

WOMEN'S ECONOMIC LEADERSHIP IN AGRICULTURAL MARKETS

**Programme Design Methodology –
Gendered Market Selection for
Women's Economic Leadership**

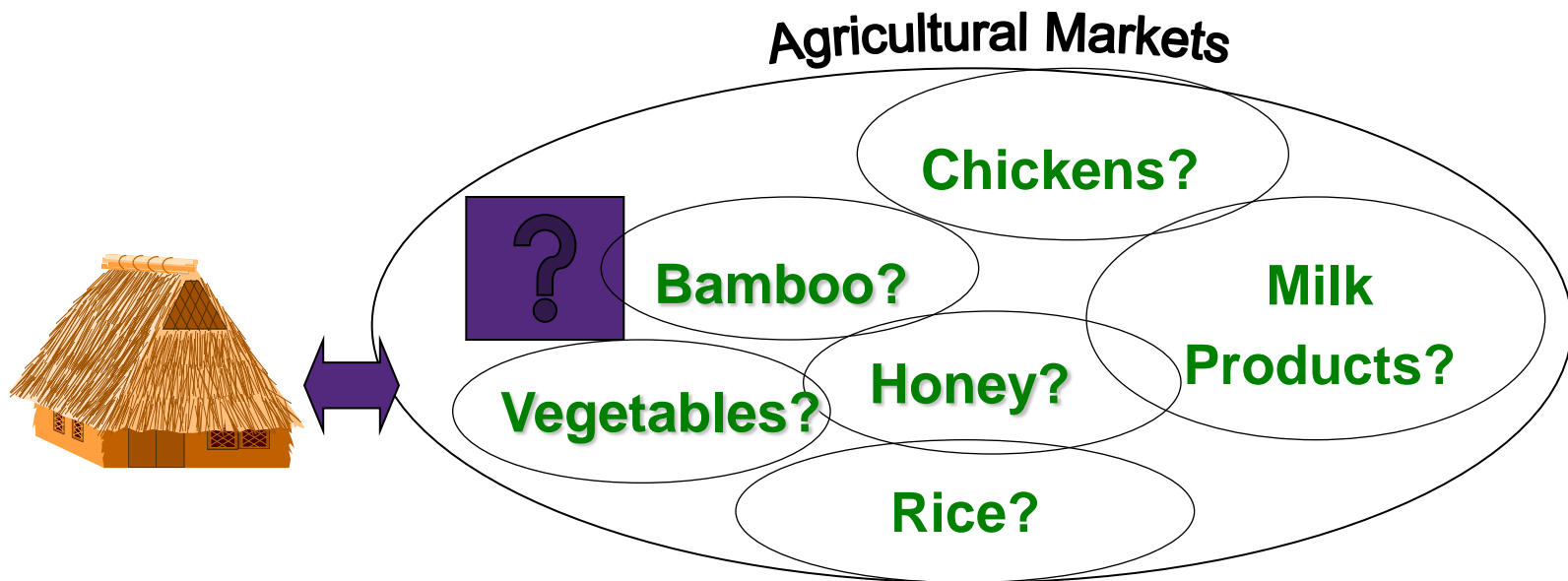
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GENDERED ENTERPRISE AND MARKETS PROGRAMME



OXFAM

Gendered Market Selection – which ‘space’ do we work in?



Why Gendered Market Selection?

It is a critical **choice** in programme design... and defines the '**space**' in which the agricultural markets programme will operate

Market types... have implications for WEL

- **Agricultural market categories**

[staple grains vs. export commodities vs. high-value products for domestic markets etc]

- **have different characteristics**

[market locations, concentration of market actors and power, technology requirements, government regulation...]

- **predetermining the range of barriers and opportunities for women.**

[ease of entry, price volatility, margins, scale & organisation, investment requirements]

Contents of Presentation

The training materials aim for:

- Ideas on **process for market selection**
- More clarity on **implications of different types of product / market for women** (and which might work 'better' for women)
- Some **criteria for gendered market selection**

What does gendered market selection achieve?

