**GENDER-SENSITIVE ENTERPRISE SELECTION AND CLIMATE ADAPTATION**

We are undertaking a consultative process to better understand how agricultural enterprise selection at your county incorporate gender considerations, climate smart practices and support for women led enterprises. This interview aims to identify, how enterprise selection has been conducted at the county level. how gender norms shape gender roles across the various agricultural value chain, critical barriers, opportunities, and policy gaps that affect the inclusion of women, youth, and marginalized gr...

This exercise is intended to support counties in documenting enterprise performance, community preferences, and contributions to climate-smart agriculture (CSA) strategies. Your insights will help us navigate these specific objectives, inform investment priorities, and shape inclusive policies. We welcome your guidance and local context as we align our efforts with the evolving needs of your county. Your responses will be used solely to inform evidence-based programming and policy recommendations.

**Enterprise Selection and Community Involvement**

1. How was the selection of agricultural and livestock enterprises conducted in your county, and what criteria guided this process?

* Suitability in different agro –ecological zone
* No. of farmers involved including men ,women and youth
* Market availability with bias to export
* Possibility of value addition (raw material for cottage industries )
* Value in terms of income
* In line with Government policies in place

1. In what ways were community members—including women, youth, and elders—engaged in the enterprise selection process?

* Value chain analysis in community barazas

1. What patterns have you observed in enterprise preferences across different community groups (e.g., by gender, age)?

* Income levels influence the age
* Technologies and innovations involved
* Duration of taken by the enterprise to generate income
* Inputs and labour involved

**Identification of Agricultural Enterprises**

1. What agricultural enterprises (both livestock and crops) are predominantly led by women, men, youth and elderly in each county?

**Men**

* Coffee
* Tea
* Muguka
* Avocado
* Macadamia
* Dairy cow
* Mangoes
* Goats and sheep
* Apiary
* muguka

**Women**

* Bananas
* Maize
* Green grams
* Cowpeas
* Beans
* Poultry

**Youth**

* Rabbits
* Horticulture
* Muguka
* Pigs

1. What traditional and non traditional agricultural enterprises are women currently involved in?

**Traditional**

* Arrowroots
* Sweet potaoes
* Cassava
* Millet
* Sorghum
* Indigenous vegetables

**Non traditional**

* Bananas
* Maize
* Green grams
* Cowpeas
* Beans
* Poultry

1. What factors contribute to women’s dominance in these enterprises? (e.g., ease of entry, cultural norms, policy incentives)

* Resources required and labor involved
* Availability of technologies and innovations
* Culture
* Ownership and control
* For food and nutrition security

1. What social or institutional barriers have you seen affecting women’s leadership or decision-making in enterprise development?

* Culture and perception
* Ownership /Limited resources
* Literacy levels

**Gender Roles in Agricultural Enterprises ( for each of the enterprise selected ask the following questions**

1. What specific tasks/ roles in these enterprises are performed by women, men, youth and elderly or shared?( for each enterprise selected probe for the gender roles across the value chain and reasons why?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Men** |  | **Men** | **Women** | **Youth** | **Reasons why** |
|  | Coffee | Land preparation  Planting  Purchase of inputs  Spraying  Weeding  Pruning  Selecting &Grading  Attending meetings and trainings | Manuring  Weeding  Pruning  Picking  Selecting &Grading | Land preparation  Picking  Transporting  Selecting & Grading | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Tea | Land preparation  Planting  Purchase of inputs  Training of the crop  Pruning | Picking  Weeding  Selecting and grading | Land preparation  Picking  Transporting  Selecting and grading  Pruning | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Muguka | Land preparation  Planting  Purchase of inputs  Training of the crop  Spraying  Picking  Grading /sorting  Irrigating  Marketing | Picking  Weeding  Irrigating  Marketing | Land preparation  Picking  Transporting  Irrigating  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Avocado | Land preparation  Planting  Purchase of inputs  Pruning  Picking | Weeding  Sorting and grading  Marketing | Picking  Pruning  Transporting  Sorting and grading | Men –labour intensive ,skills and experience ,required, value of the crop ,risk involved  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Macadamia | Land preparation  Purchase of inputs  Planting  Pruning  Harvesting  De-husking  Pest and disease control | Weeding  Sorting and grading | Harvesting  Transporting  Sorting and grading  De-husking | Men –labour intensive ,skills and experience required, value of the crop,risk involved  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Dairy cow | Purchase of animal  Dairy unit construction  Purchase of feeds and other inputs | Milking  Cleaning the unit  Feeding  Milk marketing | Transportation  Feeding | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
|  | Mangoes | Land preparation  Planting  Purchase of inputs  Pruning  Picking | Weeding  Sorting and grading  Marketing  Value addition | Picking  Pruning  Transporting  Sorting and grading  Value addition | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Goats and sheep | Purchase of animal  Unit construction  Purchase of feeds and other inputs | Milking  Cleaning the unit  Feeding  Milk marketing | Feeding | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
|  | Apiary | Purchase of hives  Harvesting  Cleaning of hives  Marketing  Value addition | Marketing  Value addition | Marketing  Value addition | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
| Women | Bananas | Land preparation  Sourcing for inputs  Planting  Harvesting | Weeding  Manuring  Harvesting  Marketing  Value addition | Transporting  Marketing  Value addition | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Maize | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Green grams | Land preparation  Purchase of inputs  Pest and disease control  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Cowpeas | Land preparation  Purchase of inputs  Pest and disease control  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Beans | Land preparation  Purchase of inputs  Pest and disease control  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Poultry | Construction of the unit  Purchase of feeds  Pest and disease control | Incubation /Brooding  Feeding  Cleaning the unit  Pest and disease control  Marketing | Incubation /Brooding  Feeding  Cleaning the unit  Pest and disease control  Marketing | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
| Youth | Rabbits | Construction of the hutch  Purchase of rabbit  Purchase of feeds | Feeding  Value addition  Marketing | Construction of the hutch  Purchase of rabbit  Purchase of feeds  Feeding  Slaughtering and marketing | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
|  | Horticulture | Land preparation  Nursery preparation  Transplanting /planting  Pest and disease control  Irrigation  Harvesting  Grading, packaging and marketing | Transplanting /planting  Irrigation  Harvesting  Grading, packaging and marketing | Land preparation  Nursery preparation  Transplanting /planting  Pest and disease control  Irrigation  Harvesting  Grading, packaging and marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Muguka | Land preparation  Planting  Purchase of inputs  Trailing of the crop  Pruning  Picking  Sorting and marketing | Weeding  Sorting and grading  Marketing | Planting  Trailing of the crop  Picking  Pruning  Transporting  Sorting and grading | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Pigs | Constructing of the unit  Purchase of the rearing stock  Purchase of feeds  Pest and disease control  Slaughtering and marketing | Feeding  Cleaning the unit | Feeding  Cleaning the unit  Slaughtering and marketing | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |

