**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?

Conduct value chain analysis, areas of expansion, marketability, profitability compared to other enterprises, Farmers input and preference, Climate adaptability

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

All groups are called and disaggregated to the Various groups , men, youth women for specific value chains and all actors (farmers, researchers, policy makers, aggregators, consumers, subject matter experts) for round table discussions

Call for community participation based on the targeted groups and do a desktop or background analysis on the specific value chain, tools to address specific value chain needs

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

| Group | Enterprise preference |
| --- | --- |
| Youth | Fast growing enterprises Horticulture, Poultry, |
| Women | Food crops ie Maize, Beans, Sorghum, Cowpeas, Free range Poultry |
| Men | Livestock(Dairy, Beef), cash crops Coffee Tea Macadamia |

**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?

| Gender | Enterprise | Tasks | Reason |
| --- | --- | --- | --- |
| Women | Maize | Planting  Weeding  Harvesting  Marketing | Culture norms |
|  | Beans | Planting  Weeding  Harvesting  Marketing | Culture norms |
|  | Banana | Harvesting  Marketing |  |
|  | Root crops (Yams, Cassava, Sweet potatoes, Arrow roots) | Planting  Weeding  Harvesting  Marketing | Culture norms |
| Men | Livestock (Dairy, Beef) | Grazing  Marketing |  |
|  | Cash crops Coffee | Land preparation  Planting  Purchase of inputs  Spraying  Pruning  Attending meetings and trainings | Men –labor intensive, skills  and experience required, value  of the crop |
|  | Tea | Land preparation  Purchase of inputs  Training of the crop  Pruning |  |
|  | Macadamia |  |  |

| **Men** |  | **Men** | **Women** | **Youth** | **Reasons why** |
| --- | --- | --- | --- | --- | --- |
|  | Coffee | Land preparation  Planting  Purchase of inputs  Spraying  Weeding  Pruning  Selecting &Grading  Attending meetings and trainings | Manuring  Weeding  Pruning  Picking  Selecting &Grading | Land preparation  Picking  Transporting  Selecting & Grading | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Tea | Land preparation  Purchase of inputs  Training of the crop  Pruning | Picking  Weeding  Selecting and grading Planting | Land preparation  Picking  Transporting  Selecting and grading  Pruning  Planting | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Muguka | Land preparation  Planting  Purchase of inputs  Training of the crop  Spraying  Picking  Grading /sorting  Irrigating  Marketing | Picking  Weeding  Irrigating  Marketing | Land preparation  Picking  Transporting  Irrigating  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Avocado | Land preparation  Planting  Purchase of inputs  Pruning  Picking | Weeding  Sorting and grading  Marketing | Picking  Pruning  Transporting  Sorting and grading | Men –labour intensive ,skills and experience ,required, value of the crop ,risk involved  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Macadamia | Land preparation  Purchase of inputs  Planting  Pruning  Harvesting  De-husking  Pest and disease control | Weeding  Sorting and grading | Harvesting  Transporting  Sorting and grading  De-husking | Men –labour intensive ,skills and experience required, value of the crop,risk involved  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Dairy cow | Purchase of animal  Dairy unit construction  Purchase of feeds and other inputs | Milking  Feeding  Milk marketing | Transportation  Feeding  Cleaning the unit | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
|  | Mangoes | Land preparation  Planting  Purchase of inputs  Pruning  Picking | Weeding  Sorting and grading  Marketing  Value addition | Picking  Pruning  Transporting  Sorting and grading  Value addition | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Goats | Purchase of animal  Unit construction  Purchase of feeds and other inputs | Milking  Cleaning the unit  Feeding  Milk marketing | Feeding  Cleaning the unit | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
|  | Apiary | Purchase of hives  Harvesting  Cleaning of hives  Marketing  Value addition | Marketing  Value addition | Marketing  Value addition | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
| Women | Bananas | Land preparation  Sourcing for inputs  Planting  Harvesting | Weeding  Manuring  Harvesting  Marketing  Value addition | Transporting  Marketing  Value addition | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Maize | Land preparation  Purchase of inputs  Planting  Pest and disease control  Harvesting  Transporting  Marketing | Purchase of inputs  Planting  Weeding  Pest and disease control  Harvesting  Marketing | Land preparation  Purchase of inputs  Planting  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Green grams | Land preparation  Purchase of inputs  Pest and disease control  Transporting  Marketing | Planting  Weeding  Pest and disease control  Harvesting  Marketing | Land preparation  Purchase of inputs  Planting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Cowpeas | Land preparation  Purchase of inputs  Pest and disease control  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Beans | Land preparation  Purchase of inputs  Pest and disease control  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Land preparation  Purchase of inputs  Panting  Weeding  Pest and disease control  Harvesting  Transporting  Marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Poultry | Construction of the unit  Purchase of feeds  Pest and disease control | Incubation /Brooding  Feeding  Cleaning the unit  Pest and disease control  Marketing | Incubation /Brooding  Feeding  Cleaning the unit  Pest and disease control  Marketing | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
| Youth | Rabbits | Construction of the hutch  Purchase of rabbit  Purchase of feeds | Feeding  Value addition  Marketing | Construction of the hutch  Purchase of rabbit  Purchase of feeds  Feeding  Slaughtering and marketing | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |
|  | Horticulture | Land preparation  Nursery preparation  Transplanting /planting  Pest and disease control  Irrigation  Harvesting  Grading, packaging and marketing | Transplanting /planting  Irrigation  Harvesting  Grading, packaging and marketing | Land preparation  Nursery preparation  Transplanting /planting  Pest and disease control  Irrigation  Harvesting  Grading, packaging and marketing | Men –labour intensive ,skills and experience required, value of the crop  Women – less skill and labour ,culture ,  Youth –Level of income ,quick money ,less time required |
|  | Pigs | Constructing of the unit  Purchase of the rearing stock  Purchase of feeds  Pest and disease control  Slaughtering and marketing | Feeding  Cleaning the unit | Feeding  Cleaning the unit  Slaughtering and marketing | Men –labour intensive ,skills and experience required, ownership  Women – less skill and labour ,culture ,  Youth –,quick money ,less time required |

