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

We are undertaking a consultative process to better understand how agricultural enterprise selection in your county incorporates 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 chains, 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?

*Enterprise selection was guided by:  
 - Agroecological suitability & Income-generating potential-Tea and coffee were prioritized as industrial cash crops due to their high income-generating potential and compatibility with the county’s agroecological zones  
 - Cultural acceptance- The community is traditionally pastoral, and livestock rearing is a significant part of its identity. Dairy farming, in particular, has great potential to improve household incomes and contribute to food security. Moreover, both dairy and poultry products are rich in nutrients, offering important nutritional value to the community  
 - Level of community adoption-Dairy and poultry were also selected based on cultural relevance and nutritional benefits*2. In what ways were community members—including women, youth, and elders—engaged in the enterprise selection process?-*pick from the answer above*

*The enterprise selection process was designed to be inclusive and participatory*

*1. Open community meetings (barazas) were held across different wards to gather input from diverse groups.*

*2. Targeted focus group discussions were conducted . These groups offered insights into labour availability, traditional practices, access to markets,*

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

Gender Dynamics in Crop Enterprises- Both men and women are actively involved in the cultivation of high-value crops such as coffee and maize, due to their significant economic returns. However, coffee has seen a notable rise in women-led involvement, especially through initiatives such as *Women in Coffee*, which empower women to take ownership and leadership roles within the value chain.

Shifts in Traditional Roles- Crops like sweet potatoes, traditionally associated with women and subsistence farming, are increasingly being grown for commercial purposes, with both genders participating.

Women are also playing a growing role in poultry farming, contributing to both household nutrition and income.

Gendered Labor in Value Chains**-** In the tea value chain, women are predominant, especially in labor-intensive tasks like tea picking. Across the entire value chain—from production to processing—women play a critical role, although ownership and decision-making still tend to favor men in some areas.

There is an emerging trend where youth are engaging more in enterprise-related services, particularly in transportation, such as ferrying produce and inputs.

Changing Gender Roles in Livestock Enterprises- In the dairy sector, approximately 70% of registered milk suppliers are now women, a significant change from previous years when the sector was male-dominated. This shift is largely attributed to increasing women’s empowerment and targeted support initiatives.

In the tea sector, some families are now registering farm numbers under women’s names, and there’s a growing effort to involve youth in enterprise ownership and management..

**Identification of Agricultural Enterprises**

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

| **Enterprise** | **WOMEN** | **MEN** | **YOUTH** | **Elderly** |
| --- | --- | --- | --- | --- |
| **Tea** | Labor (picking, weeding) | Ownership | Transport, picking | Ownership |
| **Dairy** | Milking, feeding | Decision-making, disease control | Shed cleaning, small-scale sales | Advisory roles |
| **Poultry** | Feeding, egg collection | Housing, marketing | Feed mixing, sales | Indigenous knowledge |
| **Coffee** | Weeding, picking | Disease control, transport | Picking, marketing | Ownership |
| **Maize** | Planting, harvesting | Land preparation, marketing | Threshing, brokerage | Storage, advisory |

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

***Traditional****: Sweet potatoes, millet, sorghum.*

***Non-Traditional****: Coffee processing, dairy marketing, poultry feed formulation.*

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

*Availability at Home****-*** *Women often spend more time at or near the household, making it easier for them to manage farm-based and subsistence enterprises, especially those that do not require travel or long hours away from home.*

*Nature of the Enterprises- Many of the enterprises where women are dominant tend to have low financial returns or are viewed as subsistence-oriented, which historically have been assigned to women. These include crops like sorghum or sweet potatoes and activities like chicken rearing.*

*Less Labour Intensity and Type of Work- Tasks involving bending, or lighter tools are culturally perceived as more suited to women*

*Cultural beliefs- For instance, poultry rearing is traditionally viewed as a woman’s responsibility. This socialization supports women’s continued involvement in these sectors.*

*Women often have specialized skills in processing and handling certain crops and products—such as fermenting sorghum or preparing local poultry products—making them key actors in adding value at the household and community level.*

*Some of these enterprises require minimal capital or land, making them more accessible to women, especially in contexts where women may have limited access to resources like credit, equipment, or land ownership.*

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

***Limited Educational Opportunities:*** *Many women in rural areas have* ***lower levels of formal education****, which affects their ability to qualify for leadership positions or fully understand and influence policies related to enterprise development.*

***Dominance of Retired Professionals in Leadership Roles:*** *Leadership positions within cooperatives, producer groups, or local institutions are often filled by* ***retired male professionals****, who typically have more formal experience or social standing. This limits opportunities for women and younger individuals to rise to leadership roles.*

*Many women are* ***unaware of their rights or available opportunities*** *due to societal norms and* ***information gaps****. This lack of awareness—both at the individual and community level—results in underutilization of policies meant to promote women's leadership.*

