**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?

* *Economic assessment*
* *Cultural selection/ social acceptability*
* *Environmental suitability*
* *Government interventions*
* *Market availability & access*
* *Access to finance/ capital*
* *Labor availability*

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

*Community mobilization was done and public barazas were conducted where all groups were represented. The barazas are continuous and usually involve everyone.*

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

*The elderly men prefer rearing cattle, sheep and goats and beekeeping, while the elderly women prefer crop farming of indigenous vegetables and poultry. The youth are involved in sheep and goats rearing, sheer fattening and tree nursery. The rest of the men apart from the traditional cattle and sheep rearing are involved in farming of maize, wheat, irish potatoes and beekeeping. Women are into beekeeping, cultivation of maize and beans and also involved in the dairy products.*

**Identification of Agricultural Enterprises**

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

2. What traditional and non traditional agricultural enterprises are women currently involved in? *Answered in table below*

| List | Priority | Women | | Men | Youth | Elderly | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Traditional | Non traditional |
| Men | Women |
|  |  | -Poultry  -Indigenous vegetables  -Sheep  -Goats  -Millet  -Sorghum  -Sweet potatoes | -Dairy  -Beekeeping  -Maize  -Beans | -Cattle  -Sheep  -Goats  -Maize  -Beekeeping  -Wheat  -Irish potatoes | -Sheep  -Goats  -Tree nursery  -Tomatoes  -Steer fattening | -Cattle  -Beekeeping  -Sheep  -Goats | -Beans  -Indigenous vegetables  -Poultry  -Sheep  -Goats |
|  |  |  |  |  |  |  |  |

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

* *Not capital intensive / easy to start*
* *Not labor intensive*
* *Readily available input*
* *Cultural norms- enterprises associated with the ladies*
* *Land is easily accessible for farming*
* *Duration -short term activities*
* *Subsistence*

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

* *Culture- limited participation due to culture, e.g women cannot address men in the baraza while standing, they have to be seated.*
* *Land control and ownership- men own and control land usage*
* *Limited access to finance and credit*
* *Low technical knowledge*

**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** |
| --- | --- | --- | --- | --- |
| Wheat | mechanized | mechanized | mechanized | mechanized |
| Maize | men, women, youth | men, women, youth | men, women, youth | men, women, youth |
| Beans | women | men, women, youth | women, men, youth | women |
| Millet | women | women | women | women |
| Sorghum | women | women | women | women |
| Sweet potatoes | women | women | women | women |
| Tomatoes | men | men | women | men |
| Tree nursery | men, youth | men, youth | men, youth | men, youth |
| Indigenous vegetables | women | women | women | women |

**Livestock**

| Enterprise | Feeding | Production | Marketing |
| --- | --- | --- | --- |
| Cattle (dairy) | men | women | cows- men  milk- women |
| Cattle (beef) | men | men | men |
| Poultry | women | women | women |
| Goats | men, youth | men, youth | men, youth |
| Sheep | men, youth | men, youth | men, youth |
| Beekeeping | men, women | men, women | men, women |

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

* *Low level of education*
* *Limited capital*
* *Low technical know-how*
* *Breeds and productivity*

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

* *Production by women*
* *Marketing by men*
* *Land owned by men/ women - controlled by men. traditionally women never used to own, trends changing*

**Climate Change and Emerging Enterprises**

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

*There has been an emergence of new enterprises*

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?

* *Maize*
* *Avocado (hash*)

**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,

* *Owned by men mostly*
* *Women may own but may not control. However, women owning land is a new trend.*
* *Youth who have no land may be required to hire.*
* *The elderly have land but in some cases are not able to effectively manage its produce e.g an elderly man entrusting his cows to a youth who would sell them off without his knowledge or consent.*

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

* *Dependent on households*
* *Men have more access because of collateral eg title deeds*
* *Women groups are a platform to access finances*

c. Access to training and knowledge/extension

* *Women have limited access*

d. Access to information as market, weather

* *Depends with value chain- cattle men more aware, crops- women more aware*
* *Markets are a platform for exchanging info about trends, pricing etc esp for elderly men*

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

* *Limited for women*
* *Youth more knowledgeable*

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

* *In the rural setting, women liaise with sons, men to get information*
* *Poor network coverage*
* *Expensive internet/ data*

**Economic Viability & Market analysis**

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

* *Poultry has a high demand*
* *Dairy products have a very high demand*
* *Sorghum, beans, millet and indigenous vegetables are for subsistence.*

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

* *Milk has better opportunity to thrive because of its high demand, however poultry has an advantage because of its long shelf life.*

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

* *Milk- supports livelihood, supplements family income (a source of chama money)*

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

* *Men’s (e.g cattle, sheep) fetch higher profit, takes longer time*
* *Women’s (e.g poultry) has higher value, it easily and frequently supports family*

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

* *Family/ household income improved*
* *Participation in development activities in community eg church building*
* *Women empowerment*
* *Circulation of money*

**Replicability & Scalability**

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

* *Unity & trust among women*
* *The enterprises are low risk*
* *There is a ready market*
* *Short term enterprises- they take shorter time to mature*
* *Support from men/ household*

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

Yes, there’s need for training and capacity building, exchange programs, evidence based enterprise selection.

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

* *Training and demos*

**6. Data Availability & Policy Support**

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

* *Farmer registration*
* *Dept of Agri*
* *KNBS- KDHS*
* *Kilimo stat*

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

* *Gender policy on women empowerment on specific VCs*
* *-Surveys*
* *-BETA*
* *ASTGS*
* *Climate Smart Initiatives*

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

* *There are over 50 dairy cooperatives*
* *poultry cooperatives- 1 per sub county*
* *There is a beekeeping cooperative*
* *There is a sacco in every ward*

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

-*Land ownership - co ownership to be encouraged* -

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

* *Introduction of gender sensitive financial products*
* *Training on gender mainstreaming*
* *Continuous capacity building*

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

* Land control on production
* Lack of knowledge on 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?

* *Training in enterprise*
* *Gender sensitive financial products*
* *Provision of subsidized agricultural inputs*
* *Capacity building*
* *Digital literacy*
* *Training on management skills/ capacity building*