



Ukama Ustawi:  
Diversification for Resilient  
Agrifood Systems in East  
and Southern Africa

# Gender equality and social inclusion in agribusiness ecosystems for multidimensional mapping of opportunities and challenges, workshop report



**Workshop held on:**  
26th July, 2022  
at International Livestock Research Institute  
(ILRI), Nairobi, Kenya

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# Abbreviation and acronyms

CGIAR	A global research partnership for a food-secure future
CGIAR GENDER Platform	Generating Evidence and New Directions for Equitable Results
ESA	East(ern) and Southern Africa
FGD(s)	focus group discussion(s)
GESI	Gender equality and social inclusion
GIZ	German Corporation for International Cooperation
IFPRI	International Food Policy Research Institute
IWMI	International Water Management Institute
JKUAT	Jomo Kenyatta University of Agriculture and Technology
KCDMS	Kenya Crops and Dairy Market Systems (Activity)
MoALFC	Ministry of Agriculture, Livestock, Fisheries and Co-operatives
PLWD(s)	people (person) living with disabilities
SMEs	small- and medium-sized enterprises
U2	Ukama Ustawi (a CGIAR initiative)
USD	United States dollars
USAID	United States Agency for International Development
WVMGs	women, vulnerable and marginalized groups
YPARD	Young Professionals for Agricultural Development

# Executive summary

Agribusiness in Kenya has been growing tremendously as more people continue to realize its benefits. It is mainly driven by the abundant natural resources readily available in Kenya. Agribusiness has created employment opportunities for women and youth who are locked outside formal employment. Which leads to the question: are agribusiness opportunities equitably distributed in terms of gender and social inclusion?

Kenya's agribusiness ecosystem is replete with challenges and opportunities regarding gender equality and social inclusion (GESI). Thus, a workshop on Gender Equality and Social Inclusion in Agribusiness Ecosystems for Multidimensional Mapping of Opportunities and Challenges was convened on 26 July 2022, at the International Livestock Research Institute (ILRI) headquarters in Nairobi, Kenya. The goal was to better understand GESI opportunities and challenges, and how to tap and address them. The workshop was convened under the auspices of the One CGIAR partnership strategy of integrated research that aims to achieve a food-secure future. For East and Southern Africa (ESA), this is through the Ukama Ustawi Initiative.

The workshop objectives were: (i) to identify the challenges or barriers that inhibit the inclusion of women, youth and people living with disabilities (PLWDs) from participating in agribusiness ecosystem and benefitting from available opportunities; (ii) to understand how social networks and digital platforms can catalyze GESI; and (iii) to inform the development of a pan-ESA digital network.

From workshop deliberations, there was consensus that indeed there are barriers that prevent women and youth from fully participating in agribusiness ecosystems. These barriers are sociocultural or economic, reinforced by causal relationships between them. Therefore, interventions to counter these barriers must of necessity also be sociocultural and economic. Notably however, sociocultural factors cause both positive and negative economic outcomes.

During gender-disaggregated focus group discussions (FGDs) held during the workshop, similar enablers and challenges were reported by both the men-only and women-only FGDs. One striking difference was that women's discussions were more focused on operational matters revolving around gender roles and responsibilities, while men FGDs paid more attention to policy matters. Even so, whether operational or policy-related, the factors highlighted fell within the dichotomy of sociocultural and economic causes and effects. Both groups of men and women addressed women and youth GESI issues, with an occasional and unsystematic mention of PLWDs—perhaps because PLWDs were not represented at the workshop.

Much still needs to be done to ensure GESI in agribusiness in Kenya becomes successful, and to close the gap that still exists between women and men agri-entrepreneurs. There is an urgent call to action for further research to effectively, sustainably and contextually address GESI in Kenya's agribusiness ecosystems. Research is also needed to explore innovative ways to tackle the challenges, particularly on using digital platforms.

Four main takeaways from the workshop were: (i) the importance of PLWD representation, as well as women, vulnerable and marginalized groups (WVMGs) in future workshops; (ii) agribusiness networks and digital platforms as enablers for accessibility and affordability; (iii) it appears there is fear of the unknown around GESI; (iii) the positive effects of networks do not alone necessarily close the gender gaps, nor overcome barriers: these effects must be bolstered by supplementary efforts such as combinations of interventions, e.g. enhancing access combined with affirmative action to accelerate access for the more vulnerable groups to particular benefits.



# Introduction and background

Eastern and Southern Africa is a climate-crisis hotspot, putting agricultural production worth more than 45 billion United States dollars (USD) at risk from higher temperatures, shorter growing seasons, more extreme and frequent droughts and floods, and increased water scarcity. All these are further exacerbated by paucity of accessible data to support preparedness or responses. These risks cascade across food systems, heightening the incidence of disease and pest outbreaks, affecting postharvest storage and transport, jeopardizing businesses and supply chains, and undermining livelihoods.

Maize production is particularly vulnerable. Maize is projected to face not only 15% climate-related declines in yield without adaptation, but also challenges from diminished cropland suitability and poor agronomic inputs and management, degraded environmental bases with declining soil fertility and degraded water systems. These vulnerabilities are already apparent. Given that maize-mixed systems account for more than three-quarters (75%) of cropland in many places, it is vital to build climate resilience and to de-risk through diversification. Production is low due to, among others, poor-quality seeds, suboptimal input use, poor agronomic management, and pest and disease outbreaks.

Many of the affected areas already face grave hunger and malnutrition, with the highest burden experienced by women and youth in marginalized, vulnerable communities. Women play a key role in ensuring family nutrition and food security, and provide more than 50% of the agricultural labor force. Africa's women are more economically active as farmers and entrepreneurs than women in any other region of the world. Women grow most of Africa's food and own one-third of all small and medium-sized enterprises (SMEs). Yet agriculture continues to be a key driver of gender inequality in Africa, with significant gender gaps in productivity, wages and entrepreneurial opportunities. Africa is also at the cusp of a youth bulge. The majority of the projected 100 million young people that will enter Africa's workforce over the next decade will find work in agriculture.

Developments that transform the ESA agri-food system should infuse sustainable intensification in maize-mixed systems, and crop diversification to de-risk other systems. The developments should also empower more women and young farmers, agribusiness owners, and value-chain actors; promote healthier diets; and protect the natural environment from further degradation.

