

Embracing Change: The Gender Experience



World Food Programme

P4P Purchase for Progress

Outline of the Presentation

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- 2- Challenges faced from the Onset
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- 6- A Woman Farmer's Voice

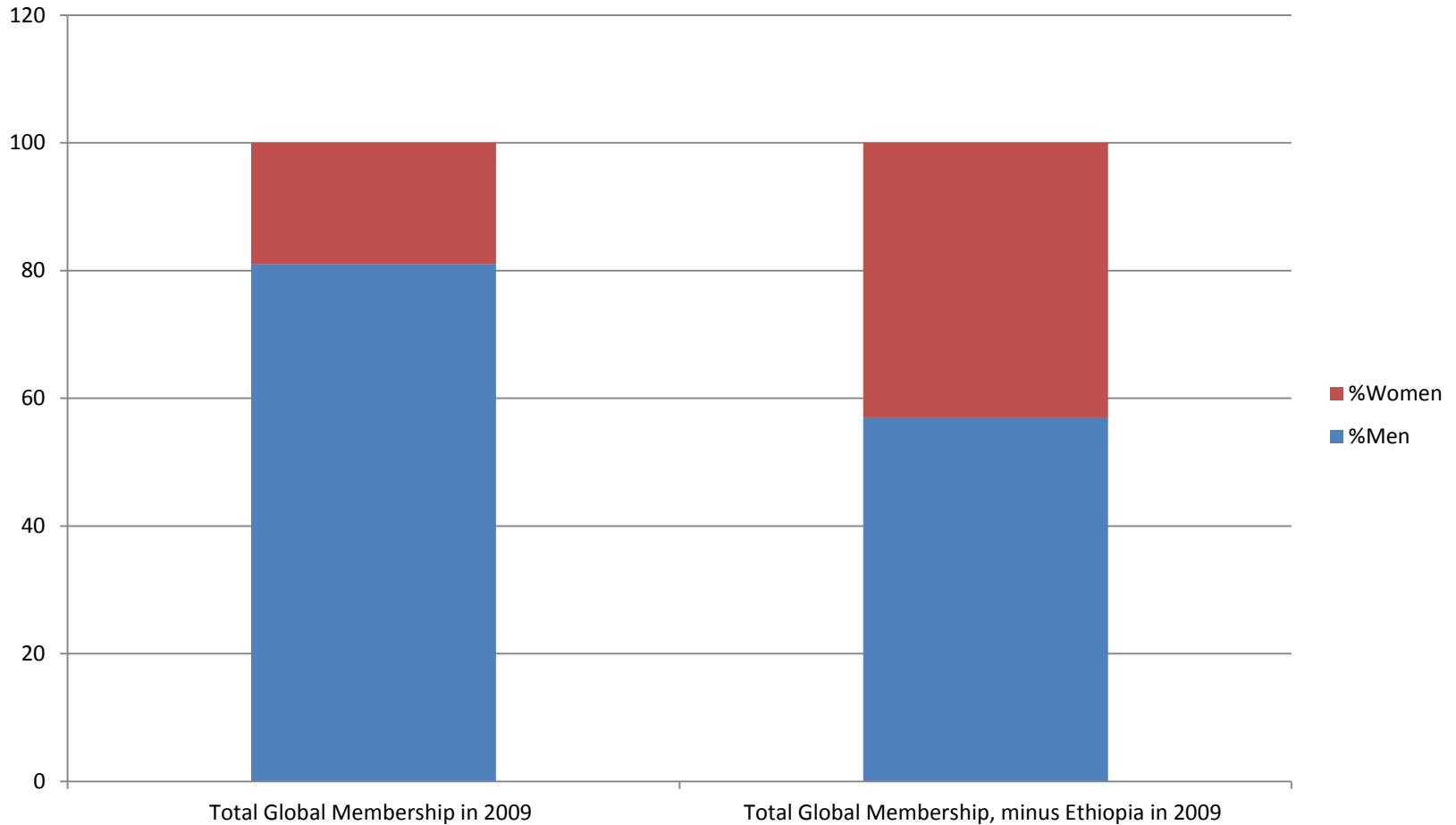
P4P Global Gender Targets



- **250,000 female smallholder farmers** increase their income through marketing of staple crops
- P4P FOs have **50% female members** and **50% female leaders**