1. What barriers( social cultural economic) prevent women from expanding their roles in these enterprises?

* Resource ownership
* Skills
* Inadequate appropriate gender friendly innovations and technology
* Lack of control and decision making

1. At which process/ value chain for each enterprise do women control decision-making and income and why?

|  |  |  |
| --- | --- | --- |
| **Value chain** | **Process** | **Why** |
| Coffee | Manuring  Weeding  Pruning  Picking  Selecting &Grading | * less skills * less labour intensive * culture |
| Tea | Picking  Weeding  Selecting and grading | * less skills * less labour intensive * culture |
| Muguka | Picking  Weeding  Irrigating  Marketing | * less skills * less labour intensive * culture |
| Avocado | Weeding  Sorting and grading  Marketing | * less skills * less labour intensive * culture |
| Macadamia | Weeding  Sorting and grading | * less skills * less labour intensive * culture |
| Dairy cow | Milking  Cleaning the unit  Feeding  Milk marketing | * less skills * less labour intensive * culture |
| Mangoes | Weeding  Sorting and grading  Marketing  Value addition | * less skills * less labour intensive * culture |
| Goats and sheep | Milking  Cleaning the unit  Feeding  Milk marketing | * less skills * less labour intensive * culture |
| Apiary | Marketing  Value addition | * less skills * less labour intensive * culture |
| Bananas | Weeding  Manuring  Harvesting  Marketing  Value addition | * less skills * less labour intensive * culture |
| Maize | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | * less skills * less labour intensive * culture |
| Green grams | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | * less skills * less labour intensive * culture |
| Cowpeas | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | * less skills * less labour intensive * culture |
| Beans | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | * less skills * less labour intensive * culture |
| Poultry | Incubation /Brooding  Feeding  Cleaning the unit  Pest and disease control  Marketing | * less skills * less labour intensive * culture |
| Rabbits | Feeding  Value addition  Marketing | * less skills * less labour intensive * culture |
| Horticulture | Transplanting /planting  Irrigation  Harvesting  Grading, packaging and marketing | * less skills * less labour intensive * culture |
| Muguka | Weeding  Sorting and grading  Marketing | * less skills * less labour intensive * culture |
| Pigs | Feeding  Cleaning the unit | * less skills * less labour intensive * culture |

**Climate Change and Emerging Enterprises**

1. How have changing climatic conditions influenced the types of enterprises being prioritized in your county?

* Diversification to other crops and livestock
* Revitalization of coffee due to introduction of disease resistant varieties especially coffee Berry disease on Ruiru 11
* Rearing of improved Kienyeji chicken which is early maturing and multipurpose(Meat and eggs)

2. What are some examples of new enterprises that have emerged as a direct response to climate challenges, and how are they distributed across different gender or age groups?

* Muguka in midland and lower regions as a result of demand of the product and suitability in the region
* Avocado where grafted varieties have overtaken local varieties
* Poultry which has seen introduction of improved kienyeji chicken which has multipurpose use.

