**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

Enterprise 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

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

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