

Promoting Women's Empowerment in Smallholder Horticulture Empowerment Project (SHEP) in Kenya

*Change from “Manager - Labor”
relationship to “Managing Partners”*

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1. Background of the Project (SHEP)

High development of horticulture sub-sector in Kenya

But, Smallholders are faced with various challenges.

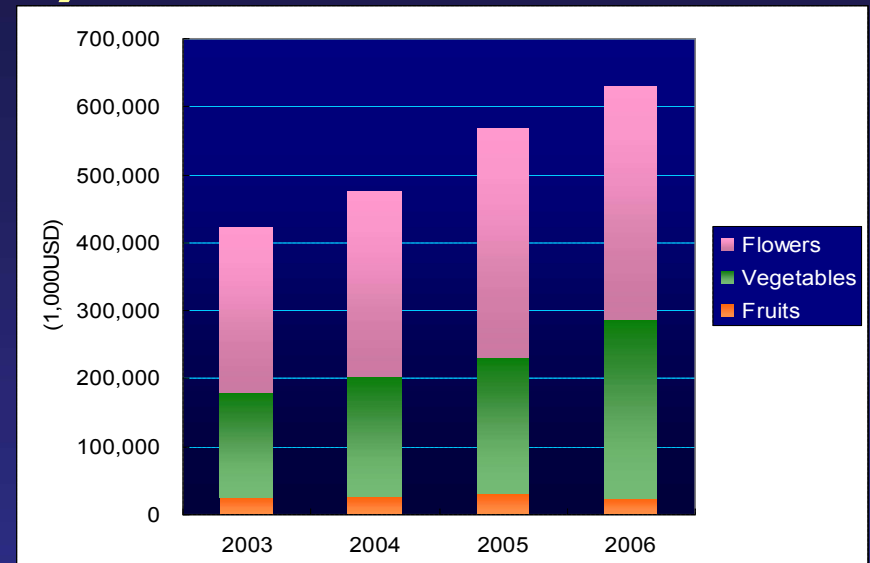


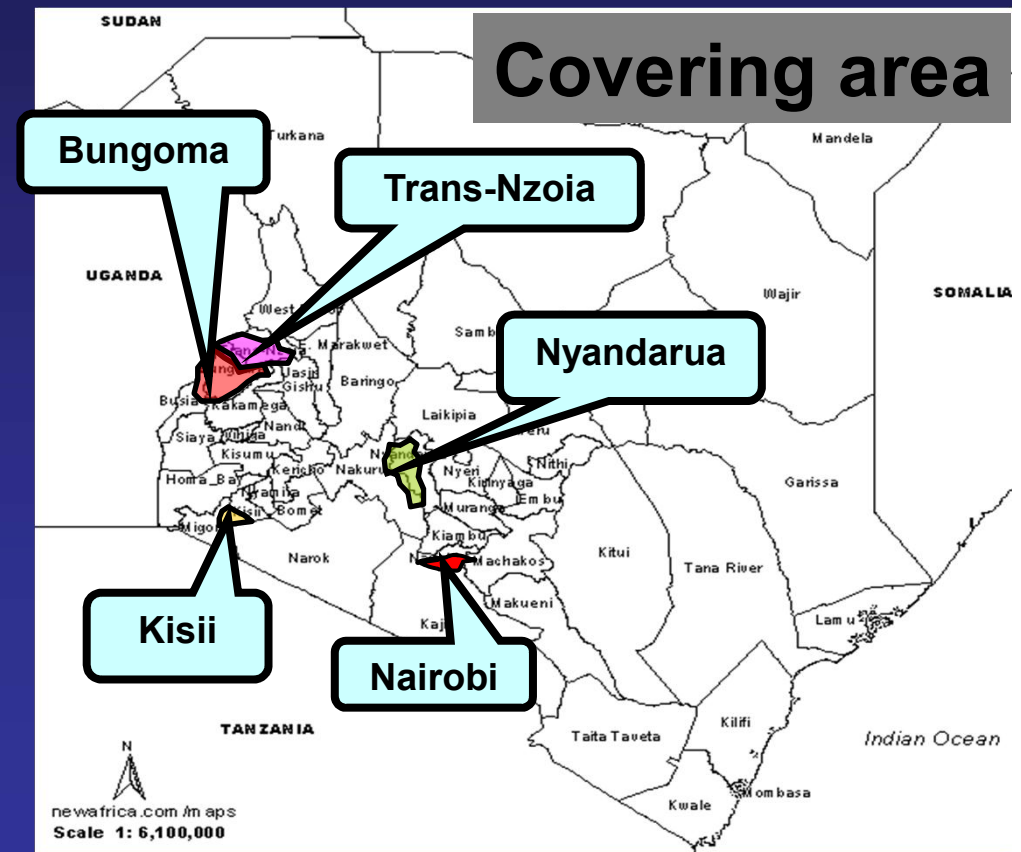
Fig. Export of Horticulture Crops
(Data: HCDA)