***Reproductive and Household Responsibilities:*** *Women bear the majority of* ***caregiving and household duties*** *these responsibilities limit their time and ability to attend leadership meetings, engage in training, or take on decision-making roles that require significant commitment and mobility.*

**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?

| **Enterprise** | **Gender role in value chain** | **why** |
| --- | --- | --- |
| **Coffee** | women  planting, weeding, picking  men-holing, disease control , transportation to the factory, weeding  youth-transportation, picking | availability, there are many(work jointly), groups make them access jobs easily , they have merry go rounds hence need for the tasks  Exposure to chemicals is risky for child bearing women, men are strong -labour  most youths are boda boda riders, they considered as dignified |
| **Tea** | women  planting, weeding, picking  men-holing, disease control , transportation to the factory, weeding  youth-transportation, picking | availability, there are many(work jointly), groups make them access jobs easily , they have merry go rounds hence need for the tasks  Exposure to chemicals is risky for child bearing women, men are strong -labour  most youths are Boda Boda riders, they considered as dignified |
| **Maize** | Women-land prep, planting, weeding,harvesting,posho mill  Men-land preparation, management using chemicals , weeding, harvesting, storage and threshing, marketing,  Youth-threshing -mechanised, trading -brokers | cultural  -pick from above  -labour intensive & strength  -pick from above |
| **Dairy farming** | women-milking, feeding, watering, cleaning the sheds, selling of the produce depends on the volumes, value addition,  men-fooder growing and feeding, conservation, disease control, culling, selling large quantities of milk, selling the cows-calf, Servicing, breeding | -labour needs  -skilled in milking  -culturally-women know how to milk  they are the decision makers  fodder- masculine strength required  More knowledge on livestock production |
| **Poultry** | Women-feeding, collecting eggs, brooding,  Men-hatching , house construction, marketing, disease control | cultural and availability at home  knowledge on production |

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

*education-women are less educated , and leadership ;positions are taken by the retired personnel*

*education affecting policies-there are policies but due to the society being ignorant makes out on the opportunity*

*reproductive duties limits the opportunity for women to engage in this leadership positions*

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

| **Enterprise** | **Subsistence** | **Commercial** |
| --- | --- | --- |
| **Poultry** | all decision | men-make the decision |
| **Dairy farming** | evening milk utilisation | men |
| **Tea** | plucking and marketing under her allocated portion | Men |
| **Coffee** | picking and marketing under her allocated portion- number of people picking -how many can assist her | Men |
| **sweet potatoes** | all decision | Men |

**Climate Change and Emerging Enterprises**

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

-KCSAP-(Kenya Climate Smart Agriculture Project) worked on tolerant crops-sorgum, finger millet and other crops that can do well. Apple mangoes were introduced Maize varieties that tolerate pests infestation -DK777 and 624 varieties have been introduced

Fooder-the county promoted early maturing nappier called pakchong-takes one and a half -2 months to mature and the yields are higher than ordinary nappier-tree lucerne, desmodium and Calliandra.

Dairy goats have also been adopted by the farmers and indigenous chicken -KECSAP and ASDSP-promoted indigenous chicken

Apiculture- was introduced because of adaptability of different climatic conditions -

adoption of early maturing sugarcane varieties -its taking 1yr to mature for commercial purpose

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?

Several climate-resilient enterprises have emerged in Kericho County in response to climate challenges. Women are increasingly engaging in the cultivation of drought-tolerant crops such as sorghum and finger millet, while men are more involved in fodder production and the adoption of early-maturing sugarcane varieties for commercial purposes. Dairy goat farming has gained popularity among both men and women due to its adaptability and manageable scale. Additionally, apiculture has become a male-dominated enterprise, offering a viable alternative livelihood under changing climatic conditions.

**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,

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

|  | **Men** | **Women** | **Youth** | **Elderly** |
| --- | --- | --- | --- | --- |
| **Land** | Ownership | Limited access | Low ownership | Traditional owners |
| **Finance-** | Access to credit, banks | Rely on informal groups | Digital loans | SACCOs |
| **Training and knowledge/extension** | Extension services | Limited access | NGO trainings | Low participation |
| **Access to information as market, weather** | Radios, networks | Community groups | Digital platforms | Local networks |
| **Access to technology eg ICT, digital gadgets, internet, digital literacy** | Smartphones, ICT | Limited literacy | High adoption | Low use |

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

Women face several challenges in utilizing digital platforms and ICT tools for enterprise development. Limited access to reliable internet connectivity remains a major barrier, particularly in remote rural areas. Additionally, many women lack the necessary digital devices, such as smartphones or computers, which restricts their ability to engage with online resources and platforms. Even when devices are available, a significant number of women have limited digital literacy, making it difficult to navigate applications and tools that could support their agricultural or business activities. To overcome these challenges, some women are participating in group training, leveraging community-based support systems, or relying on assistance from tech-savvy family members and extension officers to access and use digital tools effectively.