System transformations can diversify not only cropping systems, but also markets and value chains, investment sources, and enable value-chain actors to deliver at scale. Currently, there are significant hurdles to farmers and market systems realizing these objectives. Hindrances include poor or lack of access to inputs, advisories, capacity and finance. Other factors are youth unemployment and a lack of interest in agriculture; social inequality that hinders equitable growth; tensions over owning or using scarce resources; and challenges in collaborative governance.

Newly developed innovations, capabilities, and support environments can tackle these barriers. The agribusiness ecosystem—particularly SMEs—has been identified as a critical engine for agricultural and economic development, for climate-change adaptation in ESA and for achieving strategic gender gains and youth re-engagement in agriculture. Agribusinesses help create a ‘pull effect’ for products and services. And while many solutions already exist from CGIAR programs, the challenge is deploying and rapidly scaling these actions through business models and blended capital investment in a coordinated and inclusive way to engage the ‘hidden middle.’

It is in this regard that a workshop on Gender Equality and Social Inclusion in Agribusiness Ecosystems for Multidimensional Mapping of Opportunities and Challenges was convened on 26 July 2022, to better understand these opportunities and challenges, and to identify how to tap into and address them. The workshop was organized by the One CGIAR partnership strategy of integrated research that aims to achieve a food-secure future, specifically in East and Southern Africa through the Ukama Ustawi Initiative.

The workshop brought together 49 multi-stakeholder participants (29 women and 20 men) selected in line with the workshop goals. Participants were drawn from business associations, agribusiness value chain, research institutions and universities, and relevant government ministries, bureaus of standards, youth groups, banks, media houses and funding organizations. Selection of the participants was particularly focused on achieving a gender balance; disciplinary diversity and inclusion of key actors in agribusiness. Other considerations made included breadth, type, or level of expertise.

Workshop objectives were: (i) to identify the challenges or barriers that inhibit the inclusion of women, youth and PLWDs from participating in agribusiness ecosystem and from benefitting from available opportunities; (ii) to understand how social networks and digital platforms can catalyze GESI, and (iii) to inform the development of a pan-ESA digital network.

The multi-stakeholder workshop was held as part of One CGIAR partnership strategies to contribute to achieving the outcomes, by 2024.

The image consists of four vertical panels, each with a diagonal line pattern. The first panel is light green and contains the goal: 'Ensuring 50,000 farmers value-chain actors and consumers (40% being women; 40% being youth) in maize-mixed systems are using climate-smart intensification and diversification practices with improved water- and land-management practices.' The second panel is a darker green and contains: 'Ensuring 1,000,000 farmers and other value-chain actors (40% being women, 40% being youth) are accessing bundled digital agro-advisory and agricultural risk management products and services that support their response to climate risks and manage more sustainable and more climate-resilient land and water systems.' The third panel is grey and contains: 'At least 50 start-ups and SMEs —40% run by women and 40% by youth— will have scaled climate-smart solutions supporting diversification and intensification of maize systems through at least USD 5 million of new finance.' The fourth panel is light pink and contains: 'Ensuring, that 20,000 hectares are under improved and sustainable management from USD 100 million of investments enabled by four strategies/policies and ex-ante analysis which support collaborative governance and management of multifunctional landscapes.'

**PART 1:** Opening  
remarks, climate scene-  
setting and keynote  
addresses

## OPENING REMARKS



**Dr. Rahma Adam**, Social Inclusion and Market Scientist at WorldFish, and East and Southern Africa Focal Point for One CGIAR Research Development.

Dr. Adam welcomed the participants to the workshop by providing an overview of One CGIAR organizations and their Initiatives. She emphasized that the main motivation for One CGIAR is to create food systems that are sustainable, feed the populations, have greater impact and give voice to the funders. To this end, 33 initiatives have been developed to transform food and agriculture production. Ukama Ustawi is one such.

Ukama Ustawi will run up to 2024 and its target is to diversify maize-based system by adding legumes and livestock to improve diets and nutrition. It will do this by empowering women and youth as well as developing a framework and strategies to work better, hence the need for the workshop. Dr. Adam highlighted the need to enhance dialog among stakeholders to implement activities that can reach different actors in food value chains and agribusiness.

For maize diversification, the initiative is working with One Acre Fund and aspires to work with SMEs to support them and help improve crop production and environmental conservation, and enable increased food production in 12 ESA countries.

The workshop's aim was to learn and share by exchanging experiences on the challenges and opportunities in the agribusiness ecosystem by exploring five key areas: **Cereals** (maize, rice, wheat and legumes); **Roots and tubers** (cassava and sweet potatoes); **Livestock** (cattle, chicken, pigs, feeds and other value chain actors); **Aquaculture** (fish production, input supply and other market actors within the value chain); **Fruits and vegetables** and **Insect products**.

“

**Ukama Ustawi** will run up to 2024 and its target is to **diversify maize-based system** by adding legumes and livestock to improve diets and nutrition.









# INTRODUCTION OF WORKSHOP PARTICIPANTS AND EXPECTATIONS

Each respondent gave a brief introduction of themselves after which they were asked to write their expectations of the workshop (see Table 1 and Figure 1). Six themes emerged from these expectations: GESI; agribusiness networking and partnerships; challenges and solutions in agribusiness; information and knowledge; interventions; and what next.



**Dr. Beatrice Akungu** sharing her expectation of the workshop.

Table 1. Participant expectations of the workshop

	Theme	Expectations
	<b>GESI</b>	Understand GESI and gender in agribusiness nexus; learn from others' experiences; exchange ideas on gender-responsive technologies
	<b>Challenges and opportunities in agribusiness</b>	Identify and consolidate key barriers to gender equity in key value chains in Kenya; identify and harness enablers for gender equity in key value chains in Kenya; have a solution to gender inclusivity in the development of agribusiness.
	<b>Networking and partnerships</b>	Increase both individual and organizational networking, partnership, and collaboration; opportunity to meet and engage with other stakeholders; interact with gender-responsive technologies; build new and strengthen existing partnerships to boost agricultural value chain.
	<b>Information</b>	Trickle-down of information including digital platforms; greater knowledge on agribusiness issues in the region; understand gender disparities; understand how law contributes to—or inhibits—GESI.
	<b>Interventions</b>	Understand how to incorporate feministic development approaches in programming interventions in support of women and youth; employment opportunities for youth and women in agribusiness; tackling climate change; designing interventions in agribusiness; understanding interventions to address gender barriers and challenges in gender inclusion for agribusiness.
	<b>What Next?</b>	Way forward after the workshop

## **Actors, associations and other institutions at the workshop**

### ***Professional and business associations:***

Aquacultural Association of Kenya, Association of Women in Fisheries and Blue Economy Kenya, Agricultural Industry Network and African Women Agribusiness Network. They outlined challenges and opportunities for their members in agribusiness. Actors were represented by moringa value chain, avocado/porridge flour, horticulture, Avocadoes and Herbs–Machakos Joyful Women Organization, jams, syrups, juices and sauces, organic vegetable farming, Kamiti Fish Farming Enterprise, dairy, poultry, banana, Fish and Women and Youth Matter, crops for export, extension and policy experts, Jahay Beverages, potato and wheat producers.

