

Gender Dimensions of Agribusiness Development

Stephanie Barrientos
Professor of Global Development
University of Manchester
s.barrientos@manchester.ac.uk
www.bwpi.manchester.ac.uk/research

Agribusiness, Gender and Global Value Chains

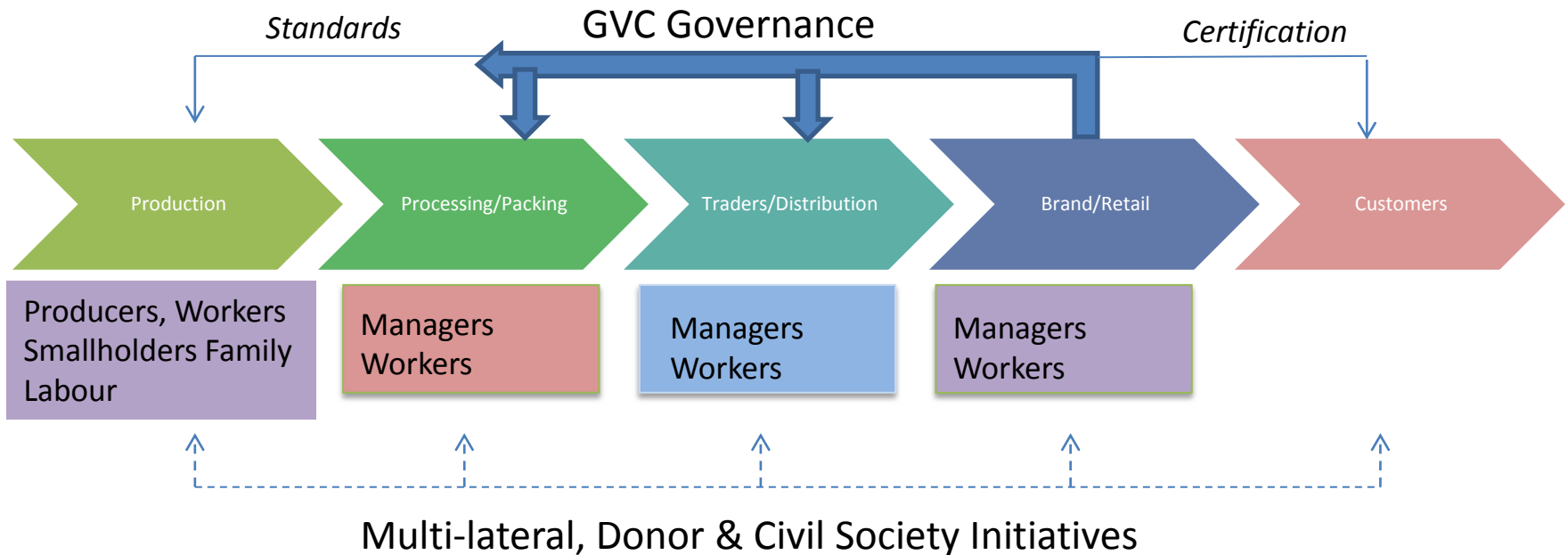
- What and Why Gender Equity in Global Value Chains (GVCs)?
- Consumer segment gendered
 - Women 70-80% of customer purchases (Keynote)
 - Gender dynamics of consumption changing (BRICS)
- Ethical consumption gendered (*Keynote 2008*)
 - Regularly buy Fairtrade: 23% women, 18% men
 - Care about labour exploitation: 37% women and 34% men

Gender and Production Segment

Women's role as smallholders and wage workers in agriculture

Country/Product	Smallholder Farmers	Wage Workers	Estimates of women	Indirect/ Dependents
South Africa Fruit	n/a	400,000	53%	2,000,000
Kenya Flowers & Fresh Veg	220,000	90,000	75%	2,000,000
Uganda FFV & Floriculture	n/a	7,000	65-75%	35,000
W. Africa Cocoa	1.5 m	n/a	25% farmers 45% family labour	n/a