Customer, but what about payment?



2. Introduction of the project

The Smallholder Horticulture Empowerment Project (**SHEP**) was a bilateral technical cooperation project (2006 – 2009)



3. Conceptualization of Gender in SHEP

- Consideration of the importance of gender
- Gender survey
- Confirmation that 70% of farming were done by women
- Recognition of the importance of gender in order to achieve the project purpose



Gender Survey on target farmers



Discussion among the team members

4. Preparation for Gender Activities

- Reaching a consensus on “what, why and how” of gender mainstreaming within the project team
- Gender sensitive indicators for Project Design Matrix
- Planning how and when to implement gender related activities

Ex) Gender sensitive indicator

<p><u>Project Purpose</u> Developed capacity of the smallholder horticulture farmer groups supported by the Projects.</p>	<p>By the end of the project, the net-income benefit for individual members (<u>men and women</u>) of the smallholder horticulture farmer groups and the groups supported by the project increase by 14.7–20.2 %.</p>
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Ex) Group empowerment indicator

<p>Level 3</p>	<p>Gender</p>	<p>Both men and women are comfortable in expressing him/herself freely in the meeting. Women are actively involved in the group management.</p>	<p>More than 30% of committee members are women</p>
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5. Project approach and Gender - Arranged Marriage Forum -

- Opportunities for farmers both men and women to reinforce contact with stakeholders and to discuss future business



Participating Input suppliers, buyers, bank, agro-processing companies



Discussion based on their profile

5. Project approach and Gender cont, - JEF2G training -

- Joint Extension staff and Farmers Dual (2 Gender) = One week in-house training
- 50:50 participation ratio



Men group exercise on gender awareness training



A lady presenting in front of participants

4. Gender Activities cont, - Market Survey and Gender Awareness training -

- “Market Survey” and “Target crops selection” by farmers themselves
- Participation from both male and female in all the events, including decision making

Emphasize men’s benefit through gender related activities



Market Survey



Gender Awareness
Training

4. Gender Activities cont, - Technical trainings and Gender action plan -

- Technical trainings **according to farmers' needs**
- User friendly technology especially **for women**
- Gender action plan supporting the achievement of income generation (**Alignment with project purpose**)



Technical training by Frontline Extension Officer



Gender friendly weeding tool

5. Result of the implementation

Fig.1. Average Net-Income from horticulture crops per Farmer (USD)