### ***Government ministries, departments and agencies:***

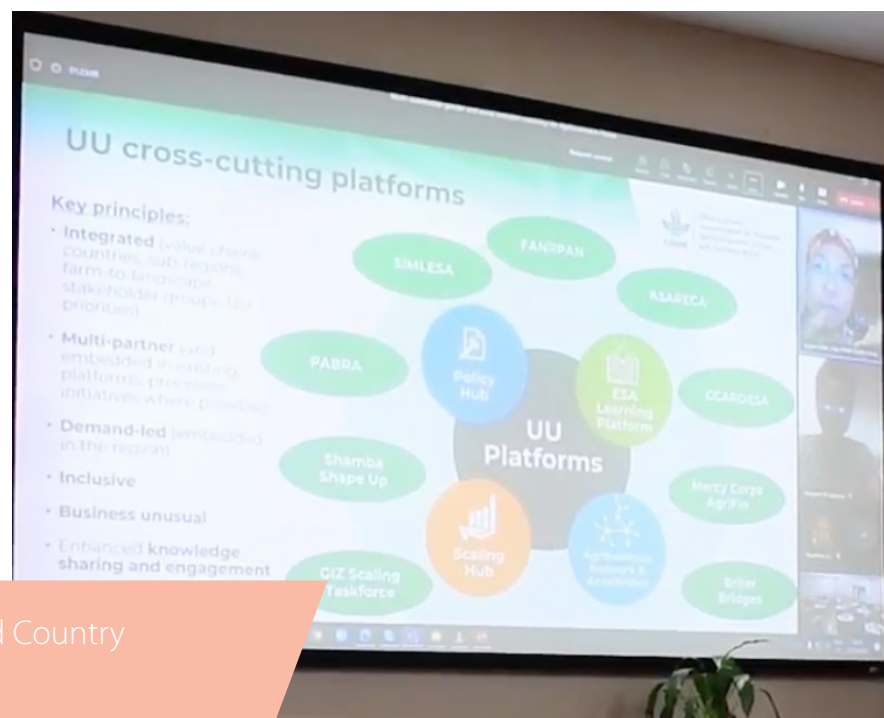
Kenya Marine and Fisheries Institute; Kenya Accreditation Service; Kenya Bureau of Standards; Directorate of Research and Innovation Management; State Department for Crop Development and Agricultural Research; State Department of Livestock; State Department of Fisheries, Aquaculture and the Blue Economy; State Department for Cooperatives; Kenya Fisheries Service; and Policy Directorate.

### ***Other institutions:***

African Organisation for Standardisation; Institute of Development Studies–University of Nairobi, Department of Food Science and Technology–Jomo Kenyatta University of Agriculture and Technology, Young Professionals for Agricultural Development, Kenya Crops and Dairy Market Systems, USAID–KCDMS, CGIAR GENDER Platform, GIZ, Equity Bank and the Kenya Veterinary Board.

*Figure 1. Actors, associations and other institutions at the workshop*

# KEYNOTE 1: Overview of the Ukama Ustawi Initiative



**Dr. Jacobs-Mata**, Political Scientist and Country Representative, IWMI Southern Africa

Dr. Jacobs-Mata of the International Water Management Institute (IWMI) participated virtually. She explained the rationale behind the Ukama Ustawi Initiative—diversification for resilient agri-foods systems in ESA—through a short [video](#). Ukama Ustawi responds to the changing climatic conditions and weather patterns throughout ESA that have had negative impacts on farms, businesses and livelihoods, especially for the most vulnerable.

She noted that CGIAR has worked in Southern Africa for a long time. She added that there are technological innovations, which, if scaled in a coordinated manner, can enable One CGIAR through the Ukama Ustawi Initiative to achieve its goal of creating sustainable food systems to sufficiently feed the populations.

Dr. Jacobs noted that the initiative is focusing on the transition from maize-only to mixed-maize systems (bringing in other crops, besides maize) hence the need to understand the gaps in knowledge and research, in close consultation with stakeholders such as those attending workshop. She added that the workshop's output would inform the initiative how to target and include women and other marginalized groups. She further highlighted that the initiative is regional with local partners and has five main components:

- i. Focusing on mechanization and improved irrigation; improved varieties; private sector and other existing initiatives
- ii. Enhancing delivery of agriculture via digitalization; formulating practical solutions for farmers through digital platforms
- iii. Support the value chains and link farmers to markets; thus, programs on including youth and women
- iv. Support policymakers; build coherence in policy and coordinate—through the setup of a policy hub—with local partners/ advocacy networks
- v. Action at scale, by establishing a scaling hub for focus by rallying scaling partners to work together.

Even though the initiative focuses on Ethiopia, Kenya and Zambia, there is need to work with partners to help reach more people and countries to support agribusiness and governance. The initiative can further help interregional trade partnerships to address regional issues and develop GESI frameworks.

## KEYNOTE 2: Conceptual framework and theory of change for GESI in agribusiness ecosystems



**Dr. Elizabeth Waithanji**, Gender and Social Inclusion Consultant and Workshop Facilitator.

Dr. Elizabeth Waithanji shared insights on the conceptual framework and theory of change for GESI in agribusiness ecosystems. The GESI in agribusiness ecosystems theory of change component of the Ukama Ustawi One CGIAR initiative aims to address widespread gender and social inequalities in ESA agribusiness ecosystems (Figure 2). It does this by assessing the ecosystems in different local and national contexts to map multidimensional challenges and opportunities.

She further stated that the initiative will apply coordinated transformative change interventions such as strengthening technical and financial capacity; enhancing access to on- and off-farm assets, services and innovations; increasing engagement and agency through targeted investments, innovations and peer-mentor support and training; and establishing change agents and champions. It will also identify various pathways to transformative change that correspond to local demand, informed by a robust GESI framework, and designed to adaptively scale up and scale out inclusion in agribusiness ecosystems.

