

Gender

Women's rights & Business opportunity



How to ensure reliable supply in terms of volumes, quality and timeliness?

How to attract sufficient smallholders to your outgrower scheme?

How to provide training to your suppliers and contract farmers in a cost efficient way?

Business Efficiency

Engaging women in your value chain leads to increased



Crops quality

Women pay more attention to crops quality



Productivity

Enabling women to have equal access to resources tends to increase productivity

Why

Diversification of Suppliers



Reputation Management

Paying attention to gender in your value chain helps to



Maintain a good reputation

Adopting a higher gender equality standards in your chain helps companies maintain stable commercial relationships with suppliers



Reduce risks of reputation damage

Being aware of the real conditions in value chain and engaging in constructive dialogues to improve gender equality, reduces companies' risk of sudden reputational damage

Gender strategies

Business Efficiency



Enable women's access to inputs, technical training and other extension service in production

Diversification of Suppliers



Contract female outgrowers

Deal with smallholders as family farmers including both men and women

Ensure management positions for women in producer organisations

Reputation Management



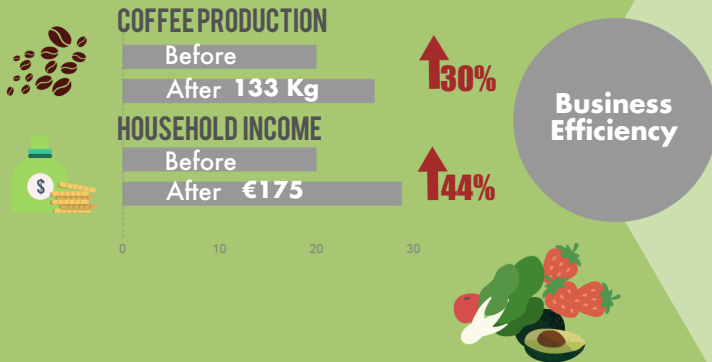
Communicate: women are not exploited in production

Communicate: women benefit in production through high gender standards

FACTS

ABOUT GENDER IMPACTS ON BUSINESS

Impacts on Business



Case: Coffee, HRNS, Uganda

Strategy

Training for women on agricultural practices

Using change agents (leaders) and model couples for the promotion of farming as a family business

Case: Tea, Finlays, Kenya

Strategy

Organizing awareness-raising sessions for female members and commercial workshops for different age and gender groups to ensure that women's opinion are heard

Lowering membership eligibility criteria to ensure that women can become members

Diversification of Suppliers

Impacts on Business

Female members helped Finlays establish and expand outgrower schemes

"It is very noticeable that women outgrowers supply better quality tea (green leaf) than men."

Finlays outgrower management team

Impacts on Business

Good working conditions & social projects

Good reputation of the suppliers

Strong position in the value chain & Stable supply

Attract sufficient workers

Reputation Management

Case: Vegetable and fruits, Nature's Pride, Latin America and Africa

Strategy

Ensuring good working conditions through social certifications

Initiating and funding social projects together with suppliers to support the community and provide access to training and finance