**GENDER-SENSITIVE ENTERPRISE SELECTION AND CLIMATE ADAPTATION**

We are undertaking a consultative process to better understand how agricultural enterprise selection in your county incorporates 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 chains, 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?

Value chains: Maize, beans, potatoes

food security crops, economic value of the crops

Programmes ie NAVCPD,ASDSP- Support specific value chains in prioritization (commercialization tool(ASDSP))-Women and youth involvement, economic importance of the valuechains-The tool had some scores which determined value chain would be what number

ASDSP- commercialization tool and suitability maps were used- agroecological aspect

Stakeholder engagement was carried out with youth, markets and different parties

Ranking by stakeholders in terms of priority,

Three categories: Subsistence, emerging, commercialize

Consultant was engaged at national level to develop the tool

Representative forums was carried out

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

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

Maize, beans, potatoes,avocadoes, dairy and poultry

Poultry- preferred by women because of the viable start-up

Dairy- men (Cultural aspect), women provide labour (feeding, milking)

Potatoes- male dominated- women offer labour

Tea - male dominated

**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 WOMEN MEN YOUTH Elderly

Dairy Women Men Youth Elderly

Poultry Women Men Youth Elderly

Sheep and Goat Women Men Youth Elderly

Apiculture (Bee keeping) Men Youth

Maize Women Men Youth Elderly

Beans Women Men Youth Elderly

Potatoes Women Men Youth

Tea Women Men Youth Elderly

Avocadoes Women Men Youth Elderly

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| **Enterprise** | **WOMEN** | **MEN** | **YOUTH** | **Elderly** |
| **Dairy** | Women | Men | Youth | Elderly |
| **Poultry** | Women | Men | Youth | Elderly |
| **Sheep and Goat** | Women | Men | Youth | Elderly |
| **Apiculture (Bee keeping)** |  | Men | Youth |  |
| **Maize** | Women | Men | Youth | Elderly |
| **Beans** | Women | Men | Youth | Elderly |
| **Potatoes** | Women | Men | Youth |  |
| **Tea** | Women | Men | Youth | Elderly |
| **Avocadoes** | Women | Men | Youth | Elderly |

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

Traditional- Finger millet, sweet potato, sorghum, indigenous vegetables

Non traditional - Phyrethrum, Avocados, Bananas, Tea, Coffee, Maize, Beans

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

Men don't see value in some value chains (Cultural aspect) ie millet require a lot of attention

Ease of access to seeds (Affordable to women)

Subsistent crops (small scale and less input)

Not mechanized making it easier for women to venture into

Food security- millet and sorghum is considered key for nutrition ie for young children

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

Cultural aspect - Hierarchy of ownership, women have no say in disposal of heavy assets ie cows and land. Inheritance- most of the inherited wealth goes to the man

Men dominate sustainable enterprises.

Access to financial resources, men are more accessible to loans,

Financial literacy

Reproductive roles for women which is taking much of their time

**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

Dairy Women - Feeding, Milking, selling and marketing, cleaning, weeding of pastures, pasteurization, Fermentation (mursik), {Subsistence production}

Men - large scale production, commercial production, spraying, animal purchase, planting fodder, management practices

Youth - Transportation, Feeding, Milking, selling and marketing, cleaning, weeding of pastures, pasteurization, {Subsistence production} Women are mostly at home and have time, time of activity

Men are away from home most of the time

Labour intensive, men are more masculine in nature,

Energetic, ease of access the means of transportation (motorcycles), division of chores (Part of household roles)

Poultry Women- Feeding, egg collection, marketing, treating, vaccinations, selling, cleaning,

Men- construction of poultry houses, trading, transportation, vaccination

Youth- Feeding, egg collection, marketing, treating, vaccinations, selling, cleaning, transportation

Women are mostly at home and have time, time of activity

Labour intensive, men are more masculine in nature,

Energetic, ease of access the means of transportation (motorcycles), division of chores (Part of household roles)

Indigenous Vegetables Women - all production aspects ie land preparation, trading, harvesting, sorting

Men- Minimal engagement, perimeter and fencing

Youth- Harvesting, transport Small scale

Tea Women - Plucking, weeding, transportation,

Men- Planting, weeding, plucking, transportation, pruning, top dressing

Youth- fertilizer application,Plucking, weeding, transportation, pruning Labour intensive

Cabbage Men- land preparation, planting, spraying, weeding, marketing, harvesting, transporting

Women-planting, weeding, marketing, harvesting

Youth- land preparation, planting, spraying, weeding, marketing, harvesting, Flexible anybody can venture