Conceptually, the agribusiness ecosystem approach entails focusing on the wider scope of the value chain and encompasses the pre-production phase whereby farm inputs, such as animal feed and artificial insemination services and other logistics such as transport and storage. It also includes other players in the agricultural systems such as regulators, service providers, development agents and digital interactions. This widens the opportunities for women and other actors such as the youth to play a role. But they still require the necessary skills, experience and resources that are fundamental for them to play a beneficial role (World Bank 2021).

Apart from the agribusiness ecosystems, agricultural ecosystems are themselves dynamic and complex systems comprising climate zones (temperature, precipitation, etc.) surrounding conditions directly or indirectly influencing crop growth, local animals, soil nutrients and plant growth. Agriculture ecosystems are the basic building blocks of agribusiness ecosystems.

Dr. Waithanji stated that the best place and time to ensure successful gender and social inclusion is at the early stages of commercialization. Introducing GESI in agricultural value chains when roles and benefits are already set, pre-defined and well-established in (mostly) unequitable ways is likely to be met with resistance by the more powerful beneficiaries.

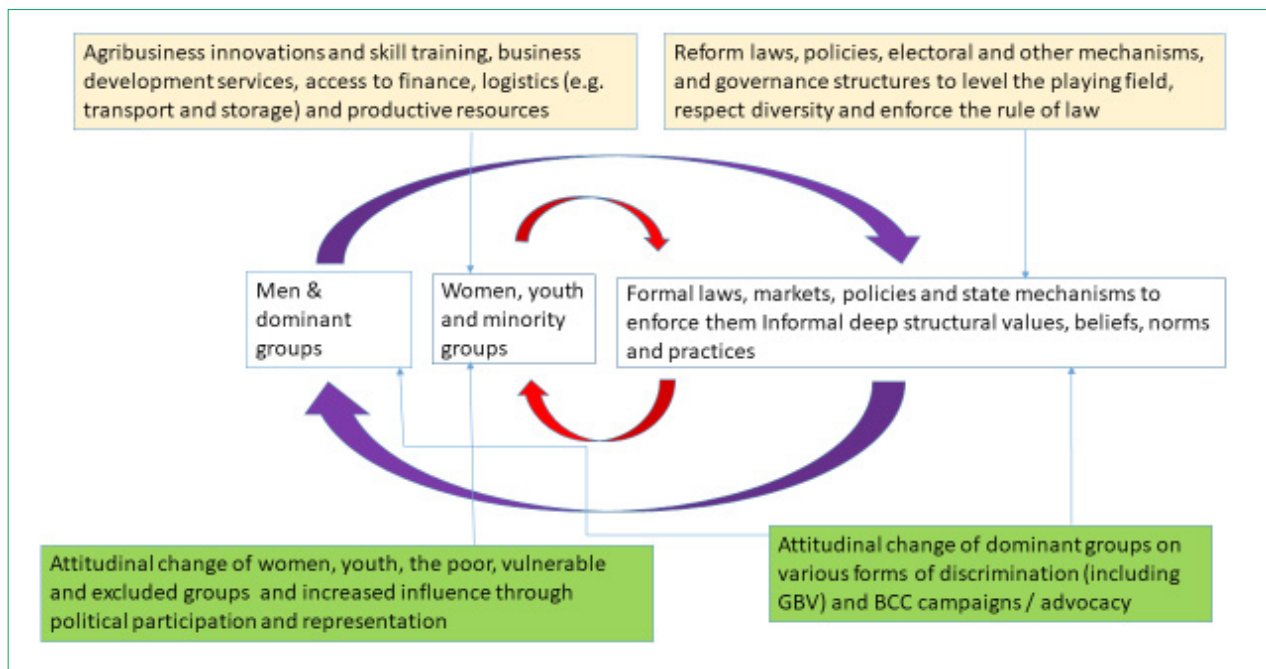


Figure 2. GESI Theory of change: Rebalancing the power

## **PART 2:**

Challenges and  
opportunities for  
GESI among women  
and youth

## *(i) Women voice their challenges and opportunities in agribusiness*



To ensure that the challenges and opportunities were addressed in an equitable and inclusive manner, women and men were grouped separately to address the following -questions: (1) What are the enablers of, barriers to, and interventions in GESI in agribusiness ecosystems? (2) What are the enablers of, barriers to, and suitable interventions in networks and digital platforms in agribusiness ecosystems? 3) Do networks and digital platforms in agribusiness ecosystems have positive effects on GESI in these ecosystems? If so, which ones? What are the barriers/constraints preventing widespread use of networks and digital platforms? What interventions can trigger increased use of networks and digital platforms?

### **Women highlighted the following key challenges:**

- i. Overburdened by domestic chores and agricultural labor
- ii. Undervaluation/no compensation for domestic labor, exacerbated by insufficient education and unemployment
- iii. Low intrinsic capacity to act (lack of agency)
- iv. Relegation of women to low-paying activities, for example, concentration of women in low-value crops such as beans, while men are concentrated in high-value crops such as coffee and tea
- v. Women feeling powerless to challenge men's decisions e.g., men sell laying chickens to buy alcohol despite the wife being the owner of the of the chickens
- vi. Vicious cycle of poverty, for example, households sell highly nutritious (protein) animal-source foods such as chickens, eggs, fish and milk to buy cheaper and bulkier more filling non-nutritious carbohydrates such as maize meal

### **Main opportunities were:**

- i. Adequate representation of women in policy formulations to promote GESI
- ii. Awareness and capacity-building of women
- iii. Sensitization of women on their self-worth and the importance of their voice to build their confidence by raising their awareness on their value

## *(ii) Youth on challenges and opportunities in agribusiness*



### **Challenges highlighted included:**

- i. Fixed mindsets by the youth that agriculture is not a profitable enterprise. This hinders them from taking advantage of opportunities in agriculture.
- ii. Insufficient education, unemployment, or employment in low-wage labor-intensive work

### **Opportunities indicated:**

- i. Numerous free and/or affordable training opportunities for youth (in and out of college) to improve their skills (in agriculture) and other areas
- ii. Mentorship and guidance/support



### ***(iii) Key takeaways from women, men and youth on challenges and opportunities***

Women and youth largely face similar challenges with only a few unique to each. Women's challenges were mainly sociocultural and could be associated with the unequal power relations engendered and maintained through entrenched gender norms, roles and responsibilities. Economically, women and youth were affected equally with acute poverty as the main challenge.