Challenges Faced from the Onset

Gender-disaggregated Membership of P4P-Supported FOs at baseline



Challenges Faced from the Onset, *Cont'd*

- Men control household production and marketing
- Women have less access to extension, credit, farming inputs generally
- Women largely providing unpaid labour to the farming enterprise

Challenges Faced from the Onset, *Cont'd*

Fewer women contributing, with lower stock contributions to contracts than men

TANZANIA - % of total quantity deposited by men and women
(Source: FO Records)



The P4P Gender Strategy

Definition of the potential and limits

- What P4P could achieve with respect to women's empowerment

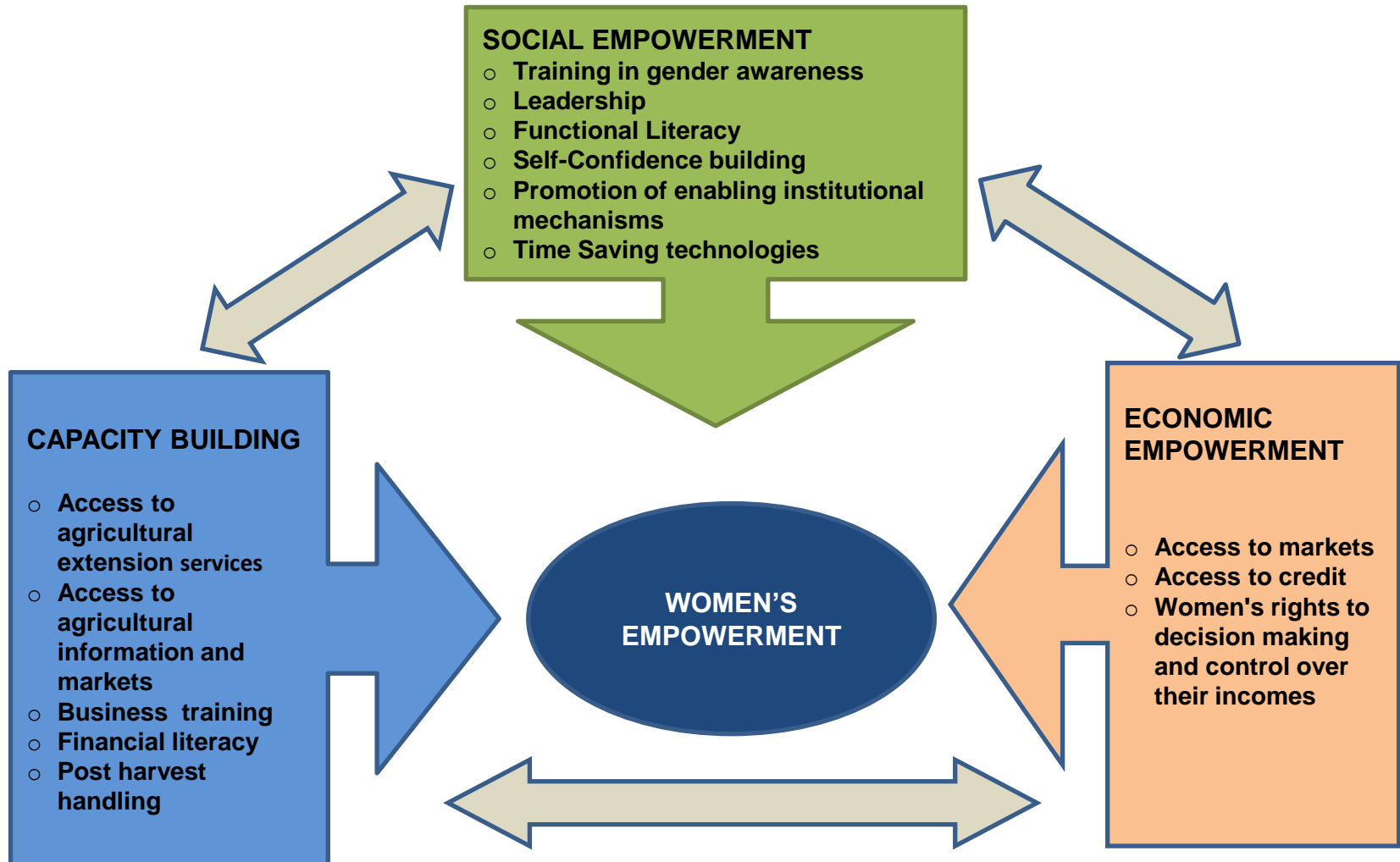
Four groups of women

- Women producers/ marketers of crops/ food products currently procured through P4P
- Women unpaid family workers
- Women producers/ petty traders of crops/ food products not currently procured through P4P
- Women casual agricultural labourers

