

# Case studies

## *Examples of gender transformative work from the ecosystem*

This case study compendium will help you to learn from real world examples of organizations that have adopted gender transformative approaches and the impacts of the same.

The case studies are short summaries of evidences across value chains and geographies, highlighting (1) why gender mainstreaming should be considered in agriculture (2) how gender mainstreaming can be considered and (3) evidence of impact of gender mainstreaming. Longer form sources are linked to every summary to provide deeper reading material.

This case study compendium can be very useful to build a case for gender transformation both internally within an organization and externally with stakeholders. The various case studies provide illustrative examples how gender transformative approaches in agriculture can be adopted and the financial and social benefits from such approaches.

### Directions to use the case study compendium:

1. The case studies in this tool can be read together to build further awareness on topics related to gender transformation in agriculture or can be consumed in a modular fashion depending upon topics of interest.
2. These case studies can serve both internal and external purposes to build the case for gender transformation.
  - a. Use these case studies as evidence to propagate for internal changes such as policies and governance structures that support gender transformation while benefiting the overall business mission.
  - b. Use these case studies as evidence to talk to external stakeholders (such as suppliers, funders, etc.) and build the case for developing products and services that take into account varied needs of women and men smallholders.
3. At the end of the tool we have provided a glossary of some commonly used terms in the tool which will aid in better understanding of some of the cases.



**Primary audience**  
All



**Tool type**  
Reading material



**Personnel**  
Any/all



**Duration**  
4-6 hours

### GOALS

(1) Understand why gender transformative approaches are required, how they can be implemented in various settings and what is the evidence of impact from such approaches.

(2) Use for internal and external conversations around gender transformation.

### REQUIREMENTS

(1) No additional investment in terms of financial, human or technical resources.

(2) If there are terms which are unclear we suggest referring to [Gender concepts glossary](#) tool or consult your Gender Advisor if you have one.

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## WHY SHOULD GENDER MAINSTREAMING IN AGRICULTURE BE CONSIDERED?

### Knowns and unknowns of gender transformative approaches



Despite the significant contribution of women farmers to the agriculture sector in SSA and globally, gender gaps persist in levels of productivity, resilience and incomes. Gender transformative approaches represent a shift in how digital agriculture products and services help tackle gender divide and shift gender based constraints and norms for higher gender equality. While there has been an increased awareness about gender transformative approaches, there is still need to build evidence on how they not only reach more women, but also lead to substantive empowerment through addressing structural factors like entrenched gender norms and perceptions around gender roles. **For gender transformative approaches to have significant outcomes there is a need for strategies to surface and address underlying barriers (such as gender norms) and to encourage participatory approaches including all genders.** To continue reading further on this topic, refer to [CGIAR research](#).

### Case for mainstreaming gender in agriculture



While women account for close to half of the agriculture sector labour force, their productivity is 20-30% less than that of men farmers. This gendered productivity gap is attributable to women's lower access to productive resources, inputs, technology and innovative solutions, credit, and access to markets, among other reasons. **If these inequalities were to be eliminated, agriculture production would increase by 2.5-4% and a 100-150 million fewer people would be hungry. If women had greater access to the resources they need then countries would see their gross national product increase by 4%.** This is backed by studies showing that women invest in cultivated land, and in nutrition, health and education, thus enhancing the chain of productivity. To continue reading further on this topic, refer to the [Technical Centre for Agriculture and Rural Cooperation \(CTA\) research](#).

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## HOW CAN GENDER MAINSTREAMING IN AGRICULTURE BE CONSIDERED?