**Economic Viability & Market analysis**

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

| **Enterprise** | **demand (1-10)** |
| --- | --- |
| **Tea** | **8** |
| **Coffee** | **8** |
| **dairy** | **9** |
| **Maize** | **9** |
| **Poultry** | **7** |

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

| **Enterprise** | **Opportunity women can tap in Value chain** | **Opportunity women can tap in Value Addition** |
| --- | --- | --- |
| **Tea** | Companies can give women in teams a contract to pick tea-they have access to finances from this  hawking /brokers | Happens at the factory-women in the factories are not many , development oil production, shoe polish, |
| **Coffee** | marketing , production-for those with portions | Roasting, packaging and marketing, briquettes, manure, |
| **Dairy** | Marketing , Production | Fermentation of milk (Mursik), bottling the mursik and selling in the supermarkets,, yogurt, sale of manure, biogas,  cream and ghee-on small scale |
| **Maize** | production, marketing | milling, packaging - through milling companies majorly, do this, roasted and boiled maize, |
| **Poultry** | marketing , production, selling live chicken | slaughtering, selling chicken parts -can be sold in the streets , feed formulation, boiled eggs, |

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

| **Enterprise** | **profitability levels & economic benefit** |
| --- | --- |
| **Tea** | economic empowerment , access loans, source of income , household**,** Tea brokers/hawking-need for quick money |
| **Coffee** | economic empowerment , access loans, source of income , household**,** Tea brokers/hawking-need for quick money |
| **Dairy** | economic empowerment , access loans, source of income , household**,** |
| **Maize** | economic empowerment , access loans, source of income , household**,** |
| **Poultry** | economic empowerment , access loans, source of income , household**,** |

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

| **Women** | **Men** | **Comparison** |
| --- | --- | --- |
| Sorghum | Tea | -sorghum is subsistence while tea is commercial  -women led has low income compared to tea  -Men dominated are more sustainable |
| Poultry | Dairy | Women led- low income  men-high income  men led-more sustainable-investment is higher than women led  women led- easily disposed than the men enterprise eg a cow  Dairy is high risk while poultry has less cost intensity to venture into (safety) |
|  |  |  |
|  |  |  |
|  |  |  |

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

| **Enterprise** | **Socio-economic benefit** |
| --- | --- |
| **Tea** | Household income, cooperative access |
| **Coffee** | Women's leadership initiatives, group financing |
| **Dairy** | Nutrition, education financing, biogas use |
| **Maize** | Food security, school fees support |
| **Poultry** | Home-based income, food security, quick cash |

**Replicability & Scalability**

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

-The success of these enterprises in Kericho County is influenced by a combination of interconnected factors. High production potential ensures consistent yields, while favorable climatic conditions support the growth and sustainability of specific crops and livestock. Widespread adoption by farmers further drives success, as community buy-in enhances scalability and knowledge sharing. Economic value plays a crucial role, with enterprises offering reliable income streams and access to markets being more likely to thrive. Additionally, cultural alignment, especially within pastoral communities, fosters acceptance and continuity, as enterprises resonate with traditional practices and local livelihoods.

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

Yes, these enterprises can be replicated in other counties or regions, provided certain conditions are met. For instance, tea farming requires specific climatic conditions, adequate land size, availability of processing factories, and a reliable labor force. Additionally, enterprise replication depends heavily on awareness and sensitization. Communities must be informed about the economic and environmental benefits of the enterprises to encourage adoption. Creating enabling environments through infrastructure development, extension services, and farmer training is also essential for successful replication.

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

**6. Data Availability & Policy Support**

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

The data is available with the projects-ASDSP and NAVCDP they had a component on gender,

Cooperatives have the data of the data

County gender office-under education , culture and social services department , national ministry

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

At the national level and the projects have the policy

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

-BUREWO and SEEWO-CBOs

SIMAKI Cooperative -land and housing

Kipkelion women empowerment -agricultural and financial initiatives eg greenhouses

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

-sensitization the policies are in place however women need to be sensitized

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

-The vulnerable should be targeted with interventions same as those given to the general population-enterprises that are more favourable

-Tea hawking-there is need to have a policy to address it

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

*Policies are not directly hindering women’s participation, there is a need to bridge the gap between policy and practice through targeted awareness, capacity building, and inclusive implementation strategies.*

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

*Access to Financial Resources: Through initiatives like NAVCDP, farmers—especially women—can access credit through SACCOs.*

*Technical Training and Capacity Building:-Regular training and extension services focusing on modern farming techniques, climate-smart agriculture, business skills, and financial literacy  
Specialized training on value chains such as tea, coffee, dairy, poultry, and maize ensures women gain relevant and practical knowledge.*

*Enterprise Organization and Cooperatives:-Supporting the formation of cooperatives—especially in sectors like poultry—helps women collectively access inputs, financing, training, and markets.  
Support in product development and value addition—through equipment, training, and packaging solutions—helps women fetch better prices and enter new markets.  
Ensuring policies are well-communicated, implemented, and monitored at local levels to avoid exclusion due to lack of awareness.*