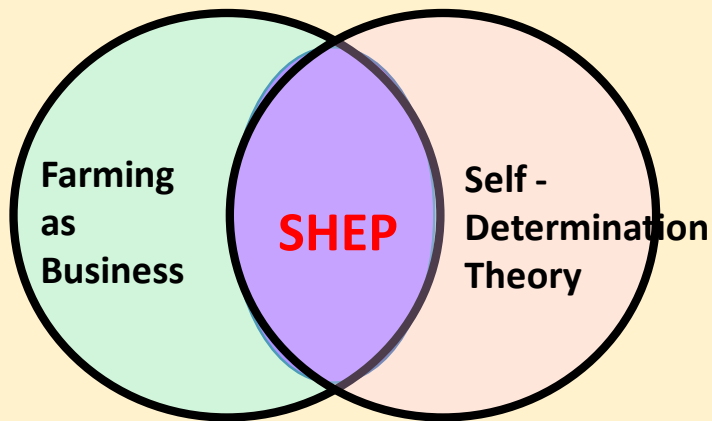
TANSHEP Project

Basic Information

Name	Project for Strengthening DADP Planning and Implementation Capacity through Use of SHEP Approach (TANSHEP)
Implementation arrangement	MoA and PO-RALG Working Entity: DADP Horticulture Taskforce
Location	Site I: 12 LGAs in Arusha, Kilimanjaro & Tanga Regions Site II: Other horticulture potential LGAs
Duration	5 years with 1st Term: Jan. 2019 – Jan. 2021 2ndTerm: Feb.2021 – Dec.2023
Budget	1st Term: Tsh 1,754,380,000 2ndTerm: Tsh 2,000,000,000 (subject to change)
Beneficiaries	Direct: 30 Hhs/ FG x 3 FGs x 12 LGAs = 1,080 Hhs Indirect:30 Hhs/ FG x 100 FGs = 3,000 Hhs

What is SHEP Approach?

- **Smallholder Horticulture Empowerment & Promotion (SHEP)** starts Market Survey first and improves input and production stages according to market needs. (“Grow and sell” to “Grow to sell”)
- It was originated from JICA project in Kenya and now being implemented more than 20 countries in Africa and other regions.



Basic 4 Steps of SHEP

Step 1: Share vision/ goals

Step 2: Farmers made aware of market

Step 3: Farmers make decision

Step 4: Farmers equipped with solution

Overall goal and Project Purpose

Project summary	Indicator
Overall goal DADPs function to achieve the higher farm income of farmers in project sites.	(Within 3 years after the termination of the Project/ 8 years from now on) More than XX farmers are supported by DADP Projects, including other priority commodities with reference to Tanzanian SHEP Approach.
Project purpose DADPs function to achieve the higher farm income of horticulture farmers in project sites.	<ol style="list-style-type: none"> 1. More than XX % of the target LGAs contains horticulture projects in their DADP during project period. 2. Farm income of farmers groups selected by TANSHEP in the Project site I increases by more than XX%.

Note:

Numerical targets (as written XX) will be proposed at the end of 1st Term and discussed at JCC in the 2nd Term.

Outputs

Project summary	Indicator
Output 1: Tanzanian SHEP approach under DADPs is developed.	Manuals for Tanzanian SHEP Approach under DADPs are developed with lessons learnt from project implementation.
Output 2: Primary target LGAs plan and implement horticulture projects with Tanzanian SHEP Approach under DADPs.	<p>More than XX farmers are supported by DADP horticulture Projects with Tanzanian SHEP Approach in the Project site I.</p> <p>Private actors (e.g. buyers, input suppliers, financial institutions) are involved in XX% of DADP horticulture Projects in the Project site I.</p>
Output 3: Central government backstops horticulture projects with Tanzanian SHEP approach under DADPs.	Horticulture Taskforce conducts backstopping (workshop, seminar, site visit etc.) XX times a year for LGAs in Project site I and II.



