

Market-Oriented Smallholder Horticulture Empowerment and Promotion Project (MA-SHEP)

BACKGROUND

Agriculture sector is the most important industry in Malawi, accounting for 33 % of GDP, and approximately 80 % of labour force is engaged in agriculture.

Horticulture is one of the important sub-sectors with its main role in income and food security. It is however, affected by marketing challenges at local, regional and international levels mainly due to perishability of their products. It has also been noted that most of the smallholder farmers involved in production do not consider farming as their business and operate as individuals. Most of the extension approaches have also emphasized on production aspects rather than marketing aspects.

Japan International Cooperation Agency (JICA) has started "Training Program for Market-Oriented Agriculture for Smallholder Farmers" since 2014. After the training in Japan, ex-participants of this training started to implement the pilot project in Ntchisi District. In the course of the pilot project implementation, considerable positive changes were observed among the target farmer groups, such as embarking upon collective marketing and improving bargaining power. Recognizing this result, the Government of Malawi (GOM) requested the Government of Japan (GOJ) for the technical cooperation to support GOM in promoting and scaling up market-oriented agriculture for smallholder horticulture farmers based on the experience in the pilot project.

OUTLINE OF THE PROJECT

(1) Objectives

Expected goals which will be attained through implementing the Project are:

- Overall Goal: Livelihood of smallholder farmers is improved through practicing the MA-SHEP Package.
- Project Purpose: The income of the members of the farmer's groups targeted by the Project is increased.

(2) Target area

Nationwide (Implementing districts will be determined by "Activity 1-2")

(3) Duration of the Project

From 9th April, 2017 to 8th April, 2022 (5 years)

(4) Implementation agencies

Implementation Agency: Department of Agricultural Extension Services (DAES), Ministry of Agriculture, Irrigation and Water Development (MoAIWD)

Cooperation Agency: Department of Crops Development (DCD), Ministry of Agriculture, Irrigation and Water Development (MoAIWD)

(5) Beneficiaries

About 320 officers of MoAIWD (from Headquarters, ADDs, Districts and EPAs)

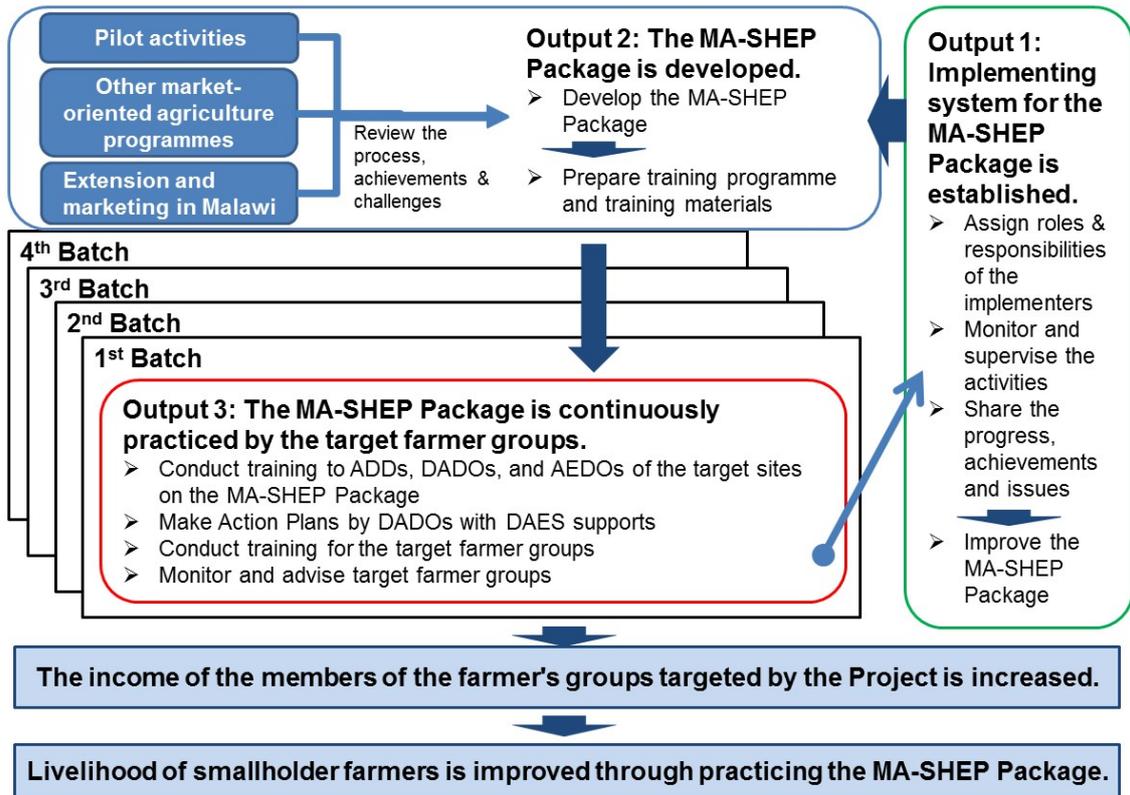
About 2,800 smallholder horticulture farmers

(6) Long-term JICA experts

In-Charge (Specialty)	Name
Chief Advisor / SHEP Approach	Ms. Harue KITAJIMA
Horticulture Production and Extension	Mr. Katsusuke NIWA
Marketing / Project Coordinator	Ms. Tomoko OGAWA

* Other short-term JICA experts (such as Gender, Market Access Improvement) may be dispatched when necessity arises.

【Project Design】



【Project Implementation Structure】

