**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?

*In Nyamira County, a participatory approach was used, applying Participatory Rural Appraisal (PRA) tools to engage communities in identifying available resources, current agricultural practices, and levels of gender participation in agriculture.*

*The selection of enterprises was guided by several criteria, including:*

* *The potential for value chain growth and production,*
* *Opportunities for gender empowerment, and*
* *Historical and current performance of the value chains.*

*An initial ranking exercise placed dairy as the top enterprise, followed by bananas, local vegetables, and indigenous chicken. A second ranking conducted in 2023 identified local vegetables, dairy, bananas, coffee, and avocado as the leading enterprises. The rise of avocado in the rankings was attributed to its growing export potential.*

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

*The Participatory Rural Appraisal (PRA) tool was used to engage community members in an inclusive and consultative process. The tool facilitated segregation of participants by gender and age groups to ensure diverse perspectives were captured. Community members were involved in analyzing specific value chains, with a focus on ownership patterns, access to resources, and roles across the agricultural production cycle. This approach ensured that the voices of women, youth, and elders were considered in identifying and prioritizing enterprises relevant to their needs and capacities.*

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

*Over the past 10 years, livestock enterprises such as beekeeping and poultry (especially indigenous chicken) have increasingly become popular among youth. This shift is attributed to growing awareness of climate change, the resilience of these enterprises, and better market access for poultry products. Youths have also been sensitized on climate-smart agriculture, making these value chains more attractive to them.*

*For bananas, the initial preference was largely among women, primarily for household consumption and local sales. However, with increasing commercialization, men have become more involved in banana farming.*

*Maize farming has traditionally been dominated by men, but due to declining market prices and limited profitability, it is no longer pursued commercially by most farmers.*

*Avocado farming is gaining popularity, particularly among youth, due to its export potential. In some areas, it is replacing tea as a more lucrative crop.*

*Meanwhile, men—especially older generations—remain conservative, continuing to focus on traditional crops like coffee and tea, and maintaining conventional production systems. However, with shrinking land sizes, there is an increasing need for the county to promote adoption of improved technologies and more diversified, market-responsive enterprises.*

**Identification of Agricultural Enterprises**

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

women-ALV,Maize , Chicken, Goats, Sheep, Animal Feeds, beans

youth-Bee Keeping

elderly -poultry

men -Sheep, Goats, Dairy, Coffee,Avocado ,Banana , Animal Feeds

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

Sorghum

Sweet potato

Finger millet

Cowpeas

Amaranth

Cassava

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

Cultural-

dairy is owned by the man but certain activities are done by the women, by virtual that women participate in labor provision, they tend to do labour related activities

gender stereotyping- small animals and crops are seen as of less value -eg a woman cannot sell a cow , for the small ones she can sell.

enterprises seen to bring women money in small quantities are owned by women but on a large scale like broilers-done by men.

If the enterprise is cash intensive its a man’s enterprise-

to ease the women from labou- the county can commercialise the enterprise ,,,the man will out his labour into it

Veges was a women’s role but after commercialisation, its taken up even by the youth and women can come on board.

Small spaces of land make women venture into local veges and also the nutritional value-land is owned by men

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

culture-women leave the decision to the man, and the decision she makes has to be approved by the man

gender based violence-diminish the women’s voice-her esteem to make decisions

women are not decisive in making the decision-personal capabilities -empowerment

awareness to the men to allow women make decisions-

information-based on awareness and education -access to information

**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** |
| --- | --- | --- |
| ALV | **women-planting, weeding, harvesting and marketing**  **men-land preparation and also women**  **Youth-marketing and planting** | **seen as a woman enterprise, less labour intensive ,less capital involved**  **quick money generated** |
| Banana | **women-,management, ripening and marketing,**  **men-land prep, planting,men, staking, pruning, large scale marketing,**  **Youth-transportation,** | **cultural**  **labour intensity and skills**  **most are in boda boda** |
| Avocado | **women-planting, management, marketing, ripening**  **men-planting, harvesting, pruning, transportation**  **youth-transportation, harvesting for men youth not girls** | **cultural**  **labour intensity and skills**  **most are in boda boda** |
| Dairy | **Women-feeding, milking, marketing , selling the milk, cleaning the shelter**  **men-large quantities belong to men, selling sourcing of feeds,**  **mostly men are involved in higher levels of the value chain and the youth and the women a the lower levels.**  **men-prepare land for fodder planting, shelter, spraying and AI , birthing**  **Youth- value addition , transport, source feeding** | **less labour intensive** |
| Chicken | **women-cleaning , feeding, collecting eggs,**  **youth-marketing eggs and live birds**  **and men too**  **men-large selling ,**  **youth-feeding, cleaning, egg collection and marketing** | **seen as part of the households-culturally**  **however if they are many they belong to men**  **youth-there is money** |

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

culture-women leave the decision to the man, and the decision she makes has to be approved by the man

gender based violence-diminish the women’s voice-her esteem to make decisions

women are not decisive in making the decision-personal capabilities -empowerment

awareness to the men to allow women make decisions-

information-based on awareness and education -access to information

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

**ALV-**women-planting, weeding, harvesting and marketing

**why-**seen as a woman enterprise, less labour intensive ,less capital involved ,quick money generated

**Banana -**women-,management, ripening and marketing,

**why**-cultural,labour intensity and skills

**Avocado** -women-planting, management, marketing, ripening

cultural, labour intensity and skills.