Highlights in Approach and Methods

JAN	FEB	MAR	APR	MAY	JUN	JULAI	AUG	SEPT	OCTO	NOV	DEC
	harati	harati									
	brokoli	brokoli				brokoli	brokoli	brokoli	brokoli	brokoli	brokoli
	cowflower	cowflower				cowflower	cowflower	cowflower	cowflower	cowflower	cowflower
	Lettuce	Lettuce	Lettuce			Lettuce	Lettuce	Lettuce	Lettuce	Lettuce	Lettuce
	zucchini	zucchini		zucchini	zucchini	zucchini	zucchini	zucchini	zucchini	zucchini	zucchini
Vazi	Vazi	Vazi	Vazi	Vazi							Vazi
	Tomato	Tomato	Tomato	Tomato	Tomato						
Snowpeas	Snowpeas	Snowpeas	Snowpeas	Snowpeas	Snowpeas						Snowpeas
Buttroot	Buttroot	Buttroot	Buttroot	Buttroot							
		French beans	French beans				French beans	French beans			
Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers	Color peppers
Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint	Basil & Mint



Slogan and key elements of TANSHEP

- TANSHEP has its own future vision and slogan

Anzia Sokoni Malizia Shambani Kwa Kipato Zaidi

- Key elements of TANSHEP

Visualization of human faces and how-part

- Database of FGs and Private Sectors/ Match-making
- Practical tools e.g. Peak Demand Table

Quick win / KAIZEN (small improvement for big impact)”

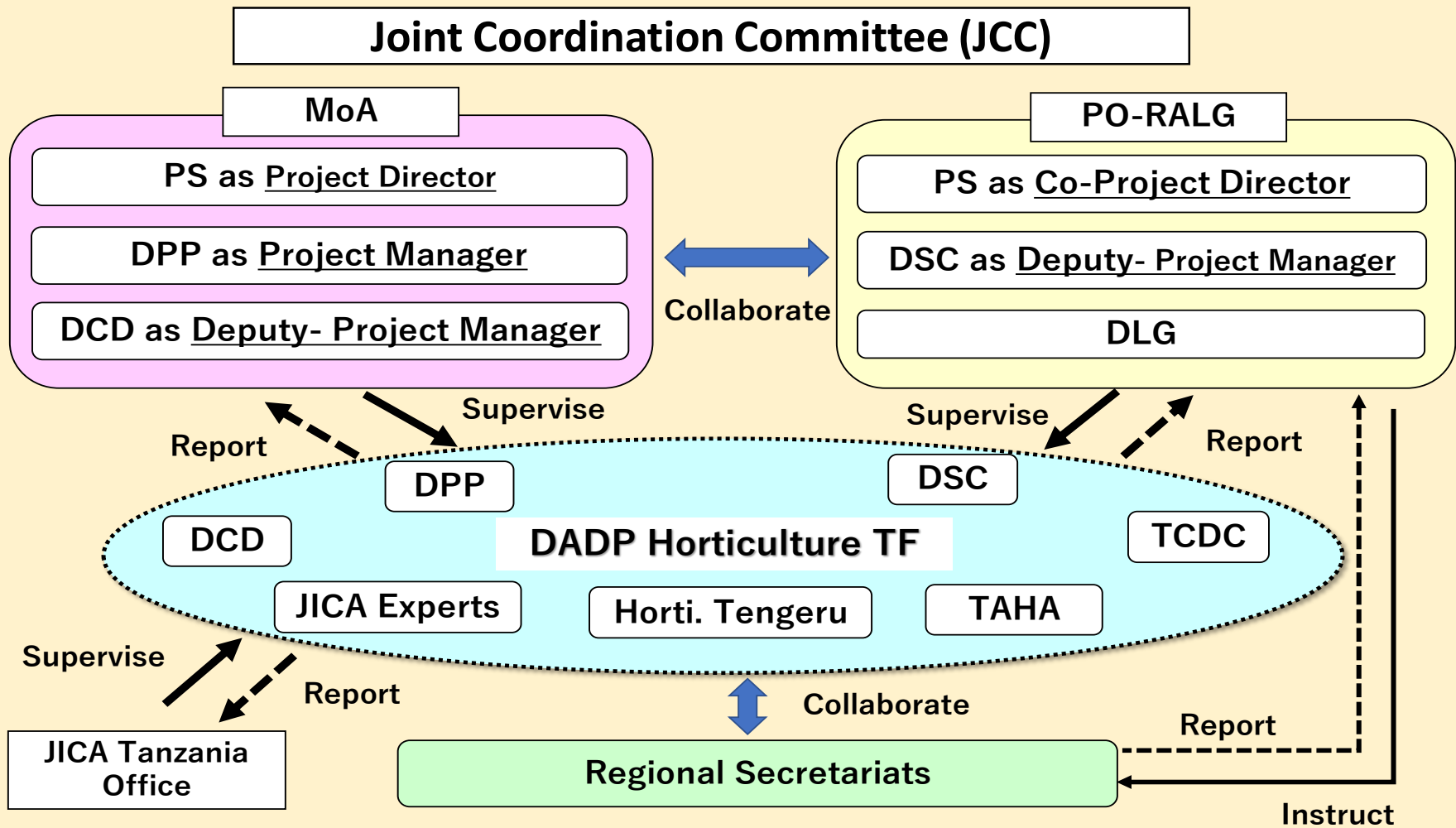
Special consideration to gender and nutrition issues