### Farm to Market Alliance empowering women smallholders



Farm to Market Alliance (FtMA) is public-private consortium of six organisations that seeks to empower smallholder farmers in Kenya, Rwanda, Tanzania and Zambia to increase their yields, income and resilience, and to improve global food security. The consortium uses a demand-led approach to deliver products that are tailored to the needs of farmers. FtMA empowers farmers to become reliable market players through access to four integrated pathways: i) predictable markets, ii) affordable finance, iii) technologies and quality inputs, and iv) handling and storage solutions. Through its locally-run Farmer Service Centers model, FtMA has reached 150,000 farmers to date across the four countries. **Female farmers make up 53% of the participating farmers in Kenya, 49% in Rwanda, 43% in Tanzania, and 40% in Zambia, indicating an appreciation of FtMA services by women farmers.** To continue reading on FtMA's work, refer to [FtMA website](#).

### Gender and agriculture rural advisory services



Among the multiple factors that hinder women farmers' productivity, a key one is women's limited access to agriculture advisory services (AAS) which limits their ability to learn and adapt new technologies and agriculture practices which could otherwise contribute to improved yields, productivity and incomes. Women are less likely to receive AAS due to lack of targeted programs, gender bias in the content delivered, primarily male delivery agents and little consideration of gender based constraints like mobility, time, etc. There is however growing evidence of generation of positive outcomes of AAS after intentionally including women. **In 2008 BRAC Uganda launched a women only agriculture extension project and an impact evaluation indicated meaningful improvement in measures of food security, 27.6% rise in agriculture production value and a 29% reduction in household level malaria prevalence.** To continue reading further on this topic, refer to the [Gates Gender and Agricultural Advisory Services brief](#).

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## HOW CAN GENDER MAINSTREAMING IN AGRICULTURE BE CONSIDERED?

### Understanding gender preferences in banana traits to improve adoption



Bananas have high economic importance in the agriculture sector in Sub Saharan Africa, yet there is scarce usage of new cultivars with better agronomic characteristics than traditional cultivars. Research has shown that men and women farmers have variations in their preference for cultivars based on their gendered socio-economic roles. Women farmers who sell bananas for income prefer traits related to production (such as early maturity) and men farmers who mostly sell bananas for consumption prefer traits like colour and taste. Deeper assessment and integration of this knowledge of varied preferences by gender can inform banana breeding research and resource allocation to increase adoption of new cultivars.

***Women and men banana farmers have gender specific knowledge on production, processing and consumption of particular cultivars and as such gender sensitive approaches can support efficient banana breeding programs.*** To continue reading further on this topic, refer to [CGIAR research](#).

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## WHAT IS THE EVIDENCE OF IMPACT OF GENDER MAINSTREAMING IN AGRICULTURE?

### Increased incomes for coffee farmers with participatory decision making



Men and women coffee smallholder farmers in Uganda have benefited from increased household incomes through improved and increased participatory intra-household decision making processes. Intra-household conflicts related to women's participation in coffee farming had led to adverse impacts on both the coffee production and value (in terms of unripe, low quality coffee beans) and on interpersonal effects, including gender based violence. Introducing community workshops on gender relations resulted in improved joint management of assets and incomes by men and women farmers, more equitable division of labour, less gender based violence and increased incomes through sale of higher quality beans. **By addressing women's unequal access to knowledge, resources and decision making, farmers were able to achieve higher agency for women and better livelihoods.**

To continue reading further on this topic, refer to [IDH](#).

### Increased flower exports through gender focused policies and governance



The flower sector in Kenya mostly realised value through dependence on marginalized, vulnerably employed and low skilled female workers and auction-sales leading to low prices. The sector introduced policies to improve governance through compliance with the gender requirements of the Kenya Flower Council social and environmental standards to ensure better working conditions and development of a more skilled and stable female workforce. This enabled the sector to sell better quality produce to more European markets. **The exports of the Kenyan flower sector increased by 2.8% of the total world flower exports through compliance with gender requirements of social and environmental standards.** These gender requirements included equal remuneration, job security, worker committees with representation of men and women among others. To continue reading further on this topic, refer to [IDH](#).

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## WHAT IS THE EVIDENCE OF IMPACT OF GENDER MAINSTREAMING IN AGRICULTURE?