	Farmer	Men	Women
May, June of 2007	316	370	255
October of 2009	654	696	593

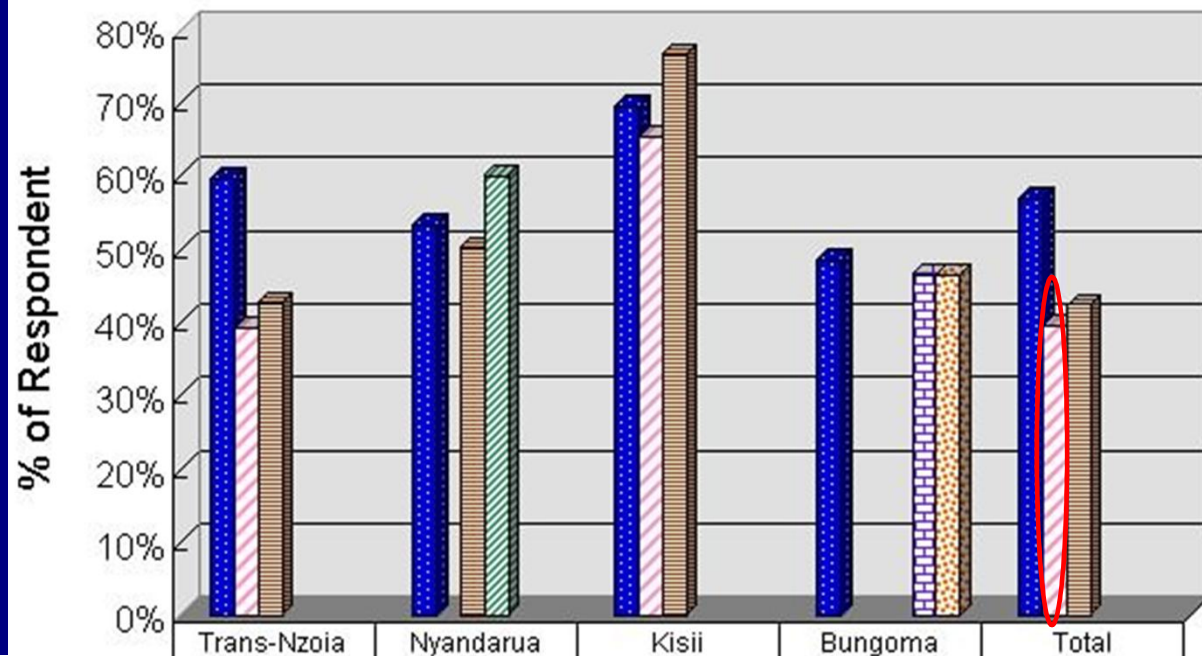
About 2,500 farmers participated

Average net-Income per farmers increased 106% compared to baseline, and the difference between sex improved from 31.1% to 14.9%

5. Result of the implementation cont'

Target farmers
even men
answered
*improved gender
awareness*
contributed to
increase their
income.

Is/knowledge helped you to increase production/income?



■ Market survey	60%	53%	69%	48%	57%
□ Improved gender awareness	39%		65%		39%
■ Crop planting calendar / rotation schedule	43%	50%	76%		42%
■ Improved group management		60%			
■ Improved seed / variety selection				46%	
■ Improved pest & disease control				46%	

Final Evaluation Report

6. Essential concepts for success

1) Market oriented approach

Change of farmers' mind on the marketing from "Grow and Sell" to "Grow to Sell".



Market survey by farmers



Training on farmers' demand

6. Essential concepts for success

2) Gender mainstreaming

Change of the relationship between genders from “One farm manager (husband) and one labor (wife)” to “Managing Partners”.



Equal participation in training activities

7. Contribution to gender mainstreaming

- Ministry of Agriculture in Kenya established SHEP Unit under Crop Management Directorate. The unit is expected to scale up SHEP approach including gender throughout the country.
- JICA Kenya office presented SHEP's Gender Mainstreaming as a good practice at DAC Peer Review in late 2009.

Extra Story: Voice of farmers

- *After the gender training, he started waking up early in the morning and helping me in the farm. In case he is not around, he hires a labourer to assist me. (Woman in Trans-Nzoia)*
- *Many women have been able to approach their husbands and now workload is more balanced. (Man in Trans-Nzoia)*

Extra Story: Voice of farmers cont'

- *Men started asking the opinion of woman which motivates us a lot. (Woman in Nyandarua)*
- *Men feel less stressed because woman now share the burden of decision making to some extend. (Man in Nyandarua)*
- *Men have become more friendly, they consult wives whenever they want to make a decision on the farm. (Woman in Bungoma)*

Extra Story: Voice of farmers cont'

- *We now know that we can produce more within a shorter period of time by working together. (Man in Bungoma)*
- *Now I don't wait for my husband to spray. I do it myself. Previously we lost tomatoes because he did not spray on time. (Woman in Trans-Nzoia)*
- *I never sowed in the past because people say that if women sow, it won't germinate. But now because of training, I sow and it germinated. (Woman in Nyandarua)*



**Thank you very much,
Merci beaucoup
and Ahsante sana**