- Mitigating gender to obtain higher income
- Vegetable consumption and nutrition campaign

Selective approach to LGAs and FGs (important!!)

- **Primary target LGAs (6 LGAs (for the 1st 2 year cycle)):**
 - LGAs that have own / DP projects' resources and can share the cost with the Project.
 - LGAs that have sufficient number of FGs
 - LGAs that have potential for horticulture production
- **Direct support FGs (Around 3 FGs or 90 farmers / LGA):**
 - FGs that have potential for production (e.g. irrigation and facilities) but do not know market needs
- **Indirect support FGs (Around 10 FGs or 300 farmers / LGA):**
 - FGs that are omitted from direct support but can be supported by LGAs' own initiatives
 - FGs that know market needs but need more expansion for production to meet such needs

(The Numbers are flexible.)



TANSHEP Project

**Progress made so far
(Jan. – Dec. 2019)**

Progress made so far

12

Preparatory Works (Project Sensitization and Selection of the LGAs)



SHEP Steps and Activities at LGA Level

Introductory WS

Step 1: Share goals with Farmers

Baseline Survey

Market Survey

Match-making

Step 2: Farmers aware of situation and market

We are here now.

Crop Selection/ AP

Step 3: Farmers make decision

Field Training (e.g. Demo plot, record keeping training)

Assessment/End-line survey

Step 4: Farmers equipped with solution

0. Preparatory Works

0.1 Sensitization Meeting

- Meeting was held on March 27, 2019
- District staff/Extension officers were sensitized on how to realize market-oriented agriculture
- District & extension staff understood project purpose, plan of operation & proposal system of sub-county selection



Sensitization WS on Mar. 27, 2019

0. Preparatory Works

0.2 Request for Proposal to LGA

- Meeting was held on April 23, 24, and 25, 2019
- LGAs submitted proposals for participating in TANSHEP.
- TANSHEP Task Force (TF) assessed and selected candidate Target LGAs (Shortlisted LGAs) according to pre-determined criteria.



LGA Shortlisting on Apr. 24, 2019

【Selection criteria】

- 1) The extent that LGA can contribute to TANSHEP in view of of cost sharing with the Project.
- 2) The number of horticultural farmer groups (if it is more than 390 farmers (Project target))
- 3) Potential of farmer groups in expanding and adjusting their production according to market needs.

