**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 groups.

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?

-Community engagements take place at the ward level through barazas. rRecurrent projects also provide a platform to engage the community members on selection of agricultural enterprises.

-Farmers registration exercises

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

-All groups are actively involved in the barazas that take place at the ward levels and discussions are held based on suitability, resources, profitability and the likes.

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

Women and men are equally involved in the different agricultural enterprises. Men are involved in enterprises that fetch more income like coffee, while women are involved in enterprises like bananas and milk. However, once the women’s enterprises are commercialised, the men tend to get involved.

-There have been changing patterns in predominance, only coffee has been static.

-Women aggressively take up enterprises that fetch income, this leads to flooded markets

**Identification of Agricultural Enterprises**

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

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

| **Women** | | **Men** | **Youth** | **Elderly (above 65)** | |
| --- | --- | --- | --- | --- | --- |
| **Traditional** | **Non traditional** | **Men** | **Women** |
| Poultry - indigenous | Pigs | Pigs | poultry | beekeeping | dairy- cows |
| Vegetables - leafy, pumpkin | dairy goats and cows | Tea | herbs and spices | dairy | poultry |
| beans | coffee | Coffee | rabbits | coffee | bananas |
| maize | Poultry- improved, layers and broilers | avocado | pigs | macadamia |  |
| potatoes | avocado | macadamia | dairy cows and goats | tea |  |
| bananas |  | fish farming | horticulture- veges, avocadoes | avocado |  |
| sweet potatoes |  | Horticulture- flowers |  |  |  |
| arrow roots |  | dairy cows and goats |  |  |  |
|  |  | beekeeping |  |  |  |
|  |  | bananas |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

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

-Not labor intensive

-traditions

-food security

-little capital investment needed

-little space needed

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

-Land ownership- most of the land is owned by men therefore limiting women’s control in decision making. Also, men don’t believe in subdividing land.

-access to finances is limited

**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** | **Land preparation** | **Planting** | **Harvesting** | **Marketing** |
| --- | --- | --- | --- | --- |
| Coffee | men | men | women & youth | men |
| Tea | men | men | women and men | Men |
| Bananas | men | men and women | women | women |
| Green maize | men and women | men and women | youth, men and women | men and women |
| Avocado | men | men | men and young men | men and women |
| Arrowroots | women | women | women | women |

| **Enterprise** | **Feeding** | **Production (Management)** | **Marketing** |
| --- | --- | --- | --- |
| Poultry | women and youth | men, women and youth | men, women youth |
| Dairy | men and women, youth | men, women and youth | men, women and youth |
| Pigs | men, women and youth | men, women and youth | men, women and youth |
| Fish | men | men | men |
| Rabbits | women and youth | women and youth | women and youth |
|  |  |  |  |

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

-Land ownership and size- the men own most of the land and don’t believe in subdividing their land, thus limiting control in decision making. Women are left to operate with small sizes of land for subsistence farming.

-Capital is limited

-Little digital literacy skills and knowledge limiting the enterprises expansion to larger markets

-Market is flooded as women tend to aggressively take up enterprises that fetch income leading to less demand versus high supply.

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

Women and men are actively involved in decision making, especially in women-led households where women have full control and the enterprises are fully owned by women.

Women are also involved in harvesting ‘delicate’ crops like tea because they are gentler as compared to men.

**Climate Change and Emerging Enterprises**

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

-hot weather, drought and flash floods affecting production of coffee and other crops, this has led to adoption of tolerant crop varieties and enterprises like fish farming and other resilient livestock breeds.

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?

Avocadoes, mushroom, beekeeping, rabbits, dairy goats, tolerant crop varieties and resilient livestock breeds, fish farming

**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,

-Land is easily accessible to men as they are majority owners, However, women are slowly domineering and owning through different women initiatives/ groups. The youth rely on land given by the men.

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

-women easily access finances from saccos, merry go rounds and women groups, men can access from loans. The youth do not have easy access to funds.

c. Access to training and knowledge/extension

-All groups have access to knowledge and extension services through the County Governor’s initiatives in reaching all the wards.

d. Access to information as market, weather

-All groups have easy access

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

-The older men and women have limited access as they do not have digital gadgets and knowledge. The youth are more conversant and own digital gadgets.

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

Majority of the elderly do not have smartphones and other digital gadgets, they rely on the youth for access to digital information. Local radio stations and TV broadcast in their vernacular/ local language. This has helped reach more people.

**Economic Viability & Market analysis**

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

- Poultry- there is high demand, it takes a short time to mature and it is an enterprise that easily fetches money. The nutritional value also makes it have high demand.

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

-Poultry faces stiff competition from dairy and crop enterprises, this is because of the high supply. There’s need for larger scale production and use of improved kienyeji to maximise on it as an enterprise.

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

Poultry is highly profitable as there’s high demand and cost of production is low, it requires less capital and is not labor intensive.

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

-Enterprises dominated by men take longer seasons eg coffee, are more profitable because they are on larger scales and have greater returns.

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

-Poultry has great nutritional value.

**Replicability & Scalability**

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

-Seasonality- poultry take a shorter season to mature

-Cost of production

-Quality and volumes of production

-Agroecological zones

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

Dairy/ poultry can be replicated considering the above factors

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

- Aggregation of dairy and coffee societies should be replicated to other enterprises. Having a single point would lead to more profit.

**6. Data Availability & Policy Support**

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

-Farmers registration

-Common Interest Groups

-women’s cooperatives

-County biannual reports

-national reports

2. Qualitatively capture the policy frameworks supporting the women -led [V.Cs](http://v.cs)

Gender mainstreaming adopted from the NAVCDP has helped in guiding and maximising women's involvement in the value chains. There has been support from initiatives like the Kenya Women Finance Trust that support through finances and the Governor’s office that empowers women through provision of capital (seeds, fertilizers, chicks, etc)

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

-Kenya Women Finance Trust have supported most women in economic empowerment by providing loans and credit.

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

-Land ownership

-further affirmative action- financing for women and youth

-gender mainstreaming

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

-implementation of existing policies

-promote mechanization

-use and access of digital platforms/ online marketing

-promotion of cooperatives

- promotion of modern technology and innovations and capacity building

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

-The inclusion of ⅓ gender rule in meetings and engagements has encouraged participation of women.

-The inclusion of Monitoring and Evaluation personnel in every project helps monitor continuity

-Adoption of NAVCDP gender mainstreaming policies.

-Policies on land ownership need amendment to allow more women gain access and control to land eg. sub division of land and implementation of succession laws

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

-Availability of finances and credit services

-More training on modern farming practices and technology

-Access to international and local markets- aggregation of dairy and coffee societies should be replicated to other enterprises.

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