- Two levels:
 - Analysis of viability /feasibility of markets for a specific population/area
 - Explicit, sophisticated evaluation of benefits & risks for women of each product, sub-sector

Ideally,

- identify where there is **increasing demand**, opportunities for **increased income, value-addition**, and
- ensure **women are not ‘trapped’** in low value activities or saturated markets with no future;

When might we use gendered market selection ?

- **At the beginning of programme design:** It's crucial to invest time and resources in researching markets and products *before* committing to partners and funding interventions on a specific product.
- **When a programme is willing and able to consider a change of product:**
- **Mid-way, redesigning a programme:** markets are not static, what is viable or 'works for women' may need to be evaluated repeatedly - when new opportunities arise, or when existing products/crops are negatively affected by market or environmental changes.
- **Some programmes have been opportunistic,** investing in a partner or product with little reflection or clear process. If these run into problems either with low demand for the product, or with few benefits for women, and partners are willing to make a change - 'gendered market selection' can be proposed.

Proposed steps (1) – gendered market selection (example of Tanzania)

- **Step I:** Discussion with various stakeholders including government, NGOs, donors and private sector to gather existing data and research (desk review) on market demand, agronomy & environment, and existing actors for key agricultural products in the locality and population.
- **Step II:** Assessment of the characteristics of market structure for these products and the potential for smallholder and women's participation: for example– size and nature of market actors, regulation, infrastructure needed...
- As shown on the next page: *bulk commodities-for-export* will typically have larger companies, a more concentrated market, more government regulation and powerful actors than do *staple food products* sold in local 'wet' markets, while *new value-added products* with fewer established market actors may provide opportunities to promote/include women or other excluded groups into new roles.

Characteristics of rural markets & implications for women & smallholders

The product choice predetermines the range of barriers and opportunities for women:

Staple grains and foods	Bulk commodity exports	Domestic high value	'Non traditional' exports
<p>Easier market access for women, but generally low returns & price volatility:</p> <p>Women in local staples trade at low levels – relatively few women in high level/ wholesale trade.</p> <p>Small scale milling/ processing/ packaging of local staples may offer some opportunities to capture more value.</p>	<p>Large powerful actors in export chains present many barriers for building women's leadership.</p> <p>Cash crop trading 'men's work' with women often marginalised as 'family labour' without status as independent producers.</p> <p>Lack of control of land means women's excluded or marginalised from producer groups and therefore access to key services</p>	<p>Organisation, credit, transport, rapid response time are requirements. Constraints faced by small-scale, remote producers who lack access to transport and storage so high risk/ wastage and may not access more lucrative markets.</p> <p>Some women's groups have overcome barriers – especially products that are less reliant on controlling land assets & which can be conducted alongside other activities</p>	<p>Non traditional exports offer some opportunities for women to enter new markets</p> <p>High quality / other standards may 'exclude' small producers - requires investment in developing capacity</p> <p>Opportunities for women to move up value chain in 'women's traditional products' for which new high value markets open up (such as Shea Butter, Aloe Vera). Organic and fair trade niche markets have enabled more visible/ independent women's participation</p>

Market systems and characteristics of private & public sector actors

We take into account the context: national markets mature and change, with increasing concentration, and different private sector actors involved.

Fragmented markets (<5% mkt concentration)	Emerging markets (<20% mkt concentration)	Maturing markets (>45% mkt concentration)	Consolidated markets (>65%)
Key features: Many small independent retail shops and outlets, low technology, large traditional wholesale and retail markets.	Key features: Emergence of dedicated suppliers, ex-state or parastatal firms; less state provision of services and intervention. Many small independent retail shops and outlets, low technology, large traditional wholesale and retail markets.	Many more actors and many more opportunities. Regional, national and global retailers; some sourcing from traditional wholesalers. Specialised services (market research, traders, technology suppliers) and emergence of preferred suppliers.	Lead firms dominate (oligopoly). Full vertical integration of market chain including dedicated logistics and preferred suppliers, high technology, global sourcing, reduced role of traditional wholesale markets; growth of small specialty retail.