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| **Enterprise** | **Gender role in value chain** | **Why** |
| **Dairy** | Women - Feeding, Milking, selling and marketing, cleaning, weeding of pastures, pasteurization, Fermentation (mursik), {Subsistence production}  Men - large scale production, commercial production, spraying, animal purchase, planting fodder, management practices  Youth - Transportation, Feeding, Milking, selling and marketing, cleaning, weeding of pastures, pasteurization, {Subsistence production} | Women are mostly at home and have time, time of activity  Men are away from home most of the time  Labour intensive, men are more masculine in nature,  Energetic, ease of access the means of transportation (motorcycles), division of chores (Part of household roles) |
| **Poultry** | Women- Feeding, egg collection, marketing, treating, vaccinations, selling, cleaning,  Men- construction of poultry houses, trading, transportation, vaccination  Youth- Feeding, egg collection, marketing, treating, vaccinations, selling, cleaning, transportation | Women are mostly at home and have time, time of activity  Labour intensive, men are more masculine in nature,  Energetic, ease of access the means of transportation (motorcycles), division of chores (Part of household roles) |
| **Indigenous Vegetables** | Women - all production aspects ie land preparation, trading, harvesting, sorting  Men- Minimal engagement, perimeter and fencing  Youth- Harvesting, transport | Small scale |
| **Tea** | Women - Plucking, weeding, transportation,  Men- Planting, weeding, plucking, transportation, pruning, top dressing  Youth- fertilizer application,Plucking, weeding, transportation, pruning | Labour intensive |
| **Cabbage** | Men- land preparation, planting, spraying, weeding, marketing, harvesting, transporting  Women-planting, weeding, marketing, harvesting  Youth- land preparation, planting, spraying, weeding, marketing, harvesting, | Flexible anybody can venture |

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

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

Enterprise Subsistence

Dairy Feeding, Milking, selling and marketing, cleaning, weeding of pastures, pasteurization, Fermentation (mursik), {Subsistence production}

Poultry Feeding, egg collection, marketing, treating, vaccinations, selling, cleaning,

Indigenous Vegetables all production aspects ie land preparation, trading, harvesting, sorting

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| **Enterprise** | **Subsistence** |
| **Dairy** | Feeding, Milking, selling and marketing, cleaning, weeding of pastures, pasteurization, Fermentation (mursik), {Subsistence production} |
| **Poultry** | Feeding, egg collection, marketing, treating, vaccinations, selling, cleaning, |
| **Indigenous Vegetables** | all production aspects ie land preparation, trading, harvesting, sorting |
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**Climate Change and Emerging Enterprises**

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

Some pest and diseases that have emerged that is affecting maize making parts of the county not suitable for maize production ie African army warm, fall army warms

Weather variability- seasons were well defined, no distinct seasons affecting the enterprises

People are now going to short season and drought tolerant varieties more than before - Maize (DK77, Haraka 101, DH04, Hybrid 520)

Livestock: Saiwals,jerseys, Improved kienyeji with high tolerance

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?

Comertialization of bean production, was initially a subsistent crop, high iron bean (Fortified variety)

Azolla production and Black solder flies

Super napier varieties

Bee keeping, aquaculture among small holder farmers

**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

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|  | **Men** | **Women** | **Youth** | **Elderly** |
| **Land** | Yes  Very accessible | Yes  Limited access and control | yes  Limited access and control | Yes  Own the land |
| **Finance-** | Yes  Have collaterals like title deeds | Limited access  Chamas | Limited access  Chamas | Yes |
| **Training and knowledge/extension** | Yes | Yes | Yes | Yes |
| **Access to information as market, weather** | Yes | Limited access and disadvantaged | Yes | Limited access and disadvantaged |
| **Access to technology eg ICT, digital gadgets, internet, digital literacy** | Yes | Limited access and disadvantaged | Yes | Limited access |

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

Lack of access

Inadequate technical knowledge

Low Literacy levels

**Economic Viability & Market analysis**

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

Enterprise demand (1-10) Competition

Maize 9 Rice (Supplementary product)

Beans 9 Peas, green grams

Irish Potatoes 8 Sweet potatoes

Dairy (Cows) 9 Dairy (Goats), soya milk

Poultry 9 Fish (meat), pigs

Avocados 8 Mangoes

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| **Enterprise** | **demand (1-10)** | **Competition** |
| **Maize** | **9** | **Rice (Supplementary product)** |
| **Beans** | **9** | **Peas, green grams** |
| **Irish Potatoes** | **8** | **Sweet potatoes** |
| **Dairy (Cows)** | **9** | **Dairy (Goats), soya milk** |
| **Poultry** | **9** | **Fish (meat), pigs** |
| **Avocados** | **8** | **Mangoes** |

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

Enterprise Opportunity women can tap in Value chain Opportunity women can tap in Value Addition

Maize Aggregation and marketing, selling, weeding , harvesting, threshing, Milling, blending ie with sorghum and millet (to enhance nutrition), package, cow feeds, sillage, boiled and roasted maize

Beans Aggregation and marketing, selling, weeding , harvesting, threshing,seed production, stockist (input supplies), Sorting and Packaging