Note: As a secondary criteria, gender balance of members, group registration status, the number of extension officers were considered.

0. Preparatory Works

0.3 Selection of the LGAs

- Field visits were organized in May to early June, 2019
- Shortlisted LGAs and Farmers Groups (FGs) were visited and examined.



Field Visit in May, 2019

【Selection criteria】

- 1) The level of LGA's (DED and DAICO) understanding of SHEP Approach and TANSHEP.
 - 2) The degree of external supports.
 - 3) Assurance of LGA in the cost sharing arrangement.
 - 4) Validity of the proposal submitted to the LGA selection.
 - 5) Actual situation of farmer groups potential to TANSHEP support
- 6 LGAs were chosen as the first batch target LGAs, namely, Meru DC and Karatu DC in Arusha; Moshi DC and Hai DC in Kilimanjaro; Lushoto DC and Bumbuli DC in Tanga.

Step 1. Sharing of Goal with Farmers

1.1 Introductory Workshop

- The introductory workshops were held in June and July, 2019.
- District Facilitation Team (including extension officers) and FG representative (both male and female) were provided with the concept of SHEP, the framework of TANSHEP, and the future activities.
- The commitment letter was prepared by LGAs and directive letter given by MoA/PO-RALG via RASs



LGA Introduction WS in July, 2019 (1)



LGA Introduction WS in July, 2019 (2)

Step 2. Awareness of situation

2.1 Baseline Survey

- Baseline survey was conducted in July and August.
- DFT members were trained on tools & procedure of the Baseline Survey



Baseline Survey in Aug., 2019

- Baseline survey has 2 components: **FIR (Farm Income Record)** and **FES (Farmer Empowerment Survey)**
- FIR is introduced as part of farmers' capacity building in keeping production and sales records. It is also to be used to assess the impact of project at the end of project activity cycle (although the accuracy is yet to be concerned).
- FES is included in order to grasp the present situation of farmers' general livelihood.

Step 2. Awareness of situation

2.2 Market Survey Training

- Market Survey training was conducted in July - August.
- Extension staff and Farmer group members were given training on the practices of Market Survey.



Market Survey in Aug, 2019

- As a principle, the Market Survey started with local market, because such markets are close to their living and do not require complex arrangement in interaction. Such approach is also good to learn from familiar situation.

Step 2. Awareness of situation

2.3 Match-Making Forum

- Match-Making Forum was organized for the 6 target LGAs in October – November.
- Stakeholders to be invited were selected based on the information of the Market Survey. (Contacts were made by not only LGAs but by TF and JICA team)
- Contacts (linkages) between FGs and stakeholders were reinforced.



Match Making in Oct, 2019

Sep 3. Decision Making

3.1 Action Planning by FG

- Action Plan (AP) Workshop were conducted in Nov. – Dec.
- Based on the results of Baseline Survey, Market Survey and Match Making, FGs select target crops and prepare cropping calendars for group activities.
- With the AP, they are making trial production with their new business models (e.g. new crop, new buyers, new seasons)
- APs are now being consolidated at LGAs to make arrangement for technical training.