Gender Global Value Chain Simplified



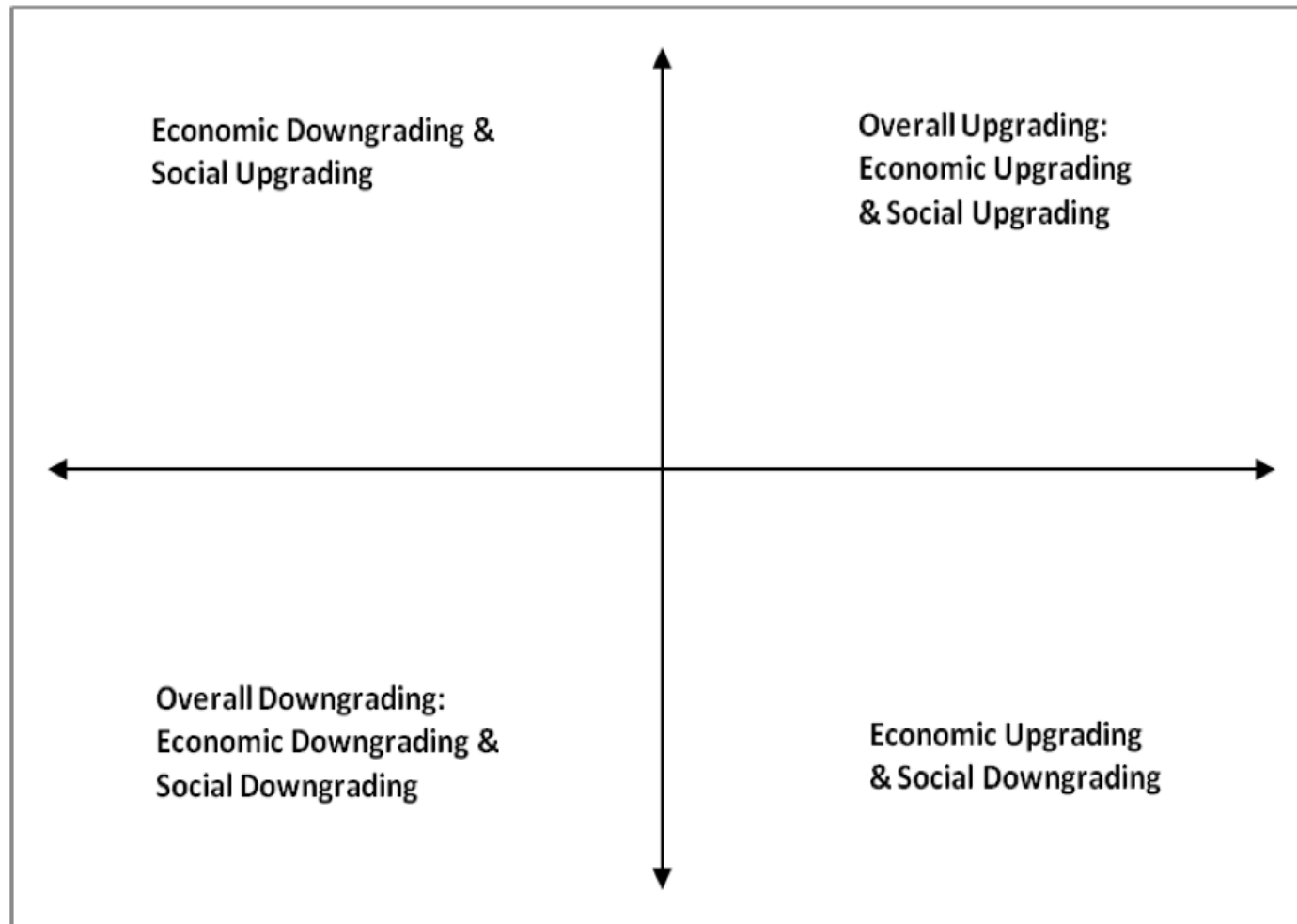
Challenges:

- Gender inequity deeply embedded
- Land tenure/credit/training impediments
- Lack of recognition, remuneration, resources & rights

Opportunities:

- Quality enhancement, skill, productivity
- Higher incomes, food security, household well-being
- Women's economic and social empowerment

Economic and Social Upgrading/Downgrading



Source: Bernhardt and Milberg, 2011
See also: OECD Africa Economic Outlook 2014

Economic and Social Upgrading: Floriculture



Economic and social downgrading: Cocoa



Promoting Gender Equity

- Business case for gender diversity (McKinsey)
- Development case: children education/health
- Recommendations
 - Collaboration (public, private & civil society)
 - International alliances (governments, donors etc.)
 - Awareness & information
 - Capacity building (commercial & social)
 - Promote gender equity *across* value chain
 - Transformation (overcome impediments, promote mindset change)