**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?

-Barazas, farmers mobilized through chiefs and are actively involved in selection criteria. Engagement through the Farmers registration and consideration of the NAVCDP guidelines have also helped.

-Common interest groups that have constituted 70% women and youth enable the officers to work with already existing groups in identifying enterprises suitable to the different groups.

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 are more involved in agriculture compared to the youth and men, this is because men and youth prefer white / blue collar jobs. Agriculture is considered secondary.

-Men own most of the land thus limiting the youth’s participation in dairy farming.

-Elderly women are not heavily invested in agriculture because they fear harvesting.-

**Identification of Agricultural Enterprises**

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

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

| **WOMEN** | | **MEN** | **YOUTH** | **ELDERLY** | |
| --- | --- | --- | --- | --- | --- |
| **Traditional** | **Non traditional** | **Men** | **Women** |
| Poultry (subsistence) | Poultry (commercial) | Dairy farming | Rabbits | apiculture | sweet potatoes |
| Maize | Greengram | apiculture | poultry | beef production | cassava |
| Common beans | African vegetables | beef | fish farming | goats | poultry |
| cowpeas | Chickpeas | coffee | tree nursery | tobacco | arrowroots |
| pigeon peas | Watermelon | cotton | goats | fruit trees- citrus, mangoes, avocadoes | goats |
| sorghum | Avocadoes | citrus | horticulture (veges, tomatoes) | agroforestry | tobacco |
| millet | Bananas | mangoes |  | coffee | Horticulture- traditional veges, tomatoes |
| Bananas | Oranges | goats |  |  |  |
| Oranges | Mangoes (grafted) | tobacco |  |  |  |
| Sweet potatoes | Meat goats | tomatoes |  |  |  |
| Mangoes (local) | Dairy goats | avocadoes |  |  |  |
| Apiculture | Fish farming | Muguka |  |  |  |
| Sunflower | Kales | agroforestry |  |  |  |
|  | Cabbages | onions |  |  |  |
|  | Sorghum- for feed formulation | watermelon |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

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

Small livestock belong to the women

not labor intensive

limited access to land

requires little capital

supplements household’s income,

self empowerment

women groups receive financial support eg from KWFT, microfinances

Knowledgeable -both indigenous and trained

available for training

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

-Culture- land ownership, women not supposed to talk in front of men, final decision lies with the man eg what to plant when it rains

- Land ownership - succession process limits women, lack of policies supporting

-Customary laws do not support

**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?

CROP FARMING

| **Enterprise** | **Land preparation** | **Planting** | **Harvesting** | **Marketing** |
| --- | --- | --- | --- | --- |
| maize | Men, youth and women | women and youth | women, men and youth | men and women |
| Beans | Men, youth and women | women and youth | women and youth | men and women |
| Coffee | Men, youth and women | men | youth and women | men |
| Fruits | Men, youth and women | men and youth | youth and women | men and women |
| Horticulture- veges | youth and women | youth and women | youth and women | men, youth and women |
|  |  |  |  |  |
|  |  |  |  |  |

LIVESTOCK

| **Enterprise** | **Feeding** | **Production/ Harvesting** | **Marketing** |
| --- | --- | --- | --- |
| Dairy and beef farming | men and youth | women | men |
| Poultry | women and youth | women and youth | women and youth |
| apiculture | men | men | men |
| goats | men, women and youth | women and youth | men and women |
| fish farming | women and youth | women and youth | men, youth and women |

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

-Limited financial support- some wards do not receive the support for agricultural projects

- security in accessing microfinance- women do not have collaterals

- Traditions limiting women in decision making

-Land ownership is limited

-Access to markets -CoP may be more than profit

-Diseases in crops and livestock, limited access to extension services

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

Poultry- Culture, small livestock belongs to the women. It requires little capital and gives little returns.

Sweet potato- for domestic use, also traditionally it is a communal crop

**Climate Change and Emerging Enterprises**

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

Drought has led to reduced production leading to choosing drought tolerant crops

Increased pest and diseases leading to use of certified seeds that are disease tolerant

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?

Apiculture

fish farming

poultry

**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,

-Men have more access, youth and women are limited

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

-Men have more access because they have collateral, women have better access compared to the youth

c. Access to training and knowledge/extension

Women have more access to training, women and youth are actively involved in barazas. Men tend to focus more on other income generating activities not availing themselves.

d. Access to information as market, weather

both have access to information through radio stations

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

-Youth have more access to digital gadgets, they are knowledgeable, able to grasp better

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

-Low literacy levels, the youth help them in understanding and passing information

lack of gadgets- initiatives that promote access to low cost gadgets and friendly payback periods (mkopa), availability microfinance loans

Language barrier even on radio stations- tuning to local vernacular stations (TV/ Radio)

lack of interest in exploring digital fetures/apps

**Economic Viability & Market analysis**

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

Maize- demand depends on the productivity (demand vs supply), maize is mostly for subsistence use

Poultry- Indigenous poultry has high demand compared to broilers. Improved follows the indigenous on demand.

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

-Poultry doesn't require a lot of capital and input eg feeds, it is easily adapted. Diseases are manageable. Has greater profit margin compared to maize.

Has greater on value addition compared to maize eg eggs can be used for cakes, diversification eg hatchery

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

-Provides petty cash for women

-food and nutrition security

-boosts crop production

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

-Poultry provides long term income, most men’s enterprises are short term

Cost of production- men’s enterprises cost more compared to women’s

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

sweet potatoes are a communal crop

women’s group leading to community development, a platform for peer learning

**Replicability & Scalability**

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

Low capital is required- low maintenance required

land is available

Input- labor, Feeds are locally available

There's a ready local market

Maize is a staple food

Dietary awareness is comprehensively done

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

Awareness on nutritional benefits

Climatic conditions

Research on better varieties

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

-IMprovement of infrastructure eg telecommunications and roads

-advocate for farmer producer aggregation

-Increased value addition

Use of technology in digital marketing (e-marketing)

**6. Data Availability & Policy Support**

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

-women’s groups are documented- success stories, case studies etc

-KIAMIS provides information on respective gender based enterprises.

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

Not sure

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

-Most wards have women collectives, the others are upcoming

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

-Land ownership to include women and youth

-access of farm income to be addressed

-Access to collateral to be flexible

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

Land ownership to include women and youth

-access of farm income to be addressed

-Access to collateral to be flexible

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

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

* extension workers are few, increase access to extension services
* County to provide demonstration farms for every ward, revival of Agricultural Training Centers
* Provide flexible terms for financial security
* Finance institutions to come up with enterprise specific credit products
* Provision of affordable machinery to boost agro processing
* awareness and Enforcement of existing policies
* provision of subsidized inputs
* Crop insurance was unaffordable to common farmer