**Dairy-**Women-feeding, milking, marketing , selling the milk, cleaning the shelter

**Chicken-**women-cleaning , feeding, collecting eggs,

why-seen as part of the households-culturally, however if they are many they belong to men

**Climate Change and Emerging Enterprises**

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

Dairy goats- due to diminishing land size

youth vegetable farming-under youth groups and green houses and women

beekeeping has become an emerging enterprise

aquaculture is also coming up, farmers are asking for raised ponds

Dairy was prioritized, due to reduced land sizes and climate, Farming and Bee keeping is being prioritized.

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?

*livestock enterprises such as beekeeping and poultry (especially indigenous chicken) have increasingly become popular among youth*

youth and women- vegetable farming-

aquaculture-men and youth

Dairy was prioritized-men*.*

*Avocado farming is gaining popularity, particularly among youth*

*.*

**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

|  | men | women | youth | elderly |
| --- | --- | --- | --- | --- |
| land | yes-they own the land | no control-thou access | access no control | depends on land division |
| Finance- | yes | yes | yes-those with income or youth groups | limited- |
| training and knowledge/extension | yes | yes | yes | yes |
| Access to information as market, weather | weather updates-limited  yes | limited to access-no smart phones | yes | no |
| ccess 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?

women don't have access to digital tools

those with access do not know how to use it-technical ability

sensitization through community programs, barazas, radio, TV, phone calls to radio, text messages

the few with internet are on social meia-they have whatsapp groups

extension services

**Economic Viability & Market analysis**

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

| **Enterprise** | **demand** |
| --- | --- |
| ALV | **Very high** |
| Banana | **Very high** |
| Avocado | **High** |
| Dairy | **High** |
| Chicken | **High** |

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

| **Enterprise** | **opportunity women can tap in Value addition** |
| --- | --- |
| ALV | **drying using modern methods , Indigenous technical knowhow, there are women groups who packages and sell he dried vges- Nyamira rural women’s farmers cooperative society, Bosinya CBO women group,**  **the varieties in Nyamira are not bitter and nutritive-women can start a seed bank**  **-they can introduce standardised way if weighing**  **-** |
| Banana | **making crips, banana flour, circular economy-use of waste product to make fibre, mats, baskets. ropes, wine, chips,** |
| Avocado | **juices, oil , soaps, shampoos,** |
| Dairy | **marketing aspect is untapped-aggregation , value addition-youghurt , fermented milk, fodder production and marketing , biogas** |
| Chicken | **azola production, commercial feed production, hatching, manure selling ,** |

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

| **Enterprise** | **profitability levels & economic benefit** |
| --- | --- |
| ALV | **demand is at household level-only small quantity goes to the market-nutrition, financial benefit, Nyamira Rural-they sell the vges outside the country -they have contracted Maize Foods** |
| Banana | **financial benefit- High profitability levels-sold outside teh county ,** |
| Avocado | **financial benefit- High profitability levels-sold outside the county , exportation eg Borabu Avacado farmers organiation-** |
| Dairy | **milk is not enough -11 cooperatives-they dont export, there is a union , economic benefit depend n the number of eg cows there is a milk processor** |
| Chicken | **High economic value based on the scale/numbers.** |

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

| **Women** | **Men** | **Comparison** |
| --- | --- | --- |
| ALV | Banana | **men dominated have a higher income** |
| Chicken | Avocado | **Other than dairy, they are sustainable** |
| Maize | Dairy | **(ALV’s done in small spaces)** |
|  |  |  |
|  |  |  |

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

### ALVs-Household-level demand: Mostly consumed at home; small quantities reach the market. Nutrition benefits: Improve household food and nutrition security. Banana-Economic significance: Reliable income for rural households, especially in areas with suitable climate.

Chicken -Livelihood support: Especially beneficial for women and youth.

**Replicability & Scalability**

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

-banana-ready market, no diseases, resilient, support from the county government, not labour intensitive, the weather is favorable

Avacado- same as bananas

Dairy- favourable climate, ready market, demand is high, county support for subsidized AI

Veges-weather, demand, seeds are available, fast maturing, high nutritional value-medicinal (sagaa)

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

Possible to replicate to other countries-Vihiga, Kericho, Kakamega, Uasin Gichu, Nandi-bananas

Local veges- its a common meal-people would accept

bananas- yes its gaining momentum

the value chians can be replicated in any county its a matter of how they promote the enterprise

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

-Aggregation centres- with cold rooms

Value addition

Strengthening cooperatives and marketing groups

Reduced post harvesting losses

**6. Data Availability & Policy Support**

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

the county offices

ministry database

AFA reports

KNBS

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

National policies-cascaded to county

County agricultural fund act

Gender policy to be developed -involvement the ministry of agriculture-draft in place

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

1. Nyamira rural women’s farmers cooperative society
2. Women groups-
3. Bosinya CBO women group
4. Weifer
5. Konyamatongo FCS-for bananas
6. Nyamira North Women Sacco

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

There was no slot for women enterprise but needs a review

Land ownership issues -equal ownership to land

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

-not yet cascaded at the county level- there is a need to domesticate and fastrack for implementation as per the needs of the county

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

Climate change policy

Climate Change Act

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

-enterprise investment-invest in the enterprise

marketing and value addition

Training on group dynamics-on leadership

Access to information, finances

there are no agricultural funds-agricural friendly funding -intevals given upto harvesting time

Insurances-

Through capacity building and creating awareness, sensitization

Access to infrastructure