Avocados Nursery operators (grafting,root stock), Aggregation and marketing, organically produced fruits Sorting, grading and Packaging, cold rooms,

Poultry Hatching and brooding, Feed formulation, production, Aggregation and marketing (eggs and live birds), Vaccination, selling of manure, black soilder fly, azolla production, biogas Sorting, packaging, marketing, cakes,pancakes, dressing and selling of meat, vending, chicken butcheries,

Dairy (Cows) Stockist, feed formulation, bulking,chilling and marketing of milk, calf rearing, azolla production, selling of dairy manure, biogas Mursik, Yorghut, cheese, ghee, pasteurization and dispensing

Irish Potatoes Seed production, Selling and marketing, Stockist, weeding services, Transportation, Aggregation Chips and crisps, livestock feed and compost

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| **Enterprise** | **Opportunity women can tap in Value chain** | **Opportunity women can tap in Value Addition** |
| **Maize** | Aggregation and marketing, selling, weeding , harvesting, threshing, | Milling, blending ie with sorghum and millet (to enhance nutrition), package, cow feeds, sillage, boiled and roasted maize |
| **Beans** | Aggregation and marketing, selling, weeding , harvesting, threshing,seed production, stockist (input supplies), | Sorting and Packaging |
| **Avocados** | Nursery operators (grafting,root stock), Aggregation and marketing, organically produced fruits | Sorting, grading and Packaging, cold rooms, |
| **Poultry** | Hatching and brooding, Feed formulation, production, Aggregation and marketing (eggs and live birds), Vaccination, selling of manure, black soilder fly, azolla production, biogas | Sorting, packaging, marketing, cakes,pancakes, dressing and selling of meat, vending, chicken butcheries, |
| **Dairy (Cows)** | Stockist, feed formulation, bulking,chilling and marketing of milk, calf rearing, azolla production, selling of dairy manure, biogas | Mursik, Yorghut, cheese, ghee, pasteurization and dispensing |
| **Irish Potatoes** | Seed production, Selling and marketing, Stockist, weeding services, Transportation, Aggregation | Chips and crisps, livestock feed and compost |

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

Enterprise profitability levels & economic benefit

Maize Food security, source of income, animal feeds

Beans Food and nutrition security, source of income, animal feeds

Dairy (Cows) Food and nutrition security, source of income

Poultry Moderate economic value, necessity, financial and nutritional benefit

Tea High economic value, access to loans

| **Enterprise** | **profitability levels & economic benefit** |
| --- | --- |
| **Maize** | Food security, source of income, animal feeds |
| **Beans** | Food and nutrition security, source of income, animal feeds |
| **Dairy (Cows)** | Food and nutrition security, source of income |
| **Poultry** | Moderate economic value, necessity, financial and nutritional benefit |
| **Tea** | High economic value, access to loans |

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

**Women - Sorghum, Poultry, Sweet potatoes,Finger millet**

**Men- Tea, Dairy, Irish Potatoes, Avocadoes**

Male dominated enterprises are commercial,sustainable compared to female dominated enterprises

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

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| **Enterprise** | **Socio-economic benefit** |
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**Replicability & Scalability**

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

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

**Women - Sorghum, Poultry, Sweet potatoes,Finger millet**

**Men- Tea, Dairy, Irish Potatoes, Avocadoes**

Highland areas, based on agroecological aspect

Can be culturally accepted in other regions

Indigenous vegetables ie spider plants, people in west rift prefer bitter variety

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

Enhancing extension support, linkage to appropriate climate smart production technologies, make use of the existing marketing platforms, Aggregation to command tradable volumes, Value addition, enhanced market access ( utilizing digital platforms), contract marketing, technologies that can guarantee quality produce

**6. Data Availability & Policy Support**

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

Information available but not on a specific platform. Project based ie NAVCDP

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

Bomet Multisectoral food and nutrition security policy

Kenya youth agribusiness strategy (National Level)

Kenya Climate Smart Agricultural Strategy

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

Precious Poultry Cooperative society - aggregation and marketing of poultry products, chick brooding,- women save and get loans

Top hill - Production,aggregation and marketing of high iron beans, table banking, access to loans, solicit for sponsorships for education

Korakwony - milling of maize, packaging, they want leasing to investors

Cooperatives exists but not active

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

Policy towards encouraging financial institutions to accept farm produce ie maize

Strengthening warehouse receipt system (Access to finance and credit)

Land policies and ownership (Most of the land is under succession which is limiting access to land)

Gender friendly credit

standardization unit of measure for produce

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

Enforcement of standardized unit of measure for produce

Financial institutions to develop gender friendly credit

Review of Land policies and ownership

Women enterprise fund

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

Sensitization.

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

Enforcement of standardized unit of measure for produce

Financial institutions to develop gender friendly credit

Review of Land policies and ownership

Women enterprise fund

Technical support

Capacity building on value chain specific technologies and innovations management practices

Access to credit