**Access to Resources and Digital Tools**

1. In your experience, how do men and women, youth and elderly differ in accessing critical resources such as

a. land,

|  |  |  |
| --- | --- | --- |
| Resource | Gender | ACCESS |
| Land | Men | High |
|  | Women | Medium |
|  | Youth | Low |
| Finance | Men | High |
|  | Women | Medium (Informal services) |
|  | Youth | Low |
|  |  |  |
| Training/Knowledge/Extension services | Men | Enterprise based attendance. |
|  | Women | Enterprise based attendance |
|  | Youth | Low |
| Information on market and weather | Men | High |
|  | Women | Medium |
|  | Youth | Low |
| Technology and digital gadgets |  |  |
|  | Men | Low |
|  | Women | Medium |
|  | Youth | High |

b. Finance-the overall financial landscape for access including the informal such as community Savings and loans associations), SACCOs, banks, insurance services

c. Access to training and knowledge/extension

d. Access to information as market, weather

e. Access to technology eg ICT, digital gadgets, internet, digital literacy

2. What challenges do women face in using digital platforms or ICT tools for enterprise development, and how are they navigating these barriers?

|  |  |
| --- | --- |
| Challenges | Coping Mechanisms |
| Limited capacity on utilization of gadgets. | Seek assistance from the youth. |
| High cost of internet data connectivity | Use data when very necessary |
| Lack of electric power in some areas of the county. | Use of solar energy source |
| High cost of digital gadgets. | Credit financing-(M-KOPA) |

**Economic Viability & Market analysis**

1. How is the market demand for the product (specific value chain)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Enterprise | Market Demand | Competition | Profitability |  |
| Tea | High | Competition from other tea producing counties | High |  |
| Coffee | High | Competition from other coffee producing counties | High |  |
| Macadamia | High | Competition from other producing counties | High |  |
| Avocado | High | Competition from other producing counties | High |  |
| Maize | High | Competition from other producing counties | High |  |
| Beans | High | Competition from other producing counties | High |  |
| Banana | Medium | Competition from other producing counties | Medium |  |
| Mango | Medium | Competition from other producing counties | Medium |  |
| Green gram | Medium | Competition from other producing counties | Medium |  |
| Muguka | High | Competition from other producing counties | High |  |
| Dairy cattle-Milk | High | Competition from other producing counties | High |  |
| Poultry | Medium | Competition from other producing counties | Medium |  |
| Goats/sheep | Medium | Competition from other producing counties | Medium |  |
| Pig | Medium | Competition from other producing counties | Medium |  |
| Beef cattle | Medium | Competition from other producing counties | Medium |  |

2. What is the competition landscape for this product and any opportunity where women can tap more on through value addition etc

3. What are the economic benefits and profitability levels of these enterprises for women?

4. How do these enterprises compare to male-dominated ones in terms of income and sustainability?

The male dominated enterprises generate more income as compared to female dominated enterprises.

5. What socio-economic benefits (e.g., improved household welfare, community development) do these enterprises bring?

* Improved access to education
* Improved housing
* Improved nutrition and health
* Improved clothing
* Improved access to health facilities.

**Replicability & Scalability**

1. What factors contribute to the success of these enterprises?

* Availability of capital eg land and finances
* Technical knowhow
* Availability of skilled and unskilled labor
* Access to market

2. Can these enterprises be replicated in other counties/regions? What conditions are necessary?

Yes, Suitability based on agro ecological requirement of each crop/livestock

3. How can value chains and market access be improved to enhance their viability?

* Upscaling value addition
* Adoption of digital marketing technology
* Market survey and linkages
* Product aggregation
* Produce branding and advertisement

**6. Data Availability & Policy Support**

1. What data sources exist to track the success and impact of these women-led enterprises?

* Yes however the data needs segregation, ground-truthing and analysis

2. Qualitatively capture the policy frameworks supporting the women -led V.Cs

* Available in CIDP and other strategic government policy papers like climate change policy

3. Map the landscape for women’s collectives or cooperatives that would enhance their collective voices for favorable enabling environment

* FIDA
* Gender and social inclusion desk officers in community development projects
* Women enterprise funds

4. Are there any policy gaps that need to be addressed to further support women in these enterprises?

* Yes

5. What recommendations can be made to strengthen these enterprises through policy interventions and investments?

* Guaranteed minimum returns for agricultural produce from women led enterprises
* Affordable and flexible credit access to women
* Tailor made credit access to women led enterprises

6. From your perspective, what policies are currently enabling or hindering women’s participation in climate-resilient enterprises?

* High taxation regime leading to high cost of inputs
* Uncontrolled importation of certain commodities which are locally produced like eggs and milk

7. What kinds of support (e.g., financial, technical, policy) would make it easier for women and marginalized groups to thrive in enterprise development?

* Affordable ,accessible, flexible tailor made credit facilities to women led enterprises
* Capacity building on existing and emerging digital technologies for improvement of women led enterprises.
* Tax and importation regulations that protect market access for women led enterprises
* Enhance cottage industries that promote value addition of women led enterprises.