



# Gender

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A woman with short, curly brown hair is looking directly at the camera. She is wearing a green and yellow patterned top and a yellow and white checkered apron. She is standing in a market stall with various fruits, including bananas and avocados, visible in the background. The stall is covered with a blue and white striped canopy. Other people are visible in the background, but they are out of focus.

# Overview

Key challenges

What have we  
achieved so far?

What are we going  
to do?





# Key challenges

- **Improving opportunities for women and young people** in agriculture to help address poverty, global hunger and youth unemployment
- **Understanding the societies in which we work**, their cultural norms, and the roles people fulfil in their communities is essential if we want our work to truly make a difference



A group of women and children are working in a rice field. In the foreground, a woman wearing a vibrant blue and yellow patterned dress and a headscarf is bent over, planting a rice seedling into the muddy soil. Behind her, several other women and children are also engaged in the same activity, creating a line of workers. The background shows a rural landscape with trees and a cloudy sky. The overall scene conveys a sense of community and agricultural labor.

# Our work with women, youth and marginalized groups





# Communicating effectively

- Using **popular culture and role models** to catalyse agricultural information dissemination and establish dialogue (Tanzania, Ghana and Jamaica)
- Sharing **films through mobile phones** or DVDs to promote learning and engage youth in agriculture (Malawi)
- **Community film screenings** to reach the whole family (Ghana and Uganda)
- **Understanding local context**, including social norms, to locate and staff plant clinics, ensuring access for women (Plantwise countries)
- **Linking with local groups** to increase participation of women (Uganda, Rwanda, Costa Rica, Nicaragua and Peru)



# Tailoring advice

- Ensuring **tailored and practical advice** is given at plant clinics, taking gender context into account (Plantwise countries)
- Providing **stepwise recommendations** with options for low income farmers (eg Uganda, Nigeria, Ghana, Peru, Bolivia, Plantwise countries)
- Using **films and videos in the local language** (Bolivia, Ghana and Tanzania)
- Using **more images** instead of text on printed materials
- **Be inclusive:** ensuring women are portrayed in materials





# Engaging directly

- **Home gardens in Pakistan** – engaging families to train in ‘safe’ places to facilitate participation of women
- **Tomato and livestock production in Pakistan** – training family members responsible for production ensures benefits
- **Training women in Pakistan** increased their household status, confidence and household incomes
- **Financial gains** are still the most important motivating factor for women and youth (Pakistan cotton training)
- **Work through NGOs, church groups** to provide services directly to indigenous groups (Plantwise, Costa Rica, Bolivia, and India)



A photograph of an elderly woman with a weathered face, wearing a green turban and a blue and white striped headscarf. She is dressed in an orange short-sleeved shirt and a white shawl. She is holding two long, thin, dark sticks or tools, one in each hand, and appears to be working in a tea field. The background is a lush green landscape with trees and tea bushes.

# Gender programming going forward





# What next?

- Recruit **Gender coordinator** to ensure work is:
  - Expert-led, well-resourced, evidence-based
  - Developed to ensure innovation
  - Enabled to gather additional gendered data
- Continue to **develop staff skills and experience** in delivering gender responsive projects
- Continue to **work with partners** with expertise in gender, especially on the ground delivery
- **Focus on three key areas...**





# Facilitate improved decision-making

- Use knowledge of how information is accessed and shared to **tailor extension approaches**
- **Implement and evaluate** multi-channel/format communication campaigns to balance reach, adoption and improved decision-making
- **Use knowledge** of how new technologies may affect time and labour burdens to ensure these are not barriers to adoption





# Increase use of productive resources

- **Facilitate access** to resources and credit so women and youth can:
  - adopt new technologies
  - obtain loans to apply up-to-date technologies
  - increase economies of scale and competitiveness
  - increase bargaining power in markets
- **Enhance production and business knowledge** so they:
  - are recognised as value chain actors
  - can contribute to decision making
  - negotiate from a more knowledgeable position





# Increase opportunities

- **Promote participation and leadership** in producer organisations and cooperatives
- **Strengthen group capacity** in marketing, negotiation and leadership skills
- **Ensure the involvement, contributions and decision-making** ability of women in resource management initiatives, making use of **indigenous knowledge**





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