

# WOMEN'S ECONOMIC LEADERSHIP IN AGRICULTURAL MARKETS

Asking questions to gain support  
from stakeholders for Women's  
Economic Leadership

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GENDERED ENTERPRISE AND MARKETS PROGRAMME



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# HOW TO? PROMOTE GENDER AND ASK ABOUT WOMEN WITH PRIVATE AND PUBLIC SECTOR STAKEHOLDERS

# The purpose of the conversation? Is it...

## Evidence gathering?

## Building a relationship?

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Set questions

Open questions

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Numbers, steps, products

Exploring issues... less facts?

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More focus on our own interests

Priorities, motivations of their business

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Less concern about 'next time'

Leave some for next time

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# Common problems...

- **Responses to questions** about ‘women’ and ‘gender equality’ may
  - **Be superficial or general**
  - Tell us what they think **we want to hear**
  - **Anecdotes** that ‘tick the gender-equality box’
  - Shows that **question isn’t understood** or considered disconnected from business model
  - **‘Not me’** – other actors should answer, others have responsibility for women’s involvement

# An approach of ‘Developing a Relationship’\* may get us better evidence...

## **Why?**

- **If we Understand the business operation**
- **And Understand their priorities and concerns...**  
profits, and quality or scale, assured supply, environment or sustainability etc
- **We can Ask the questions about ‘women’ in the context of their priorities**
- **Locate ‘changes for women’ questions in the logic of ‘addressing a business or markets problem together’...**

\* Even in an hour’s meeting...

# Arguments based on Women's Rights and on Efficiency

Rationale – arguments?

- Equity – women's rights
- Efficiency – gender roles are economically Inefficient!
  - Argue on their terms, compelling, business case

# Thinking about questions in your recent conversations with stakeholders...

**New content?  
New way of asking?**

**A question that someone asked...that I  
hadn't thought of before...!**



# Thinking about questions...

**What questions could we use to get evidence about private companies' approach / attitude to women producers?**

**...or possible new practices to promote women?**





# Thinking about questions...

**What do you think about the (companies') responses to the questions?**

**Does a response indicate what to ask next? Is there an opportunity for more dialogue?**



# Exercise in 3s

- Questions to **understand the business operation**, market requirements and opportunities
- Questions about **women and gender equality**:
  - make it clear that **your question is linked** to their interests
- **Approach: What business opportunities or efficiencies is the company missing by not recognizing ...**
  - **women's current role and contribution to production and value chain**
  - **the barriers women face to engage in markets**
  - **How new practices/policies potentially facilitate women's engagement (and improve business)**
- *Role play! One questioner, one respondent, one observer*
- *5 minutes with one questioner, 5 minutes with another*
- *Discussion in small group – observers comment; what works best on content and ways of asking questions?*
- *Discussion in plenary – brilliant questions! main learning?*

# Other issues ?

in asking questions about women/gender equality to private and public sector stakeholders...

- Responses may clarify to us that **WE don't know how to make the 'business case' for new policies & practices** to promote women's econ leadership
- **What evidence are WE missing** to make the 'efficiency argument'?
- **Who** do we need to have in the room to **demonstrate that current (PS, govt) policies** are inefficient or missing potential growth opportunities

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