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

* Knowledge gaps
* Tradition and culture norms
* Access to resources ie land, capital and machinery
* Social responsibilities

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

Maize- Planting, weeding, Harvesting except selling and marketing

Beans All except selling and marketing

Poultry Total control

Green grams All except selling and marketing

**Climate Change and Emerging Enterprises**

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

Farmers in the lowers areas are switching from maize to sorghum

Farmers in the lowers areas are switching from beans to green grams

Lower region focus on beef Higher region focus on dairy

Lower regions rearing goats

Mango is being adopted due to climate resilience

Use of hybrid crops and seeds that are drought tolerant

1. 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?

| Enterprise | Gender |
| --- | --- |
| Improved Mango Variety | Men |
| Dragon fruit | Men and Youth |
| Sun Flower | Women and youth |
| Dairy Goats | Women |
| Goats(meat) | Men and Women |
|  |  |

**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

| **Resource** | **Gender** | **ACCESS** |
| --- | --- | --- |
| Land | Men | High |
|  | Women | Medium |
|  | Youth | Low |
| Finance | Men | High |
|  | Women | Low (Informal services) |
|  | Youth | Low |
|  |  |  |
| Training/Knowledge/Extension services | Men | High in formal trainings  Medium Enterprise based attendance. |
|  | Women | Medium Enterprise based attendance |
|  | Youth | Low |
| Information on market and weather | Men | High |
|  | Women | Medium |
|  | Youth | Medium |
| Technology and digital gadgets |  |  |
|  | Men | Medium |
|  | Women | Medium |
|  | Youth | High |

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

| Challenges | Solutions |
| --- | --- |
| Low literacy levels | Group awareness and sensitization forums |
| Poor purchasing power | Informal financial services eg Table banking |

**Economic Viability & Market analysis**

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

| **Value chain** | **Market demand** | **Competition landscape** | **Value addition** | **Profitability levels** | **Comparison to male dominated enterprises** | **Socio economic benefits** |
| --- | --- | --- | --- | --- | --- | --- |
| Maize | High | Maize from rift valley which is cheaper | Maize flour for the villagers | Low | Poor | Food and nutrition security |
| Beans | High | High (Beans from western Kenya) | Polishing and packaging | High | Fair | Food and nutrition security |
| Bananas | medium | High (Bananas from Kisii, Meru, ) | Banana Flour, Banana crisps, Banana wine | Medium | Fair | Increased household income |
| Root crops | medium | Low | Crisps, Flour | Low | Poor | Food and nutrition security |
| Green grams | High | High from other countries | Polishing and packaging | High | Fair | Increased household income |
| Sorghum | High | Low | Milling, Malting, | Medium | Fair | Increased household income |

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

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

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

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

**Replicability & Scalability**

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

| Factors to success | Replicability | Necessary condition |
| --- | --- | --- |
| Adaptation to climate change | YES | Suitable climatic conditions |
| Short maturity periods |  |  |
| Enabling environment(interventions, sensitizations) |  |  |

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

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

* Increase areas under production
* Increase yield per unit area
* Contract marketing (Growing maize to sell to an off taker)
* Improving soil health
* Enabling environment
* Use of high quality Input and seeds

**6. Data Availability & Policy Support**

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

The annual validated crop production data (KNBS)

The annual validated crop production data county level

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

~~CIDP – promotion of women dominated enterprises~~

Agriculture policy framework

Development project and programs

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

* Production self help groups
* Aggregation and marketing groups
* Informal services (Table banking)
* Social welfare groups

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

Promotion and upscaling of gender sensitive programs in the county policies and frameworks

County safety nets for vulnerable groups ie men and youth

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

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

**Enablers**

Public participation policy

County programs and projects

Development projects

INGOs and Local NGOs

Poor implementation of 2/3 Gender rule

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 and capacity building
* Financial safety nets for women
* Formal access to financial services
* Gender specific policies