Gender Mission

Gender Objectives and activities

Dimensions of Empowerment in P4P

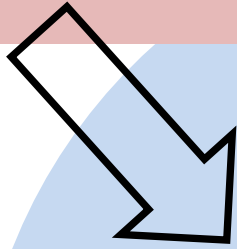


Gender Strategy Implementation

- Country assessments (17 countries)
- Context-specific and locally tailored gender strategies and action plans developed (15 countries)
- Focus on women's asset building and time and labour saving technologies
- Partners identified

Partnerships for Gender Action

WFP procurement through P4P



Partnerships with government, NGOs, UN agencies and private sector already implementing complementary gender activities

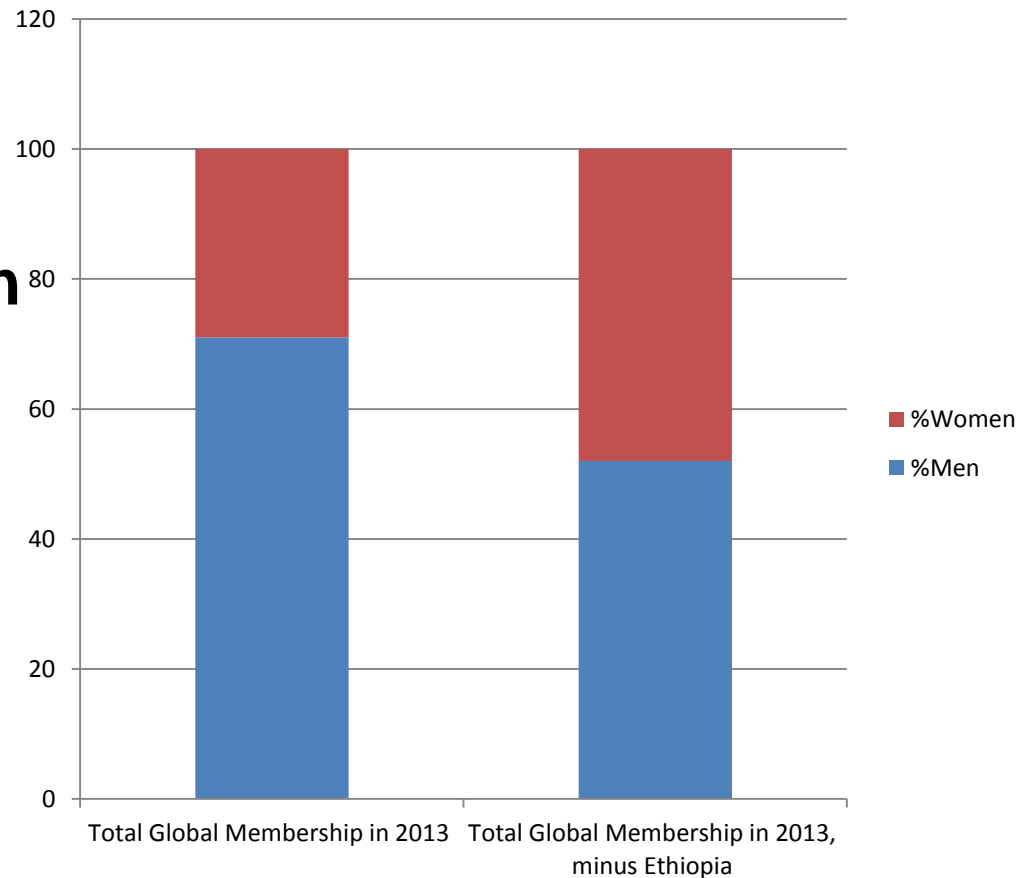
Culture-sensitive Activities Carried Out