Some economic challenges such as lack of storage can be quickly solved through economic interventions such as building a community warehouse and starting a warehouse receipt system during harvest. Additionally, collective warehousing can not only reduce produce glut in the market but also avert exploitation by brokers. Attention to market dynamics during the storage period is required to ensure sales are only when prices are most favorable (Thunde and Bauch 2020). Forming selling collectives further protects producers from brokers. Furthermore, collective marketing has been associated with increased prices, higher adoption of technologies and reduction of intermediaries who do not add value (Fischer and Qaim 2012).

Sociocultural challenges such as historical injustices of denying women land ownership and devaluing their work require strategies that will change gender power dynamics. An example of such a strategy was implemented in rural Bangladesh. Women beneficiaries from credit programs, and men and couples from the same locality, were sensitized on how to collectively resist domestic violence against women over household credit and resources by questioning the violence, and by stating that it is immoral. This intervention resulted in men who opposed to the violence supporting the women's cause, but not in the men benefiting from the power differential (Schuler et al 1998).

Other strategies can complement this one such as training on power dynamics that engender entrenched injustices, rather than training on roles and responsibilities (Eade and Murthy 1998) as well as group discussions among the oppressed women to provide a critical mass necessary for self-reconstruction into whom they want to be. Women in discussions "share their common experiences and struggles and confirm that, contrary to what many believe, women do and can organize for their rights" (Chiguda 1998).

In conclusion, there are economic and sociocultural barriers inhibiting women and youth in agribusiness ecosystems in Kenya. Depending on their magnitude, these barriers can be overcome through economic and sociocultural interventions, respectively.

***PART 3: Enablers,  
barriers, interventions,  
digital platforms and  
networking***

## a) Enablers, barriers, and interventions



### General observations on enablers, barriers and interventions

1. Depending on the commodity, women tend to be concentrated in particular segments of the value chain. For instance, in the fish value chain, they are concentrated in retail, and in production for tea.
2. Women often produce for household consumption. When they sell, it is at the farmgate or in local markets near their homes.
3. Efforts to include women in management are yielding fruit, as demonstrated by instances of women-led dairy cooperatives and community-based organizations. These women leaders are involved in strategic planning, with some organizations establishing minimum standards for GESI.
4. Finally, women's mobility is so constrained that they are mainly involved in farmgate and local market trading but have very limited involvement in cross-county trading.

There has been some progress in including PLWDs especially in buildings, some of which now have wheelchair-friendly ramps. However, there is still a gap in infrastructure and in institutions friendly to the disabled. PLWDs continue to be greatly excluded from the production segment of the value chain, formal banking institutions and lucrative trading arenas.

## i) Enablers

### Women discussions identified the following GESI enablers:

- a. Access to credit: digital lending is available and accessible for women and youth, and it requires no collateral. Women get high credit scores and can borrow incremental amounts. Table banking is available for women.
- b. Efforts to mainstream women, youth and PLWD needs in development agenda, e.g. urban infrastructure.
- c. Capacity development: availability of training in financial literacy to empower women agripreneurs e.g. balance sheets and profit-and-loss accounts.
- d. Availability of information in media: there are television and radio programs in multiple local-language and other stations that expose viewers to multiple perspectives of agribusiness ecosystems.
- e. Laws: for example, cooperatives law that requires an increasing number/proportion of women borrowers; law of succession that allows women to inherit property; the national affirmative action two-thirds gender rule; new women- and youth-friendly 2020 Cooperative development policy sessional paper No. 4 that enables women and youth to join cooperatives without owning land through the focus on 'Promoting socioeconomic development'.
- f. Women groups have been mainstreamed, thus making group formation possible for most women.
- g. Willingness of women to learn (a behavior more pronounced to women than men), and to apply lessons learned: they have been observed to carry and consult notebooks.

“ As women, our voices matter  
*Suzanne Njeri*



**Men highlighted the following enablers:**

- a. Creation of awareness of gender relations and associated inequalities.
- b. GESI-sensitive policy and standardization are practiced in the large-scale flower industries; financial inclusion of women and youth, especially those in groups that enable collective bargaining.
- c. Projects and initiatives should be intentional on GESI.
- d. Agricultural value chains that provide diversification opportunities for the youth.
- e. Formulate financial products targeting women, and vulnerable and marginalized groups

## ii) Barriers

### **Barriers identified by women as hindering GESI in agribusiness in Kenya include:**

- a. Presence of patriarchal cultural systems that are condescending toward, and impractical for, women.
- b. Initial lending costs are high.
- c. Women lack knowledge on farming as a business.
- d. Low education and high poverty
- e. Extension services are generally not available
- f. Youth mindset on agribusiness as non-lucrative

### **Men listed the following GESI barriers:**

- a. Sociocultural factors that tend to create and maintain the GESI gap. Even though policies have been developed, there is little or no will to implement them. Other factors such as lack of access to land, education and decision-making continue to expand the GESI gaps.
- b. No capacity, skill and knowledge to venture into agricultural value chains, especially due to limited access to affordable credit, limited knowledge on market need/demands and lack of appropriate role models.
- c. Negative attitude toward agriculture among the youth. Most educated youth do not like doing manual farm work, and those who do have few or no post-college internship opportunities. Poor remuneration and unattractiveness of the sector are also major barriers.
- d. Agricultural technologies are generally not gender-responsive.

## iii) Interventions

### Women proposed the following interventions as pathways through which GESI can work in agribusiness:

- a. Change the culture of discrimination against women, vulnerable and marginalized groups by empowering women and youth in innovations, creating networks and unstintingly sharing information and using technology to change cultural norms.
- b. Context-specific interventions—cultural change is progressive: some changes are slower than others and can stretch across generations.
- c. Sensitize, inform and educate agribusiness ecosystem stakeholders on market dynamics through increased and continuous training opportunities for all agripreneurs, and keeping proper records.
- d. Leadership training and support for women, for example in lobbying and advocacy.
- e. Promote activities that can change youth mindsets and encourage them to get involved in agripreneurship, e.g. through youth employment in agribusiness projects.
- f. Increase digital credit amounts for women in agribusiness, including poor women, vulnerable and marginal groups.