### Reduced time poverty for women farmers due to analysis of sex-disaggregated data



Collection and analysis of sex-and-gender disaggregated data provides a clear understanding of existing gender gaps and underlying root causes resulting in informed policy making and tailored interventions that address the needs of women. For instance, the World Bank's Living Standards Measurement Study—Integrated Surveys on Agriculture (LSMS-ISA) provides extensive information in understanding gender gaps in agriculture. Synthesis of LSMS-ISA data from six IDA countries reveals deep rooted inequalities in agriculture in sub-Saharan Africa, identifies factors holding back women farmers, and sets out concrete actions that policy makers can take to reduce inequality. **For example, findings from the study indicates that in several countries time poverty is a key driver of gender inequality in agricultural productivity, and that community-based child care centers provide an alternative to alleviate time poverty for women and as a result, increase their participation in paid agricultural activities.** To read more on this topic, refer to [World Bank](#).

### Increased income for women farmers due to adoption of climate smart approaches



The Women's Empowerment: Improving Resilience, Income and Food Security (WE RISE) programme aims to improve household food security and build resilience by empowering women through increased agricultural productivity. In Tanzania where interventions focused on cassava and sesame value chains, increases were observed in the adoption of Climate Smart Agricultural (CSA) practices such as mulching, minimum tillage and planting in rows, and the use of quality seeds between baseline and endline evaluations. For instance, women using minimum tillage increased from 21% to 65.5%. **Consequently, women increased sesame production from 213.6 kg/ha to 569.3 kg/ha (166%) between 2012 and 2015. Their average annual income increased from USD 165 to USD 215 (30%). Cassava yields also increased from 573.3 kg/ha to 648.6 kg/ha.** To continue reading further on this topic, refer to [CARE International Evaluations](#).

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## WHAT IS THE EVIDENCE OF IMPACT OF GENDER MAINSTREAMING IN AGRICULTURE?

### Improved incomes for women smallholders driven by Arifu's digital learning solutions designed for women



Digital literacy and engaging learning content among smallholders, is a precursor to advancing smart farming to improve livelihoods and resilience. Women smallholders, however face several barriers to accessing learning content, such as lower access to devices, gender-blind technology designs, higher time poverty to use digital services and lower decision making power and agency. Arifu, a digital advisor provides free agriculture training content through various channels (SMS, WhatsApp, Facebook) and aims to design their products suited to differentiated needs of women farmers.

**Arifu's agriculture and business content have led to adoption of better agriculture practices and increased incomes for women. In Tanzania, Arifu offered business and savings goals training to women in partnership with Technoserve and saw a 185% increase in savings.** To read more on this topic, refer to [Arifu](#).

### Improved financial discipline among women farmers in Zambia, driven by AgriPay's digital financial services



Although women make a large proportion of the Zambian agricultural labour force, they remain the most financially excluded group. Zambia's AgriPay is ZANACO's farmers account offering that presents women with access to financial products and services as well as agronomic information. Since its launch in 2019, almost 54% of the accounts were opened by women farmers. AgriPay's value proposition of safe storage of money and features around low transaction costs addresses women's needs. Additionally, ability to transact through mobile phones also addresses specific pain points of women farmers around time poverty and mobility constraints. **Use of AgriPay has contributed to improved livelihoods of women farmers, through higher financial discipline, better financial management, higher disposable money due to low transaction fees and no maintenance charges.** To continue reading further on this topic, refer to [Agri-Pay Zanaco](#) and [Mercy Corps Agrifin](#).

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## WHAT IS THE EVIDENCE OF IMPACT OF GENDER MAINSTREAMING IN AGRICULTURE?