- Participation & leadership
- Women-friendly procurement (pulses)
- Women focused extension services and input supplies
- Access to credit
- Training in literacy and gender awareness (useful for household negotiation)
- Capacity building in business management, PHL, leadership, etc.
- Labour and time-saving devices

Achievements

- Increased women's participation (over **300,000**) and sustained leadership in Fos (**36%**)
- Over **200,000 women trained** in various skills and capacities
- Access to agricultural services and inputs (improved seeds, fertilizers)

Gender-disaggregated membership in P4P-supported FOs in 2013

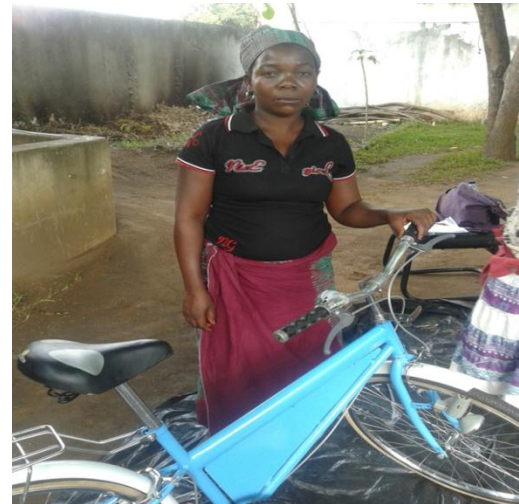


Achievements *Cont'd*

- Women-friendly procurement
 - **More Money in women's hands:** the current trend shows that **\$27,560,000** went to women
 - Women selling more (e.g.: in Honduras from **\$200,000** in 2009 to **\$800,000** in 2012)
- Women accessing **credit**, increasing their aggregation and **commercialization** power, and **diversifying** in agro-processing (Ethiopia, El Salvador, Mali, Burkina Faso, Liberia)

Achievements Cont'd

- **Access to labor-saving technologies:** millers, tarpaulins, water-wells, bikes, *cows + cow-ploughs*, and shellers (Zambia, Mozambique, Uganda, Kenya, Rwanda, Mali)
- **Literacy** training (DRC, Burkina Faso, Liberia)



Impacts & Changes Embraced

- Boosted **self-confidence** as a result of skills acquired and the money they make (Guatemala, Liberia, Kenya, Rwanda, Zambia)
- Expansion of IGAs (food processing, poultry, livestock, fish-farming)
- Increasing **knowledge on quality of food commodities**, not only for sale but household consumption

Impacts & Changes Embraced Cont'd

- Increased participation and engagement in agricultural markets = **more money in women's hands**
- Women's voices and leadership increasing at household and community level
- Women's skilful use of intra-household politics
- Shifting gender dynamics and perceptions within households and communities
- Increasing access to land individually/collectively (Mali, Burkina, Ghana, Uganda, Kenya)



EMERGING LESSONS & CHALLENGES

- Money in women's hands is a **catalyst for more power and voice** in household and community management
- Rural men are not necessarily against women's empowerment, as long as they know that **women's empowerment \neq men's disempowerment**
- Thus, adopting culturally-sensitive approach to women's empowerment is vital to achieve sustainable gender equality objectives

Perspective of Mazouma Sanou

BURKINA FASO UPPA-Houet: Profile

Year of Constitution	1998		
Location	Bobo-Dioulasso		
Year of Affiliation to P4P	2009		
Crops cultivated	Maize, sorghum, cowpeas		
Main Partners	WFP/P4P, OXFAM, IFDC, FEPAB, Federation des Caisses Populaires du Burkina, National grain reserve (SONAGESS), Ministry of Agriculture, New Field foundation, Sanyiri Formation, INERA, Direction Regionale de l'Agriculture		
Training recived	Business, functional literacy, Women's rights, quality norms, contract negotiation, finacial literacy, FO governance, financial management, marketing, credit management, Partnership research and management,		
	Men	Women	TOTAL
Membership	9,500	11,000	20,500
Quantities sold to WFP since 2009	719 tons	246 tons	965 tons
Quantities sold to markets beyond WFP since 2009	1,672 tons	1,041 tons	2,713 tons