### The men indicated the following facilitative GESI interventions:

- a. Creating awareness and knowledge within leadership on the importance of GESI.
- b. GESI affirmative action, especially on financial management and literacy; lowering the cost of certification for women seeking market access in value addition; sensitization of youth and women on financial-support opportunities.
- c. Formulate measurable GESI indicators.
- d. Implement standardization and compliance policy.
- e. Enforce existing policies.
- f. Promote proactive ownership and leadership for women and youth.



## **KEY TAKEAWAYS:** *women, men and youth discussions on enablers, barriers and interventions*

1. Although women were aware of economic enablers, they focused on sociocultural enablers with economic outcomes like access to productive resources such as land and credit. Other sociocultural factors highlighted were undermining of women by men; poor access to finance, land and other production resources; low skills and education; lack of or poor extension services. Sociocultural barriers that cause gender inequality can be combatted by addressing strategic gender needs.
2. Generally, there is no will by (male) policymakers to implement GESI-enabling policies; women are excluded from lucrative value chains (e.g. livestock and fish) and leadership, have low literacy, are unable to voice their concerns, their assertiveness is suppressed by patriarchal systems, technologies are inappropriate for women, etc.
3. Women changing the culture of discrimination against other WVMGs through supporting innovations. For example, marketing of commodities through phone technology; using indicators that represent WVMG values during evaluations, training women in leadership while lobbying men to support these women, targeting relevant stakeholders during trainings, e.g. training women in tea husbandry as they are the key managers of tea gardens.
4. Countering the tendency of pigeonholing women in production for subsistence by failing to support their agribusiness ventures. In many African households, men have precedence over women, leading to women prioritizing family, household chores and providing free labor to family farms.
5. Supporting innovations by women such as collectively leasing land, which empowers women economically, socially and politically. Examples include increased income for women, sense of self-worth and recognition from family and community and taking up leadership through political representation (Agarwal 2020).

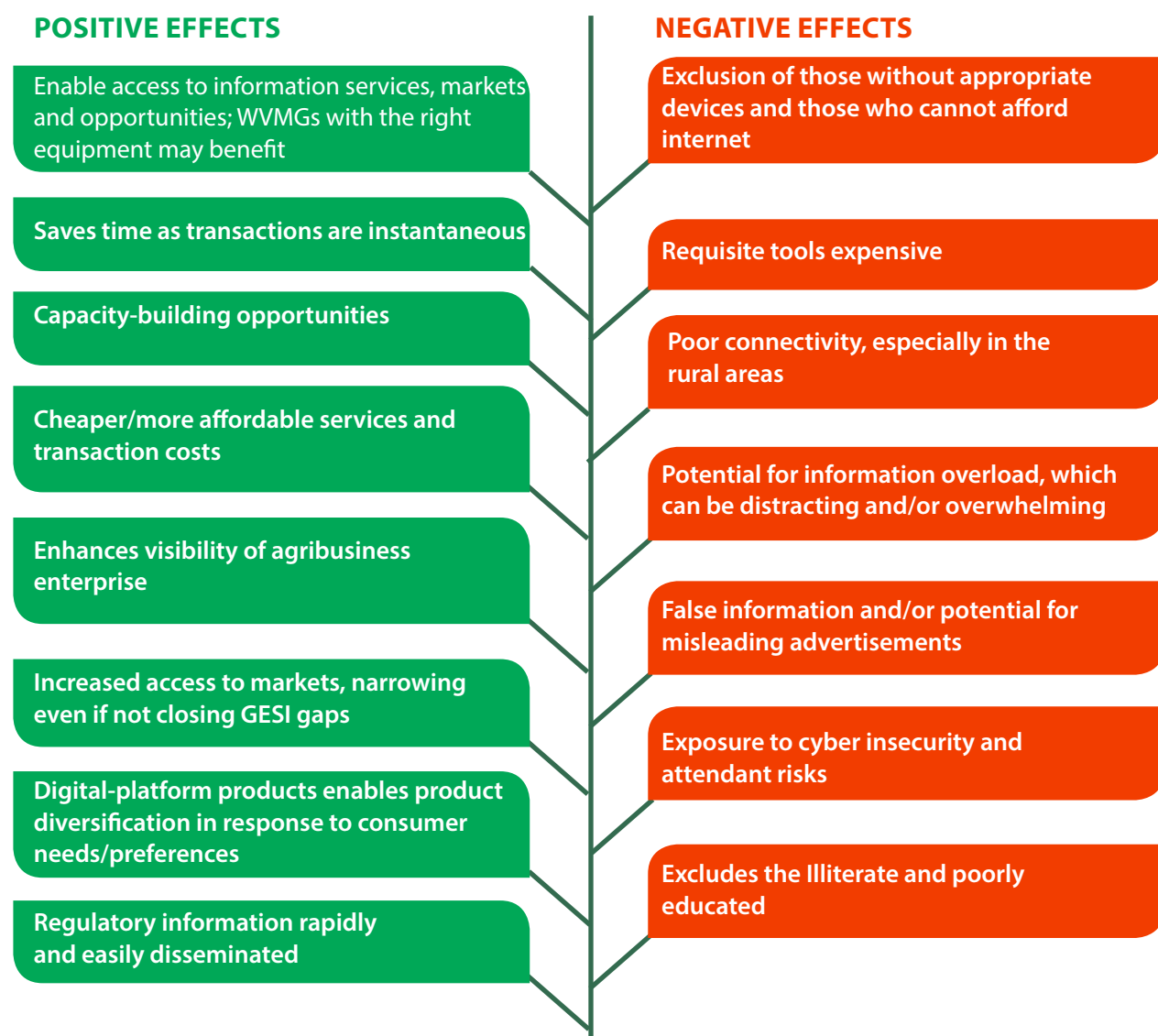




## b) Digital platform and networking on GESI in agribusiness

Networks and digital platforms are widely used in Kenya. The paucity of information and data on network types and platforms, their utility value and purpose, their economic, sociocultural, political and other benefits, calls for action and evaluative research on the networks and platforms for well-informed interventions. Table 2 below, shows participants perspectives of positive and negative effects of networks and digital platforms on GESI.

*Table 2. Participants outlined positive and negative effects of networks and digital platforms on GESI.*



Overall, the positive and negative effects identified regarding access to networks and digital platforms do not necessarily narrow the GESI gap. Targeted initiatives could have a more positive effect, while negative effects on GESI in agribusiness ecosystems could widen the GESI gap.

Both men and women stated that integrating various networks and platforms could enhance efficiency of operations, as could well-designed and well-targeted affirmative action at various levels, thus increasing coverage and affordability by including the excluded.

