**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.

**1. 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?

Market Demand and Value Chain Potential

The County Department of Agriculture and Livestock conducts **public participation forums** across sub-counties to gather community input on priority value chains.

The enterprises were based on the value chains available in our county.

Alignment with County and National Policies

AEZ mapping was used in selecting the areas which have the greatest economic impact from any funding.

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

Public Participation Forums

Community Barazas were carried out.

Gender and Youth-Sensitive Criteria

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

Cash crops and industrial crops are predominantly a male dominated value chain.

Traditional crops are mainly dominated by women.

High value and short-term crops are mainly dominated by youth.

The youth are dominating the transportation node across all the value chains. Note motorbikes, small cars etc.

Dairy cow value chain is dominated by men.

Dairy goats and sheep are dominated by women.

Poultry farming is dominated by women.

**2. Identification of Agricultural Enterprises**

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

Enterprise Gender

Coffee Elderly Men

Tea Men & Women

Traditional crops Women

Horticulture Youth

Avocado & Nut trees Men

Dairy Cows Men

Goats and Sheep Both

Poultry Women

Aquaculture Both

Apiculture Men

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

Traditional: Arrowroots, Sweet potatoes, Yams, Pumpkin, traditional vegetables, poultry, bananas

Non-traditional: Herbs and spices, Butternut, Irish potatoes, Aquaculture, sheep and goats, maize, beans

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

Duration of the crop on the farm. They prefer plats that take a short time on the farm and can go to market fast.

They prefer food crops for food security at home.

They prefer crops that have a small capital investment.

Land area available is small. Thus the prefer crops with high yield on a small area of land.

Ease in getting local market for their produce. This also determines the choice of crop.

Crops which do not require legal controls and regulators to market (coffee or tea) are preferred.

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

Social:

Traditions and culture in society are patriarchal thus they cannot make decisions on land use.

Difficulty to access funding and capital.

Lack of land ownership.

Lack of adequate training in farming skills.

The women do not support their own (women) in taking up leadership roles.

Institutional:

Lack of legislation to govern gender balance in board / leadership members in coffee and tea FPOs.

Membership representation in most FPOs are male dominated and this also reflects in the elected leadership.

**3. 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?

Activity Gender

Enterprise selection Men

Land preperation Men

Planting Women

Weeding Women

Sparaying Men

Pruning Men

Harvesting Women

Marketing Both

Transport Youth and Men

Farm structures construction Men

Livestock management Men

Milking & Slaughtering Men

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

Land ownership.

Access to credit and capital for farming.

Low-capacity building through formal trainings.

Scheduled crops curtail marketing of produce.

Patriarchal culture has led to men controlling resources in homesteads.

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

Enterprise Stage of Decision making Reason

Tea Harvesting Delegated family role

Traditional crops All Stages Fully in control of enterprise

Horticulture All Stages Fully in control of enterprise (as long as small scale)

Goats and Sheep All Stages except sale and slaughter Fully in control of livestock management.

Poultry All stages except farm structures Fully in control of livestock management.

Aquaculture All stages except farm structures Fully in control of livestock management.

**4. Climate Change and Emerging Enterprises**

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

The preferred value chains/enterprises in the county have not been significantly altered by ongoing climate change. Improved drought and disease tolerant varieties, breeds and clones (in tea) have been preferred.

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?

The emerging and rapid growth of aquaculture in the county as farmers address the need to carry out water harvesting. They also engage in the farming of upland arrowroots farming to enhance sustainable land management.

Farming of sunflower is growing to address fodder requirements and oil for household cooking. Sunflower is adaptable and can be farmed across various agricultural zones in the county.

1. **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**

**● Due to cultural factors, land ownership favors men(inheritance,cultural beliefs).**

**● Women and youth have limited control on land use.**

**● Land as a factor of production.youth and women are more productive compared to the elderly who are still on the resource.**

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

**● Men and elderly are in a vantage situation in higher amounts of loan access from formal institutions due to access to collateral as compared to women and youth.**

**● Women have a better access to finances to informal institutions(table banking).**

**● The Youth don't have access to formal institutions such as banks and saccos but have limited access to financial services in online platforms.**

c. Access to training and knowledge/extension

**● Most men and youth are not available for training,women and elderly are the most available*.(Men however are the highest implementers of the disseminated information).***

d. Access to information as market, weather

* **The youth have the highest access to information but hardly utilize it.**
* **The elderly have the lowest access to information.**
* **Women have access to information but have limited capacity in implementation.**

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

●  **Youth have the highest access in technology followed by men,women and elderly with least access.**