Political-economic systems also matter: assets, services, infrastructure & regulation.

Decentralised, free market systems	State-managed market systems	Big state-free market (e.g. some E Asian)	European mixed-market system
Limited rural services, limited intervention in any sector	State-managed basic services, product markets.	Local government budgets may invest in services & infrastructure, e.g. to lessen time burden for women	Provision of health & education & ES; state support for certain industries

Proposed steps (2) – gendered market selection (example from Tanzania)

- **Step III:** Field interviews with stakeholders: e.g. district government staff, private sector and CBOs in study area. Field interviews and discussion with partners, women & men producers to agree criteria for selection.
- **Step IV:** Pre-selection of potential products/markets based on criteria developed
- **Step V:** Market selection workshop with key stakeholders in the study regions to undertake the final selection (*slides 12-13*)
- **Step VI:** Drafting the report, later incorporating comments from various stakeholders.

Better Analysis

‘Gendered’ Selection of Markets/products

Invest in markets that are viable *and* that ‘work for women’

CRITERIA and WEIGHTING	
Market demand	3
Coverage (likelihood of scaling up)	2
Existing level of organizations	1
Product must work for women	3
Potential to increase income	1
Impact on environment	1
Social cultural aspect	1
NGOs, CBOs & private sector interest	1
Government commitment	2
Non-traditional cash crop	2

Ranking ‘attractive’ products in Tanzania

Product	Score	Rank
Organic cotton for export market	37	12
Red meat for local and regional markets	38	9
Piggery for local market	40	7
Sisal for local and export markets	41	5
Sesame for export market	41	5
Maize for local and regional markets	38	9
Groundnuts for local market	44	2
Chickpea for export market	44	2
Vegetables for local market	38	9
Rice for local and export market	44	2
Local chicken for local market	50	1
Sunflower for local market	39	8

Market Selection Matrix - Tanzania

The matrix is a 3x3 grid. The vertical axis (Market demand) has levels HIGH, MEDIUM, and LOW. The horizontal axis (Women's participation) has levels LOW, MEDIUM, and HIGH. An upward arrow is on the left, and a rightward arrow is at the bottom.

Market demand			
HIGH		<ul style="list-style-type: none"> - Organic cotton - Piggery - Sisal - Red meat (beef) 	<ul style="list-style-type: none"> - Local chicken - Rice - Groundnuts - Chickpea - Sunflower
MEDIUM	<ul style="list-style-type: none"> - Tobacco 	<ul style="list-style-type: none"> - Dairy - Conventional cotton - Legumes (Beans) - Sorghum - Millet 	
LOW		<ul style="list-style-type: none"> - Jatropha 	<ul style="list-style-type: none"> - Sweet potato
	LOW	MEDIUM	HIGH
Women's participation – Product 'works for women'			

What is a product which ‘works for women’? Some possible criteria:

- Women control equipment/assets
- Women have or can acquire skills needed
- Profitable value addition opportunities.
- Processing product & diversification allows new markets
- Women control the sales income and the enterprise
- Close to HH community area (geographic)
.....and others!!!

Potential dilemma – a low-value ‘women’s product’? Or one with high barriers for women?

- A traditionally ‘women’s product’: minor increases in income, low margins, yet opportunities to strengthen organisation, build skills, negotiate with private sector and access market services...
- A mixed organisation in (for example) a bulk export commodity market: higher income, but opportunities are for fewer ‘exceptional’ women, and/or women face barriers to taking on new roles
- Programmes **could plan to work with both, or move focus from the first - an ‘Incubator for WEL’ - to the second, over time...**

What would be your Criteria for Gendered Market Selection?

- Criteria for “Viable Markets”
- Criteria for “Product that works for women”
- Other criteria in your context

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