In addition, by lobbying for cheaper internet and the establishment of one-stop huduma centers for agriculture network users, development of SMS and USSD codes could improve information-sharing, particularly in rural areas.



## **PART 4:** Reflections and closing remarks



**Dr. Nicoline de Haan**, Director, CGIAR GENDER Platform

In her closing remarks, Dr. Nicoline de Haan, Director, CGIAR GENDER Platform, reiterated the importance of the GESI workshop as a facilitative mechanism to ensure inclusion for all in GESI discussions.

The aim of the workshop was to build a GESI mapping of multidimensional opportunities and challenges in the agribusiness ecosystem as well as form a pan-ESA GESI agribusiness network and digital platform. The workshop's deliberations will also contribute to the assessment component of the U2 (Ukama Ustawi) Initiative agribusiness ecosystems in the countries CGIAR is working in, with a GESI focus.

Dr. de Haan said the workshop provided a networking forum with agribusiness experts and other professionals from related disciplines. Besides information-sharing and exchange, stakeholders provided sector-specific insider insights on how best to promote GESI at various levels in Kenya's agribusiness ecosystem. Information gleaned from the workshop will provide researchers, academics and policymakers with sound insights into GESI issues in Kenya, which will help with designing context-specific strategies.

Dr. Rahma Adam, Social Inclusion and Market Scientist, and East and Southern Africa Focal Point for One CGIAR Research Development at WorldFish, gave the final remarks, and outlined key next steps following the workshop.

Next steps include continued engagement with key stakeholder in agribusiness, capitalizing on opportunities to learn and share knowledge and experiences, and strengthening existing networks while also creating new ones.

**The main outcomes from the workshop were:**



An in-depth understanding of the enablers, challenges and recommendations for GESI in agri-food systems.



Understanding the role of gender in agribusiness, and its status and outlook in Kenya and beyond.



Creating a pan-ESA GESI agribusiness network and digital platform.

**Dr. Adam officially closed the workshop and thanked all the participants and presenters for attendance and active participation.**

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# ANNEXES

## Annex 1: List of participants

Target Group	No	Name	Gender	Position and Institution
Business/ professional associations	1*	Johnson Mulary	M	Kenya Flower Council
	2*	Agatha Thuo	F	Agriculture Sector Network
	3*	Stanley Mworira	M	Aquacultural Association of Kenya
	4	Subira Mukami	F	East Africa Market Development Associates (EAMDA)
	5	Nancy Gitonga	F	African Women's Entrepreneurship Program (AWEP)
	7	Peter Mokaya	M	Organic Consumer Alliance
	7	Faith Njihia	M	Africa Agribusiness Academy
	8	Moses Kiambuthi	M	International Agriculture Network
Agribusiness actors	9*	Elizabeth Thande	F	
	10	Joyce Wango	F	Moringa Value Chain
	11*	Mary Wangui	F	Focuses on Avocado/Porridge Flour
	12	Isaac Ndegwa	M	Horticulture, Avocados and Herbs:Machakos
	13*	Edward Ngaira	M	Joyful Women Organization
	15*	Christine Nyaga	F	Focuses on Jams, Syrups, Juices and Sauces
	16	Phyllis EN Wangwe	M	Focuses on organic farming, vegetables
	17*	Martha Otieno	F	Employment Programs Officer Ngong Road Children's Foundation (NRCF)
	18*	Suzzan Njeri	F	Kamiti Fish Farming Enterprise
	19*	Evelyn Kemunto	F	Focuses on Horticulture & Management and System
	20*	Windsor Bahati	F	Focuses on Dairy, Poultry, Horticulture and Training Centre for Kenya Youth Employment Opportunities Project (KYEOP) and National Industrial Training Authority (NITA)
	21*	Monica Arara	F	Horticulture and Community Development Expert
	22*	Emma Manyeki	F	Focuses on Banana, Fish and Women and Youth Matter
	23*	Lydia Kimani	F	Crops for export extension and policy expert
	24	Mary Wairimu	F	Jahay Beverages
	25	Winnie Rugano	F	Potato and wheat farmer
	26*	Mary Ngatia	F	Women farmers' representative

Researchers	26*	Paul Orina	M	Kenya Marine and Fisheries Institute (KEMFRI), Kisii
	27	Susannah Munyiri	F	Kenya Accreditation Service
Ministries	28*	Leonard Kubok	M	Directorate of Research and Innovation Management State Department for Crop Development and Agricultural Research
	29*	Leah Boit	F	State Department of Livestock
	30	Eugene Lukingi	M	State Department of Fisheries, Aquaculture, and the Blue Economy
	31*	Scholarsticah Ndivo	F	State Department for Cooperatives
	32*	Beatrice Akungu	F	Kenya Fisheries Service
	33*	Willie K Too	M	Policy Directorate, State Department of Crop Development and Agricultural Research
Bureau of Standards/ regulators	34	Martin Masibo	M	Kenya Bureau of Standards
	35*	Phillip Okungu	M	Documentation and Information Manager African Organisation for Standardisation (ARSO) Central Secretariat
Universities	36*	Dr. Rosemary Atieno	F	Institute for Development Studies, University of Nairobi
	37*	Dr. Rose Nyikal	F	Agricultural Economics University of Nairobi
	38*	Peter Kahenya Kinyanjui	M	Department of Food Science and Technology, Jomo Kenyatta University of Agriculture and Technology
Youth	39	Irene Njoki	F	Member Young Professionals for Agricultural Development (YPARD)
	40	Mary Wanjera	F	Member YPARD
	41*	Fred Odhiambo	M	Member YPARD

Funders	42	Joseph Mutua	M	Market Systems Development, Feed the Future Kenya Crops and Dairy Market Systems Activity (KCDMS)
	43	Judy Odongo	F	USAID-KCDMS
	44	Nicoline de Haan	F	CGIAR GENDER Platform
	45	Moses Mumuve	M	Business Scouts for Development, Cooperation with the Private Sector Economic and Social Development, Digitalization
Banking	46	Florence Kariuki	F	Equity Bank
Media	47	Racheal Kibui	F	NTV
Veterinary	48	Ragwa	F	Kenya Veterinary Board (KVB)
	49	Nelson Ojango	M	Agribusiness consultant/Service and input provider
Workshop supporters	50	Esther Muiruri	F	Agribusiness specialist
	51	Elizabeth Waithanji	F	Workshop facilitator Consultant
	52	Margaret Gatonye	F	Workshop Organizer
	5	Lucy Njogu	F	Research Assistant WorldFish
	53	Harriet Mawia	F	Research Assistant IFPRI
	54	Rahma Adam	F	Social Inclusion and Market Scientist, WorldFish East and Southern Africa Focal Point for One CGIAR Research Development
	55	Omwamba Ezra	M	Photographer