### Improved livelihoods for women smallholders in Kenya, driven by DigiFarm's exhaustive digital agriculture services



Smallholders in Sub-Saharan Africa, especially women, face a range of challenges across the ecosystem, from access to inputs and capital to market linkage facilities. DigiFarm, a Safaricom subsidiary, provides a range of digital agricultural services catered to smallholders through basic feature phones. Services include access to inputs, input credit, crop insurance, learning content and market linkages. DigiFarm has adopted various gender specific mandates to increase the adoption and usage of digital products among women smallholders. With implementing partner Africa Instore Solutions (AIS) it has adopted a gender mainstreaming lens in its operations. DigiFarm, also through its DigiFarm Village Agent (DVA) program ensures that at least a third of agents are women to increase the comfort of women smallholders to approach and engage with agents. These efforts have led to increased engagement of women farmers with DigiFarm's products and improvement in their livelihoods and lifestyles. **Women farmers have reported increase in farm yields, productivity and incomes due to enhanced access to better quality and certified inputs through DigiFarm. Access to off-takers and market linkages have also provided women farmers with increased and diversified income streams.** To read more on this topic, refer to [Digi Farm](#) and [Mercy Corps AgriFin](#).

### AgTech's potential to boost women's empowerment



Digital solutions and innovations for agriculture have the potential to address several persisting gender gaps through providing women higher access to productive resources, lower entry barriers to access markets and services and increased agency. **In Ghana, the Shea Network Ghana (SNG) used digital technology to directly connect women farmers engaged in informal shea processing activities to markets and buyers leading to an 82% increase in their profits.** These women shea farmers are now connected to the formal market and are able to sell their produce using their mobile phones. Increased incomes and more importantly, higher level of ownership of their produce and agency in the shea butter value chain are some of the key outcomes of using digital technology to bring women farmers closer to the end buyers. To continue reading further on this topic, refer to the [Technical Centre for Agriculture and Rural Cooperation \(CTA\) research](#).

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## RELEVANT GLOSSARY

As you work through this tool, you may have come across terms that are unfamiliar or confusing. Below is a list of some terms, knowing which would aid in better understanding of the tool. If there still are terms that you do not understand, it is recommended to refer to the [Gender Glossary](#) and other linked sources or consult with your Gender Advisor (if your organization has one).

**Advisory and information services** refers to digitally delivered information on topics such as agronomic best practices, pests and diseases, market prices, farming techniques that are tailored to specific farmer segments and that enable farmers to make informed decisions that maximise their agricultural output. Increasing access to advisory and information services for women farmers increases their productivity.

**Climate smart agriculture (CSA)** refers to agricultural strategies and practices that would ensure sustainable food security in a changing climate through increased agricultural productivity, enhanced climate resilience and reduced emissions. *Women farmers need to be educated on climate-smart agricultural practices such as crop diversification and manure management to increase their climate resilience.*

**Gender/ social norms** are collectively held standards to which people are expected to conform at different stages of their lives based on their sex or gender identity. These are norms that seek to represent beliefs and values of what it means to male or female in different societal contexts. *E.g., gendered expectations for women to engage in unpaid caregiving work limits their time to engage in productive agricultural activities.*

**Gender based constraints** refer to formal laws, attitudes, perceptions, values, or practices that limit people's access to resources and/or opportunities based on their sex or gender identity. *E.g., cultural norms that limit women's ownership of agricultural land are gender-based constraints.*

**Gender bias** refers to the conscious or unconscious, explicit or implicit prejudiced actions or thoughts that could lead to unfair treatment of people based on their perceived gender. *E.g., male farm laborers hired by women farm owners are likely to be less hardworking and reliable due to the lower perceived strictness of women.*

**Gender equality** refers to equal rights, opportunities, and responsibilities for different genders regardless of their sex or gender identity. It involves equal treatment for men and women, girls and boys, by taking into consideration their needs and priorities while recognizing their diversity

**Gender mainstreaming / integration** is a process that involves embedding of a gender perspective into the entire spectrum of an organization's activities including its strategies, structures, policies, culture, systems and operations. It ensures that the needs and interests of all genders are included in the design, implementation, and M&E of any planned activity.