UMUJA 'A'	Cauliflower	BROCOLI	ZUCHINI
1. SOKO TARAJIWA/MUNUZI	RAMOSH-Hanaka BENSI BEL-Mindani Resinsim No. 0787-015015 BEN'Sm No: 0686-283090	RAMOSH-Hanaka BENSI BEL-Mindani Resinsim No. 0787-015015 BEN'Sm No: 0686-283090	RAMOSH-Hanaka BENSI BEL-Mindani Resinsim No. 0787-015015 BEN'Sm No: 0686-283090
2. MATIATJI YA SOKO/MUNUZI (Kwa UBORA, KIANI N.K)	<ul style="list-style-type: none"> KU ANI Chakula CHEUPA (KISAJI) • Fresh • Uviro - kila kila • Mafuta kg 50 • KUVUWA ndani MASAZI na ifike Soko • Mafuta bora • Mafuta gashwa vizuri 	<ul style="list-style-type: none"> • Fresh • Hifeso kama nika ya • Uviro - kila kila • Mafuta kg 50 • Mafuta bora • Mafuta gashwa vizuri • Mafuta gashwa vizuri • Mafuta gashwa vizuri 	<ul style="list-style-type: none"> • Fresh • Hifeso kama nika ya • Uviro - kila kila • Mafuta kg 50 • Mafuta bora • Mafuta gashwa vizuri • Mafuta gashwa vizuri • Mafuta gashwa vizuri
3. ZAO JIPIYA/ZAMANI (KAWAIDA)	KAWAIDA	KAWAIDA	KAWAIDA
4. AJWA YA MFUMO KWA BIASHARA NA MIKAKATI YAKE.	MUNUZI WA JUMLA - Kufika Kanda ya UZALISHA - Kubadilisha wamunzi - Kubadilisha wamunzi - Kubadilisha wamunzi	MUNUZI WA JUMLA - Kufika Kanda ya UZALISHA - Kubadilisha wamunzi - Kubadilisha wamunzi - Kubadilisha wamunzi	MUNUZI WA JUMLA - Kufika Kanda ya UZALISHA - Kubadilisha wamunzi - Kubadilisha wamunzi - Kubadilisha wamunzi

Crop Selection Table

WIMUJA	Kijiji: MGWASHI	KATA LUKEZI	Wibaya Lushoto			
Mikakati: Tuna badilisha	<input type="checkbox"/> Zaini/Aina	<input checked="" type="checkbox"/> Uviro	<input checked="" type="checkbox"/> Kiasi			
<input checked="" type="checkbox"/> Munda wa mavuno (Sun 3/5)	<input checked="" type="checkbox"/> Wamunzi	<input checked="" type="checkbox"/> Mungu to	<input checked="" type="checkbox"/> Kaji			
MIERI	DEC	JAN	FEB	MARCH	APR	MAY
BROCOLI	KUANDAA VINA NA KUBA MBEA KUANDBA SHAMBAA	KUPANDIWA PALI ZI KUPULIZI KUPULIZI KUPULIZI	PALI ZI KUPULIZI KUPULIZI KUPULIZI	KUVUNA NA KUBA	KUVUNA NA KUBA	KUVUNA NA KUBA
KAZI ZA VIKUNDI	KUPANDIWA KUPANDIWA KUPANDIWA KUPANDIWA	KUPANDIWA KUPANDIWA KUPANDIWA KUPANDIWA	PALI ZI KUPULIZI KUPULIZI KUPULIZI	KUPANDIWA KUPANDIWA KUPANDIWA KUPANDIWA	KUPANDIWA KUPANDIWA KUPANDIWA KUPANDIWA	KUPANDIWA KUPANDIWA KUPANDIWA KUPANDIWA
MIFANO YA BIA SHARA NA MASOKO	KUPATA ELIKU YA MAFUTA NA MAFUTA	KUPATA ELIKU YA MAFUTA NA MAFUTA	KUPATA ELIKU YA MAFUTA NA MAFUTA	KUPATA ELIKU YA MAFUTA NA MAFUTA	KUPATA ELIKU YA MAFUTA NA MAFUTA	KUPATA ELIKU YA MAFUTA NA MAFUTA

Crop Calendar

5. Achievements so far (1)

1. Baseline Survey: More than 1600 farmers' data (M:790, F:830) on crop production and income levels were collected, though their accuracy must be improved through implementation. Detailed analysis was made for some FGs .