# Annex 2: GESI Multistakeholder Workshop Agenda

Time	Activity	Resource Person(s)
<b>08.00-08.30</b>	Registration	All
<b>08.30-08.45</b>	<ol style="list-style-type: none"> <li>1. Welcoming remarks</li> <li>2. Opening ceremony and introduction of the Ukama Ustawi / ESA Initiative</li> <li>3. A short video providing an overview of Ukama Ustawi/ESA initiative</li> </ol>	<b>Dr Rahma Adam</b> (WorldFish) and  <b>Dr Inga Jacobs-Mata</b> (International Water Management Institute- IWMI)
<b>08.45-09.00</b>	<p><b>Introduction:</b></p> <p>Conceptualizing Gender Equality and Social Inclusion (GESI) in agribusiness ecosystems</p> <p><b>Workshop Objectives:</b></p> <ol style="list-style-type: none"> <li>1. A GESI mapping of multidimensional opportunities and challenges in the agribusiness ecosystems</li> <li>2. Establish a Pan ESA GESI agribusiness network and digital platform</li> </ol> <p><b>Workshop key questions:</b></p> <ol style="list-style-type: none"> <li>1. What are the enablers and the barriers to more gender equalizing and socially inclusive agribusiness ecosystems in ESA countries</li> <li>2. How and what agribusiness networks and digital platforms would enable gender equalizing and socially inclusive agribusiness ecosystems in ESA countries</li> </ol>	<b>Dr Rahma Adam</b> (WorldFish)/  <b>Dr Elizabeth Waithanji</b> (Independent consultant)
<b>09.00-09.30</b>	Introductions/ stating expectations/ climate setting	<b>Dr Rahma Adam/</b>  <b>Dr Elizabeth Waithanji</b>
<b>09.30-09.35</b>	Enablers, challenges and recommendations for GESI in agribusiness ecosystems in Kenya	<b>Susan Njeri Kuria</b>  (Coordinator, Women In Farming Enterprise)



<b>09.35 – 09.40</b>	Presentation: Experiences of opportunities and challenges by women farmers in agribusiness ecosystems	<b>Mary Ngatia</b> (Chicken, Fruit and Tea Farmer)												
<b>09.40 – 09.45</b>	Presentation: Experiences of opportunities and challenges by youth farmers in agribusiness ecosystems	<b>Fred Odhiambo</b> (Spice Farmer, youth trainer)												
<b>09.45-10.30</b>	<p><b>Breakout analysis groups:</b></p> <p><b>Focus groups</b> - two of men only, and two of women only, to discuss enablers of, barriers to, and interventions in GESI in Agribusiness Ecosystems</p> <table border="1" data-bbox="338 707 1067 792"> <thead> <tr> <th colspan="2">Enablers / opportunities</th> <th colspan="2">Barriers / challenges</th> </tr> <tr> <th>Men</th> <th>Women</th> <th>Men</th> <th>Women</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>Ask both men and women to indicate issues unique to youth of specific youth age categories (18 – 25; 26 – 35)</p>	Enablers / opportunities		Barriers / challenges		Men	Women	Men	Women					<p><b>Moderator: Four facilitators</b></p> <p><b>Prof Rose Nyikal</b> (University of Nairobi),</p> <p><b>Dr Peter Kahenya</b> (Jomo Kenyatta University of Agriculture and Technology),</p> <p><b>Dr Elizabeth Waithanji,</b></p> <p><b>Esther Muiruri</b> (Independent)</p>
Enablers / opportunities		Barriers / challenges												
Men	Women	Men	Women											
<b>10.30-11.00</b>	Tea													
<b>11.00-12.00</b>	<b>Plenary presentations of groups</b> – 10 min each and 20 min moderated audience discussions – categorization of convergent and divergent issues for men and women	<b>Moderator:</b> <b>Prof Rose Nyikal</b>												
<b>12.00-12.15</b>	<b>Kenya’s Policy Position on GESI in Agribusiness ecosystems</b>	<b>Willie K Too</b> (Ministry of Agriculture, Livestock, Fisheries and Co-operatives)												

<p><b>12.15-13.00</b></p>	<p><b>Breakout analysis groups:</b></p> <p><b>Focus groups</b> - two of men only, and two of women only, to discuss enablers of, barriers to, and interventions in networks and digital platforms in Agribusiness Ecosystems</p> <table border="1" data-bbox="359 416 1086 501"> <tr> <td colspan="2">Enablers / opportunities</td> <td colspan="2">Barriers / challenges</td> </tr> <tr> <td>Men</td> <td>Women</td> <td>Men</td> <td>Women</td> </tr> </table> <p>For both Men and Women, ask them to indicate interventions specific to the unique challenges for youth</p>	Enablers / opportunities		Barriers / challenges		Men	Women	Men	Women	<p><b>Moderator: Four facilitators</b></p> <p><b>Prof Rose Nyikal</b></p> <p><b>Dr Peter Kahenya</b></p> <p><b>Dr Elizabeth Waithanji</b></p> <p><b>Esther Muiruri</b></p>
Enablers / opportunities		Barriers / challenges								
Men	Women	Men	Women							
<p><b>13.00-13.45</b></p>	<p>Lunch</p>									
<p><b>13.45-14.30</b></p>	<p><b>Plenary presentations of groups</b> – Plenary presentations of groups – 10 min each and 20 min moderated audience discussions – on interventions required to address the categorized issues for men and women and youth</p>	<p><b>Moderator:</b></p> <p><b>Dr Peter Kahenya</b></p>								
<p><b>14.30-15.00</b></p>	<p>Workshop wrap-up, evaluation and closure</p>	<p><b>Dr Nicoline de Haan</b> (Director of the CGIAR Gender Platform), <b>Dr Rahma Adam</b> and <b>Dr Elizabeth Waithanji</b></p>								
<p><b>15.00-15.30</b></p>	<p>Tea and departure</p>									

## Authors

Rahma Adam, Elizabeth Waithanji, Margaret Gatonye, Esther Muiruri, Lucy Njogu, Harriet Mawia, Irene Njoki and Mary Wanjera

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This is a contribution to the following:



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