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

**The utilization of digital platforms depends on:ownership,skills, time, and airtime. Women are constrained by these factors. Through aggrotech firms, women are able to access these digital skills however, the skills uptake is still low.**

**Women access the technology through support from their children who are tech savvy.**

1. **Economic Viability & Market analysis**

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

**● The market demand is high, being the staple food for the county.**

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

●  **Nyeri county has a competitive advantage compared to other potato producers with high potential. In addition, there is high demand for potatoes in the country due to rise in fast food industries.**

**● Women are mostly involved in cottage industries businesses where they make and sell chips. In this area there lies a huge potential in product diversification i.e fresh and frozen products.**

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

* **Potato value chain is highly profitable both at production and processing. Generally, women are the majority actors from production to value addition. It there provides income to the women.**

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

● **The profitability is equally the same. However,male dominated value chains have structured markets compared to women dominated value chains.**

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

● **Food and nutrition,source of income thus purchasing power,employment,infrastructure development.**

**7. Replicability & Scalability**

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

**● Market demand.**

**● Value addition.**

**● Climate change adaptation.**

**● Aggregation.**

**● Financial access.**

**● Adoption of TIMPs.**

**● E-marketing-integration of ICT.**

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

**● They can be replicated in other counties with similar agro ecological zones.**

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

**● Aggregation**

**● Integration of ICT in marketing**

**● Value addition**

**● Infrastructure**

**● Bespoke financial products**

**8. Data Availability & Policy Support**

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

●  **Department of Agriculture**

**● KNBS**

**● FAO**

**● Farm records**

**● Producer Organisations**

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

● Crop(Irish potato) regulation 2019 advocates for packaging of potatoes into packages not more than 50kgs

● Access to Government Procurement opportunities reserves 30% for county procurement for women and youth.

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

●  **Producer organisations**

**● National potato platforms**

**● International organizations**

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

**● Access to production resources e.g land, inputs,markets.**

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

● **Bespoke financial products for which are women friendly.**

**● Women friendly policies to enable Access to production resources e.g land, inputs,markets.**

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

* Cultural barriers
* Limited **Access to Land:** Despite constitutional guarantees, women in Murang'a often face cultural and legal barriers to land ownership, restricting their ability to invest in climate-resilient practices.
* Financial **Constraints:** Women-led enterprises struggle to secure funding due to stringent collateral requirements and limited access to formal financial services.
* Underrepresentation **in Decision-Making:** Women are often excluded from policy and decision-making processes, leading to strategies that do not fully address their specific needs.
* Lack **of Gender-Disaggregated Data:** The absence of comprehensive data hampers the development of targeted interventions to support women 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?

**1. Financial Support**

* **Access to affordable credit: Establish women-friendly loan products with low interest rates and flexible repayment terms through SACCOs, microfinance institutions, and the Women Enterprise Fund (WEF).**
* **Grant programs: Provide start-up and scale-up grants targeting women and youth-led enterprises, especially in rural areas.**
* **Investment in cooperatives: Strengthen women's cooperatives through seed funding and access to revolving funds to support group-based enterprises.**

**2. Technical Support**

* **Capacity building and skills training: Offer regular training on entrepreneurship, business planning, digital marketing, and financial literacy tailored to women and marginalized groups.**
* **Mentorship and incubation: Create mentorship networks linking women entrepreneurs with experienced business leaders, and set up incubation hubs in sub-counties for early-stage enterprises.**
* **Market access support: Facilitate access to markets through trade fairs, e-commerce platforms, and linkages with county and national procurement systems.**

**3. Policy and Institutional Support**

* **Gender-responsive policies: Strengthen the implementation of existing gender and youth empowerment policies, and ensure affirmative action in county procurement processes.**
* **Supportive regulations: Simplify business registration procedures at the ward level and reduce licensing fees for small-scale women-led enterprises.**
* **Childcare and social protection: Invest in community childcare centers and health services to relieve the unpaid care burden that limits women’s participation in business.**

**4. Infrastructure and Technology**

* **Improved access to ICT: Provide digital tools, training, and internet access to enable women entrepreneurs to engage in online business and financial services.**
* **Transport and storage facilities: Enhance rural infrastructure such as feeder roads and market stalls, and invest in storage facilities for agro-based women businesses.**

**5. Networking and Representation**

* **Enterprise associations: Support the formation and strengthening of women’s enterprise associations to enhance collective bargaining and policy advocacy.**
* **Inclusive decision-making: Ensure representation of women and marginalized groups in county enterprise and development boards.**