Example: Baseline Data for Umoja FG in Bumbuli DC (30 HHs)

Major Crop	No. of HHs cultivating	Ave. Land Size / HH	Ave. Cost / Acre	Ave. Income/ Acre	Ave. Profit/ Acre
Cabbage	29 HHs	0.38 acre	TZS 1,110,000	TZS 3,167,040	TZS 2,057,040
Sweet pepper	29 HHs	0.38 acre	TZS 1,309,148	TZS 4,705,689	TZS 3,396,541
Tomato	29 HHs	0.47 acre	TZS 1,289,034	TZS 2,741,517	TZS 1,452,483

5. Achievements so far (3)

3. Match Making (MM): Major Stakeholders were identified and possible collaboration between 56 FGs and more than 30 stakeholders were listed for DFT to follow-up.

Major Stakeholders participating in MM organized by TANSHEP

Category	Name of the stakeholders participating in MM
Buyer	Home Veg, Serengeti Fresh, Bredas Traders, MacLeans BeneCIBO, WASSHA, Individual buyers
Input	East West Seed Co., Rijk Zwaan, YARA, Balton, Seed Co. Suba Agro, Crop Bioscience Solution, Beula Seed, Union Store, Sungura, Doladae, Kilimo Kwanza, OCP Tanzania, Kibo Seed
Finance	NMB, TADB, EFTA
Agencies	TAHA, TARIAVRDC, SEVIA, Farm Concern, KWIEKO, PASS, TOSCI, Solidaridad
Irrigation	SIMU Solar, Moshi Irrigation Commission

5. Achievements so far (4)

4. Some FGs have already started production based on MS and/or business with stakeholders met in MM.



Tupendane in Hai DC

Rent an irrigated land as a group and start onion production to fetch high prices in December, as identified by their MS.



Neema Environment Care in Hai DC

Already started nursery production of tomato with the aim of harvesting it in March/ April, when the price is high.



Umoja A in Luhoto DC

After discussion with Rashidi in Kariakoo during MS and with MacLeans BeneCIBO in MM, the group has already started new business with them.



Uchira in Moshi DC ↑

Conducted the demo plot of hot peppers in collaboration with Rijk Zwaan.

(Source: Rijk Zwaan facebook)

Tujiendeleze in Bumbuli DC

Already participated in the training offered by SEVIA after MM, on production of cabbage and sweet peppers.



7. Lessons Learnt by implementation (1)

- **Market Survey (MS)** is useful (Many Farmers did not know the system and trend of even their local market).
- TANSHEP can produce **valuable information/ data** on vegetable sub-sector such as price information which can be used by the government in their support to farmers.
- **Match Making (MM)** is appreciated by both farmers and stakeholders: *Farmers want to find trustable Stakeholders, while Stakeholders are looking for reliable Farmers.*
- Unfortunately **buyers** have not been taking part in the past MM. For the MM of this workshop (Day 2), buyers were specifically contacted and invited to this event.

7. Lessons Learnt by implementation (2)

- It is crucial to make **follow-up of the MM agreement** made between FGs and Stakeholders in the past. If not followed up, the agreement may be left out.
- It is necessary to strengthen **farmers' ability of record keeping**. TANSHEP will implement training on this matter, and attempt to improve the data quality.
- Among FGs, some are **active and take own initiative** to make use of the MS and MM results, while others are less so. Given the constraints in budget and other resources, it is effective for the government (LGAs) to prioritize such FGs, as they can improve by themselves, provided market information with MS and business opportunities with MM. This is recommendation from TANSHEP for FY 2020/21 ASDP/DADP implementation.

8. Way forwards

- Consolidation of APs made by FGs and arrangement for technical training
- Due follow-up of MM to realize the agreement by the FGs and their stakeholders
- Supplementary Market Survey e.g. in Dar es salaam for FGs who intend/ need to look for bigger markets
- Realization of the financial commitment made by the LGAs
- Review of Trail Production with new business model (M&E)

Thank you for your attention!

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kwa Kipato Zaidi]***